

CSLP Social Media Toolkit for Public Libraries

Re: 2020's "Imagine Your Story"

Dear CSLP Member Libraries,

Please feel free to schedule social media posts on your library's social networks using the samples below. Graphics are available in your manual file folder 09 as "Social Media Files." Please adhere to the timeline as listed by posting within the month noted, but not posting before a specified date. This is a living document, so we will be updating sections throughout the coming year - be sure to bookmark this document and return for updated campaign post ideas! Feel free to like and share from any of the @CSLPreads platforms at any time.

Thank you,

The Collaborative Summer Library Program's Social Media Committee
info@cslpreads.org

Campaign Hashtags: #ImagineYourStory #LibrariesImagine

[Brackets indicate space to insert graphics from your CSLP Manual "Social Media" File Folder]

Theme Kick-off (Fall 2019) - USE Banner IMAGES with text from below:

- @CSLPreads is proud to announce the 2020 Summer Reading slogan is "Imagine Your Story!" [Imagine Your Story Social Graphic #1]
- Next summer... get ready to "Imagine Your Story" at (insert your library's name here)! [any banner/graphic image]
- Summer 2020: "Imagine Your Story" at (insert your library's name here)! [any banner image]
- Fee-Fi-Fo-Fum, imagine the stories that will come... Summer 2020 #ImagineYourStory #LibrariesImagine [Children's banner]
- Turn your world upside down, "Imagine Your Story" Summer 2020 [YA banner]
**You can turn text upside down using this website:
<https://manytools.org/facebook-twitter/type-upside-down-above/>

Artist Features (Fall 2019-Summer 2020)

- Award winning LeUyen Pham created magical art for our #ImagineYourStory summer library programs in 2020. [graphic image of your choosing]

Early Literacy Manual Playlist (June-August 2020)

- Sing along to CSLP's Early Literacy playlist with your baby! #ImagineYourStory #LibrariesImagine <http://bit.ly/CSLP2019EL>

March is Reading Month

- #MarchisReadingMonth so get a jump start on this summer's #ImagineYourStory theme by checking out some Greek Mythology or Aesop's Fables at the library!
- Dreaming of warm weather and a good book? #ImagineYourStory summer reading club will begin before you know it, (library kickoff date here)!

National Summer Reading Champion

- Exciting news! [Carmen Agra Deedy](#) is our 2020 National Summer Reading Champion! Come on in to the library this summer and join the fun. #ImagineYourStory <https://youtu.be/iFDyKbKYw0c>
- Join our National Summer Reading Champion, [Carmen Agra Deedy](#), Fridays at Noon (ET) for stories! #ImagineYourStory #LibrariesImagine [insert graphic from Carmen Agra Deedy folder]
- We are so excited to have [Carmen Agra Deedy](#) for our 2020 National Summer Reading Champion! Be sure to check out her live stories, Fridays at Noon (ET) in June. #ImagineYourStory #CSLPreads #SummerReimagined [insert graphic from Carmen Agra Deedy folder]
- A special announcement from our 2020 National Summer Reading Champion, [Carmen Agra Deedy](#) inviting you to join her for stories at Noon (ET) in June! <https://youtu.be/f2vSVolk92Y>

Sign-up Posts/Pre-Register (May/early June, 2020)

- It's not a myth, Summer Reading is here! Sign up today at (insert your library's name here)! #ImagineYourStory #LibrariesImagine #CSLPreads

Not too late to sign-up! (early July 2020)

- Imagine your own story by heading in and signing up for Summer Reading! [Or follow this link to register online now.] #ImagineYourStory #LibrariesImagine #CSLPreads

Summer Reading wrap-up (on or after July 31, 2020)

- "There is no true end to any fairy-tale..." – J.R.R. Tolkien
BUT there is an end to Summer Reading 2020! Be sure to pick up the last of your prizes before (DATE HERE) #ImagineYourStory #LibrariesImagine

Teaser for 2021's "Tails and Tales" (August 17, 2020)

- Calling all creatures, large and small! "Tails and Tales" will kick-off next summer at (insert your library's name here)! [Images of 2021 posters coming in August 2020]

UPDATED 6/4/2020