

Resources to Support #BookTok Challenge Participation

Below are a set of resources for you and your school's RIFluencer to use to promote and encourage participation in Reading Is Fundamental's (RIF) reading engagement initiative, the **RIF #BookTok Challenge**. RIF is eager to support reading engagement and frequency in your school community and this Challenge is a fun way to encourage reading fun.

At the end of the end of this toolkit, you will find your school's unique Challenge hashtag. **Please use the RIF-designated hashtag for your school to fill in the [hashtag] blank in the sample messages below.** Thank you for partnering with RIF in our shared goal to drive a culture of literacy in school and at home.

Morning Announcements/School Assembly Script

Hello, this is [First Name] and I am excited to share about a fun reading challenge our school is doing this year in partnership with an organization called Reading Is Fundamental.

It's called the RIF #BookTok Challenge. You can enter on TikTok, by paper or by video. All you have to do is read a book and make a #BookTok sharing your reactions, thoughts, alternate ending, dramatic reading, character reenactment, or anything else you want to share about the book you've read! Share the books you love and RIF may feature your #BookTok online.

Sample Language for School Newsletter or Website

Please be sure to fill in the [hashtag] blank with your school's unique RIF-designated hashtag found at the end of this toolkit.

[Our school] is partnering with Reading Is Fundamental (RIF), the nation's largest children's literacy nonprofit, this school year for a new reading initiative! One part of the program is a reading challenge to get everyone in our school motivated to read. Joining in the fun is easy.

Step 1: Read a book.

Step 2: Share what you thought about it, a favorite scene or character, or an alternate ending by creating a #BookTok on TikTok, paper or video.

(Be sure to use the hashtags from RIF if posting on TikTok: #BookTok

#RIFBookTokChallenge #[YourSchoolsUniqueHashtag] so they can discover your post)

Step 3: Read and share about even more books through the end of March 2023.

Complete details can be found here: RIF.org/MSFLI/Challenge

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Sample Social Media Posts (for use on school or RIFluencer personal platforms)

Please feel free to customize your social media message with the appropriate RIF handle for each platform, inserting RIF's username where we've written @RIF as a placeholder in the sample messages below.

Facebook: @ReadingIsFundamental

Instagram: @readingisfundamental

Twitter: @RIFWEB

TikTok: @rif.readingisfundamental

[Our School] is joining the @RIF #BookTok Challenge through March 2023. We are showing our book love and hoping RIF will showcase our school's #BookToks. Participating is simple for our students. 1: Read a book. 2: Share what you thought about it by creating a #BookTok on TikTok, paper or video. 3: Read and share even more to show our school's enthusiasm for reading. Complete details can be found here: RIF.org/MSFLI/Challenge

@RIF, the nation's largest children's literacy nonprofit, is partnering with [our school] to promote and celebrate the joy of reading! We encourage students and families to participate in the RIF #BookTok Challenge to show our school's reading spirit. Students read a book, share their thoughts via TikTok, paper or video. RIF might just showcase our #BookToks online. Complete details can be found here: RIF.org/MSFLI/Challenge

(Shortened for Twitter): Show our reading spirit! We're taking the @RIFWEB Challenge. When students read a book, they create a #BookTok – digital or paper entry- to help us showcase the books we love. Complete details can be found at: RIF.org/MSFLI/Challenge

Postcard/Flyer Language

Please feel free to print and customize this flyer on the following page to post in your school library, by the front office and within the school halls or send home with students. Please be sure to fill in the [hashtag] blank with your school's unique RIF-designated hashtag found at the end of this toolkit. You may print and write in your school's hashtag or type the text into this PDF in the field below.

JOIN THE RIF #BOOKTOK READING CHALLENGE

Calling all students!

You're invited to participate in Reading Is Fundamental's (RIF) #BookTok Challenge! Let's show our reading spirit

What's the Challenge?

Students at participating schools read a book then create a #BookTok to share their thoughts and reactions. RIF will showcase their favorite entries online!

How to Get Involved?

Read a book. Create a #BookTok. Repeat.

You can join in the fun by either

1. Posting on TikTok using all three of these hashtags:
#RIFBookTokChallenge, #BookTok, #[]
2. Having your teacher send your video to RIF
[LiteracyNetwork@RIF.org]
3. Having your teacher send your paper entry to RIF
[RIF.org/MSFLI/PrintEntry]



Complete details can be found here: [RIF.org/MSFLI/Challenge](https://www.rif.org/MSFLI/Challenge)

School Name	State	#BookTok Hashtag <i>use this hashtag for your school's participation in RIF's reading challenge</i>
Muwekma Ohlone Middle School	California	#OhloneMSRIF
Newark Junior High School	California	#NewarkJrHighRIF
Walters Middle School	California	#WaltersMSRIF
Howard University Public Charter School Math & Science	District of Columbia	#HowardUPCSRIF
Cesar Chavez Public Charter School - Parkside	District of Columbia	#CesarChavezPCSRIF
Charles Hart Middle School	District of Columbia	#HartMSRIF
Washington Global Public Charter School	District of Columbia	#WashingtonGlobalPCSRIF
Elliot - Hine Middle School	District of Columbia	#ElliotHineMSRIF
Brookland Middle School	District of Columbia	#BrooklandMSRIF
Heritage Middle School	Illinois	#HeritageMSRIF
Chippewa Middle School	Illinois	#ChippewaMSRIF
Old Orchard Junior High School	Illinois	#OldOrchardJrHighRIF
Coolidge Middle School	Illinois	#CoolidgeMSRIF
Jefferson Middle School	Illinois	#JeffersonMSRIF
Jackson Middle School	Illinois	#JacksonMSRIF
Richardson Middle School	Illinois	#RichardsonMSRIF
Thomas Jefferson Academy for Advanced Studies	Louisiana	#ThomasJeffersonRIF
Harry M Hurst Middle School	Louisiana	#HurstMSRIF
Waverly School 51	Maryland	#School51RIF
Rosemont School 63	Maryland	#School63RIF
Wildwood School 88	Maryland	#School88RIF
Maree G. Farring School 203	Maryland	#School203RIF
Highlandtown School 215	Maryland	#School215RIF
Morrell Park School 220	Maryland	#School220RIF
The Mount Washington School	Maryland	#MountWashingtonRIF
Glenmount School 235	Maryland	#School235RIF
Graceland Park/O'Donnell Heights School 240	Maryland	#School240RIF
Leith Walk School 245	Maryland	#School245RIF
Cross Country School 247	Maryland	#School247RIF
Calvin M. Rodwell School 256	Maryland	#School256RIF
Patuxent Valley Middle School	Maryland	#PatuxentValleyMSRIF
Oakland Mills Middle School	Maryland	#OaklandMillsMSRIF
Lake Elkhorn Middle School	Maryland	#LakeElkhornMSRIF
Belair-Edison Middle School	Maryland	#BelairEdisonMSRIF
Stadium School 15	Maryland	#School15RIF
Northwest Academy Health Sciences	Maryland	#NWAHSRIF
Thomas Johnson Middle School	Maryland	#ThomasJohnsonMSRIF
Benjamin Stoddert Middle Sch	Maryland	#StoddertMSRIF
Newport Mill Middle School	Maryland	#NewportMillMSRIF
Academy for College and Career Exploration	Maryland	#ACCERIF
Benjamin Banneker Middle School	Maryland	#BannekerMSRIF
Wilde Lake Middle School	Maryland	#WildeLakeMSRIF
Charles Carroll Middle School	Maryland	#CarrollMSRIF
Old Mill Middle School North	Maryland	#OldMillMSRIF
Strong Middle School	Michigan	#StrongMSRIF

Levey Middle School	Michigan	#LeveyMSRIF
Woodworth Middle School	Michigan	#WoodworthMSRIF
Carleton Middle School	Michigan	#CarletonMSRIF
Pierce Middle School	Michigan	#PierceMSRIF
McClintock Middle School	North Carolina	#McClintockMSRIF
Eastway Middle School	North Carolina	#EastwayMSRIF
Corriher - Lipe Middle School	North Carolina	#CLMSRIF
Kannapolis Middle School	North Carolina	#KannapolisMSRIF
Northeast Middle School	North Carolina	#NortheastMSRIF
W C Friday Middle School	North Carolina	#WCFridayMSRIF
Albemarle Road Middle School	North Carolina	#AlbemarleRoadMSRIF
Bolich Middle School	Ohio	#BolichMSRIF
Roberts Middle School	Ohio	#RobertsMSRIF
Memorial Junior High School	Ohio	#MemorialJrHighRIF
Eastlake Middle School	Ohio	#EastlakeMSRIF
Willoughby Middle School	Ohio	#WilloughbyMSRIF
Willowick Middle School	Ohio	#WillowickMSRIF
Francisco Medrano Middle Sch	Texas	#MedranoMSRIF
Dewitt Perry Middle School	Texas	#PerryMSRIF
Austin Middle School	Texas	#AustinMSRIF
Young Women's Leadership Academy	Texas	#YWLARIF
Irma Marsh Middle School	Texas	#MarshMSRIF
Roy Johnson STEM Academy	Texas	#RJSTEMRIF
Sam Tasby Middle School	Texas	#TasbyMSRIF
T W Browne Middle School	Texas	#BrowneMSRIF
A C New Middle School	Texas	#ACNewMSRIF
Haltom Middle School	Texas	#HaltomMSRIF
Jean McClung Middle School	Texas	#McClungMSRIF
G W Kennemer Middle School	Texas	#KennemerMSRIF
Henry W Longfellow Academy	Texas	#LongfellowEARIF
Poe Middle School	Virginia	#PoeMSRIF
Greenfield Middle School	Wisconsin	#GreenfieldMSRIF
West Milwaukee Intermediate School	Wisconsin	#WestMilwaukeeRIF