



BookTrust Storytime - Social media guide

Using social media is a great way to engage your local community with the services offered in your library and your plans for BookTrust Storytime.

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 what you're getting up to, so feel free to tag us into any of your posts using **@BookTrust** – this tag is the same across **X** (formerly known as Twitter), **Facebook**, **Instagram** and **LinkedIn**, while you can find us on Bluesky at **@booktrust.org.uk**. It would be great if you could use the hashtag **#BookTrustStorytime**.

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

- Our homepage: **booktrust.org.uk**
- The **BookTrust Storytime page**
- Our Bookfinder: **booktrust.org.uk/bookfinder**

You might also like to tag in the authors, illustrators and publishers who have created our BookTrust Storytime books. You can find tags for them below.

BookTrust:

- **Facebook:** @booktrust
- **Instagram:** @booktrust
- **Bluesky:** @booktrust.org.uk
- **X:** @booktrust

Suki Cat Astronaut:

- **Facebook:** @NosyCrow
- **Instagram:** @nosycrow, @gracejhabib
- **Bluesky:** @nosycrow.bsky.social
- **X:** @NosyCrow

SuperWolf:

- **Facebook:** @ScholasticUK, @HelenDochertyAuthor
- **Instagram:** @scholastic_uk, @thomasdochertyillustrator, @helendochertyauthor
- **Bluesky:** @scholasticuk.bsky.social, @thomasdocherty.bsky.social,
- @helendocherty.bsky.social
- **X:** @scholasticuk

The Jellyfish Jiggle:

- **Facebook:** @hachettechildrensgroup, @nicolaslaterart, @CarylHartAuthor
- **Instagram:** @hachettechildrens, @nicolaslater, @carylhart
- **Bluesky:** @hachettechildrens.bsky.social
- **X:** @HachetteKids, @carylhart1

Tiger, It's snowing!:

- **Instagram:** @postwave_books, @daishu_ma
- **Bluesky:** @postwavebooks.bsky.social
- **X:** @postwave_books, @daishu_ma

Five Enormous Dinosaurs:

- **Facebook:** @ChildsPlayBooks
- **Instagram:** @sarahdellowdesign, @childsplaybooks
- **Bluesky:** @childs-play.co.uk

Assets

We're providing some social media images that you can use on X (formerly known as Twitter), Facebook, Instagram, LinkedIn and Bluesky – you can find them by clicking [here](#). We recommend using landscape images (1280x720px) for X, Bluesky and LinkedIn; square images (1080x1080px) for Facebook; portrait images (1080x1350px) for the Instagram grid; and vertical images (1080x1920px) for Instagram Stories.

You could also use photographs from your BookTrust Storytime events and sessions to get your community excited about coming along – just make sure you have consent from everyone featured in the pictures. If you need advice about gathering consent, feel free to get in touch with our Content team on content@booktrust.org.uk.

Suggested 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 your community.

- We'll be taking part in **#BookTrustStorytime** this year!
Join us for lots of fun story times and activities, and don't forget to pick up your free sticker book! Find out more: [link to your website or the BookTrust website]
@BookTrust
- Join us for lots of **#BookTrustStorytime** fun at the library! We'll be enjoying brilliant books picked out by **@BookTrust**, plus your little ones can try fun activities and collect stickers too. Find out more: [insert link to your / BookTrust's website]
- Our next **#BookTrustStorytime** session is coming up! Join us on [date/time] when we'll be sharing the story [title] by [creators] and enjoying fun activities for your little ones. Plus, you can collect a sticker and vote for the **@BookTrust** Storytime Prize!
- We had so much fun at today's **#BookTrustStorytime** session! We enjoyed [book] by [author/illustrator] and then took part in some fun activities. We wonder if any of our families will vote for it to win the **@BookTrust** Storytime prize? Come along to our next session on [date/time]!
- Have you voted for your favourite **#BookTrustStorytime** book yet? Pop into the library and enjoy the five books nominated for the **@BookTrust** Storytime prize - plus lots of fun activities! Find out more: [link]

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 or photos of your sessions).

- It's great to have a call to action on your social media posts – maybe you could include a link to your website or an invitation for people to share their comments and thoughts. But if you don't have anything to include, don't worry!

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

