

BookTrust Early Years - Social media toolkit

Using social media is a great way to **engage your local community** with the benefits of books and reading.

In this toolkit we're sharing some images and suggested posts to help you talk about what you're getting up to. You know your community best, so feel free to tailor these to suit your tone of voice and style.

Useful tags and links

We'd love to see your posts, so please tag us using **@BookTrust** – this tag is the same across Facebook, Instagram, LinkedIn and Bluesky.

It would be great if you could use the hashtag **#Bookstart**.

If you'd like to point towards our website, some useful links are:

- Our homepage: **booktrust.org.uk**
- Our families page: **booktrust.org.uk/families**
- Our Bookfinder: **booktrust.org.uk/bookfinder**

Assets

We're providing some social media images that you can use on Facebook, Instagram, LinkedIn and Bluesky – you can find them by clicking in **this Assets folder**.

We recommend using:

- landscape images (1280x720px) Bluesky and LinkedIn
- square images (1080x1080px) for Facebook
- portrait images (1080x1350px) for the Instagram grid
- vertical images (1080x1920px) for Instagram Stories

Social media copy

Here, we're sharing some suggested copy for your social media posts - though do feel free to edit these to suit you and the families you are working with.

- We're really excited to be giving out #BookstartToddler / #PreSchooler packs to families in [insert location here]! Find out more by [visiting our website... / popping into...]
- Reading is AMAZING! Research shows that reading supports children to experience better mental wellbeing, do better at school and develop their creativity and imagination – find top tips to help you get started on the @BookTrust website here: booktrust.org.uk/families
- Sharing books with your children can help you to bond and sets them up for the future! Get ideas for great reads you'll all enjoy with the #Bookfinder from @BookTrust: booktrust.org.uk/bookfinder
- Have you had a #BookstartToddler / #Bookstart Pre-Schooler pack from us? Find lots of activities, tips and fun stuff to help you keep reading with your family on the @BookTrust website: booktrust.org.uk/families
- We can help you and your family get reading! Pop into [location] / Get in touch on [contact info] to find out how we can help you give your child the best start with books
- Reading is BRILLIANT for your children! Research shows that reading supports children to:
 - Overcome inequalities before they deepen
 - Bond with their caregivers and experience better mental wellbeing
 - Meet early development milestones and do better at school
 - Develop empathy, creativity and imagination
- Get in touch with us on [link/email/phone] / Pop in to [location] to find out how we can help you to start sharing books and stories together!

- Guess what? There is NO wrong way to share a story... the most important thing is to have fun!
- It's never too late to start sharing stories! We can help you and your family to discover the amazing benefits of reading - [pop in/get in touch] to find out more.
- You don't have to read a book from cover to cover to enjoy the amazing benefits of reading with your child. Dip in and out, look at the pictures, tell your own tales and most importantly, have fun!
- Reading isn't just for bedtime or quiet time – you can share stories anywhere, any time. Pop a book in your bag for when you're out and about or try making up your own stories that your little one will love!

Advice and helpful hints

- Have fun! Social media is a great opportunity to talk to families and get your message out there, so enjoy yourself.
- Always try to use images on your posts if you can (you can use the assets we've provided in this toolkit).
- It's great to have a call to action on your social media posts – a link to an event, an invitation to comment, or an encouragement to get involved – but don't worry if you can't think of anything to include... posting general comments about the benefits of sharing stories is brilliant too!

If you have any questions, do please feel free to get in touch with your local Bookstart Coordinator.

booktrust.org.uk

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