



“Got Caught” Social Media Challenge Imagination Library Week 2018, Sept. 16-22

WHEN?

- **Monday, Sept. 17th:** Governor and First Lady Haslam will kick off with a #GotCaughtReading post of a photo reading with children. Please post your own #GotCaughtReading photo after **NOON on Sept. 17th**.
- During the week, we hope you will encourage your supporters to participate in the #GotCaughtReading social media challenge.

WHERE?

- Social Media—**Facebook, Twitter, Instagram**

WHAT?

- There are **2 ways to participate on social media.**
- **ALL FACEBOOK POSTS:** “Check-in” to the Facebook event location, [Tennessee Imagination Library Week 2018](#).
 1. **Post your #GotCaughtReading picture on Facebook, Twitter or Instagram. Be sure to tag us and use the hashtags #GotCaughtReading and #TNImagination.** The picture can be of your child(ren) reading an Imagination Library book, you with your child(ren) reading, or even a fun picture of you and your co-workers reading an Imagination Library book. Videos are welcome, too! Each day, in addition to sharing these photos and videos on GBBF's social media outlets, we will also select one to win some Imagination Library goodies! <http://bit.ly/ilweek2018>
 2. **Log your minutes reading with your children during Imagination Library Week.** We know that reading with your children for at least 20 minutes a day can increase your child's vocabulary, increase your bond with your child and lead to early literacy and success in school. You can log your minutes [using this link](#) or by answering our poll question pinned to the top of our [Facebook page](#). We hope everyone will participate so we can share the total number of minutes read all across the state during Imagination Library Week!

SAMPLE POSTS TO PROMOTE #GOTCAUGHTREADING:

(Share the posts below with hashtags and tag others to challenge followers to join the celebration. On Facebook, check into the event [Tennessee Imagination Library Week 2018](#).)

- 📖 I/We #GotCaughtReading *(Include where and with whom you are reading!)* during Tennessee's Imagination Library Week. Did you know Tennessee's Imagination Library has mailed over 33 million books since 2004? Join me/us this week in celebrating this milestone and the importance of early childhood literacy. Who else can you catch reading this week? <http://bit.ly/ilweek2018> #GotCaughtReading #TNImaginationLibraryWeek #33MillionBooks
- 📖 Happy Tennessee's Imagination Library Week! Help us celebrate over 33 million books mailed since 2004 by taking the #GotCaughtReading Challenge! Post your #GotCaughtReading picture on Facebook, Twitter or Instagram. Use the hashtags #GotCaughtReading and #TNImagination. The picture can be of your child(ren) reading an Imagination Library book, you with your child(ren) reading, or even a fun picture of you and your co-workers reading an Imagination Library book. Videos are welcome too! Each day, in addition to sharing these photos and videos on the Governor's Books from Birth social media outlets, we will also select one to win some Imagination Library goodies! <http://bit.ly/ilweek2018> #GotCaughtReading #TNImaginationLibraryWeek #33MillionBooks
- 📖 Have you posted your #GotCaughtReading picture yet? We are celebrating TN's Imagination Library Week and want to see your pictures (and videos too)! <http://bit.ly/ilweek2018> #GotCaughtReading #TNImaginationLibraryWeek #33MillionBooks

📖 I/We got caught reading during Imagination Library Week with (PERSON YOU ARE READING TO IN PICTURE- family member, student, etc.) or in (LOCATION OF PICTURE- in a tree, at the library, church, preschool, etc.). Hey (TAG FRIENDS, COMPANIES, etc.), where are you reading today? Let's celebrate Tennessee's Imagination Library, support early childhood literacy and catch others reading! Visit <http://bit.ly/ilweek2018> to learn more. #GotCaughtReading #TNImaginationLibraryWeek #33MillionBooks

📖 I'm/We're celebrating Imagination Library week and got caught reading (PERSON YOU ARE READING TO IN PICTURE- family member, student, etc.) or in (LOCATION OF PICTURE- in a tree, at the library, church, preschool, etc.). Hey (TAG FRIENDS, COMPANIES, etc.), did you know that only 34% of TN 3rd graders read proficiently. Help TN Imagination Library improve this by visiting <http://bit.ly/ilweek2018> and by catching someone else reading today! #GotCaughtReading #TNImaginationLibraryWeek #33MillionBooks

Post about logging minutes read:

(Share the posts below with hashtags and tag others to challenge followers to join the celebration. On Facebook, check into the event [Tennessee Imagination Library Week 2018](#).)

📖 Did you know that reading as little as 20 minutes a day with your children can increase their vocabulary skills and put them on a path to early literacy? Let's see how many minutes Tennessee can read during Imagination Library Week. Log your minutes using this link>> <http://bit.ly/ILWeekPoll> or by answering our poll question pinned to the top of the Governor's Books from Birth Facebook page>> <https://www.facebook.com/TNImaginationLibrary/>. We hope everyone will participate so we can share the total number of minutes read all across the state during Imagination Library Week! #GotCaughtReading #Read20Everyday #TNImaginationLibraryWeek #33MillionBooks

📖 Jump on the "brain train" during Tennessee's Imagination Library Week! A child's brain grows to 80% of its full size by age 3, and in the first few years of life, reading with your child is one of the most important serve and return activities to help their brain develop connections. Log the minutes you are reading with your child(ren) during Imagination Library Week to help us show the impact of reading aloud to children for at least 20 minutes every day. Log your minutes using this link>> <http://bit.ly/ILWeekPoll> or by answering our poll question pinned to the top of the Governor's Books from Birth Facebook page>> <https://www.facebook.com/TNImaginationLibrary/>. #GotCaughtReading #Read20Everyday #TNImaginationLibraryWeek #33MillionBooks

📖 Celebrate Imagination Library Week by reading for at least 20 minutes a day from September 16 - 22. Let us know you are reading by logging your minutes using this link>> <http://bit.ly/ILWeekPoll> or by answering our poll question pinned to the top of the Governor's Books from Birth Facebook page>> <https://www.facebook.com/TNImaginationLibrary/>. #GotCaughtReading #Read20Everyday #TNImaginationLibraryWeek #33MillionBooks

[Click here](#) to see sample graphics that can be used to promote the #GotCaughtReading campaign for Imagination Library Week.