



Father's Day Challenge Sample Social Media Facebook/Instagram Posts and Tweets

Main hashtags: #readingwithdad #readtobereadytn

List of additional hashtags

Here are a list of additional hashtags to use on Instagram:

#readtobereadytn #tnimaginationlibrary #southernword #tndads #tnfathers #fathersday #fathersdayTN #fathersday2017 #fathersday #fathersdaychallenge #earlyliteracy #readmore #summerreading #fathersread

Facebook / Instagram Post	Tweet
<p>Main post for video link: As part of the Read to be Ready initiative, Governor’s Books from Birth Foundation, Tennessee’s Imagination Library, and Southern Word are celebrating fathers (and father figures) who read with children! Parent engagement is essential to childhood literacy. Check out this video celebrating #readingwithdad and share it far and wide! #readtobereadytn #fathersdaychallenge <i>[Insert video link]</i></p>	<p>Celebrating dads who read with their children with @readtobereadytn @tnimagination @southernword #readingwithdad <i>[Insert video link]</i></p>
<p>Main post for audience sharing pics: Reading aloud with your children increases vocabulary, creates a path to early literacy and builds valuable bonds. This Father’s Day, we are celebrating fathers (and father figures) who read with their children! Share this post between June 12 - 18 with your own cute picture! #readingwithdad #readtobereadytn #fathersdaychallenge #TNImaginationLibrary <i>[Audience posts with their own pic; GBBF & partners post with submitted pics and or video link]</i></p>	<p>Reading aloud w/ children creates a bond & leads to #earlyliteracy. Celebrate #tndads who read w/ their kids! #readingwithdad <i>[Audience posts with their own pic; GBBF & partners post with submitted pics and or video link]</i></p>
<p>Additional post for audience sharing pics: #ReadingWithDad is _____ (e.g. important, fun, best part of every day). #tndads #FathersDay #earlyliteracy #readtobereadytn <i>[Audience fills in blank and posts with their own pic; GBBF & partners can post with pics and fill in blank with something like "essential to brain development and early literacy"]</i></p>	<p>#ReadingWithDad is _____ (e.g. important, fun, best part of every day). #tndads #FathersDay #earlyliteracy <i>[Audience fills in blank and posts with their own pic]</i></p>
<p>Kidcentral article post: Fathers who are actively involved in their children’s lives contribute to their emotional health, overall wellness, social development and self-respect, according to the U.S. Department of Health and Human Services. Dedicated and responsible fathering during infancy and early childhood also contributes to emotional security, as well as improved math and verbal skills. Read more about the important role of fathers in this kidcentral tn article. #readingwithdad #fathersday #tndads #readtobereadytn http://www.kidcentraltn.com/article/fathers-play-an-important-role-in-child-development</p>	<p>Father involvement in early childhood leads to positive child development, including adv language development. #readingwithdad http://www.kidcentraltn.com/article/fathers-play-an-important-role-in-child-development</p>
<p>Father involvement in early childhood leads to positive child development, including advanced language development. Reading with your children is a powerful tool for early literacy and bonding. Let’s celebrate all the fathers (and father figures) reading with their children! Share this post with a picture of male adults reading with children. Include the hashtag #readingwithdad. #readtobereadytn #southernword #TNImaginationLibrary</p>	<p>Reading with your children is a powerful tool for early literacy. Let’s celebrate #tndads reading w/ their children! #readingwithdad <i>[Audience posts with their own pic; GBBF & partners post with submitted pics and or video link]</i></p>

List of partner social media (we should encourage tagging as much as possible):

Governor's Books from Birth Foundation/ TN Imagination Library

<https://www.facebook.com/TNImaginationLibrary>

<https://www.instagram.com/TNImaginaiton>

<https://www.twitter.com/TNImagination>

Read to be Ready TN:

<https://www.instagram.com/readtobereadytn>

<https://twitter.com/ReadtobeReadyTN>

Southern Word

<https://www.facebook.com/SouthernWord>

https://www.instagram.com/southern_word

<https://twitter.com/SouthernWord>