



“Got Caught” Social Media Challenge Imagination Library Week 2017, Sept. 17-23

WHEN?

- **Monday, Sept. 18 to Friday, Sept. 22:** Governor and First Lady Haslam will launch the challenge with a #GotCaughtReading post on Monday, Sept. 18.
- The next following days, **Tuesday through Friday**, each have a **different #GotCaught theme**, revealing a variety of ways to participate throughout the week. However, you are not limited to the daily theme and are encouraged to post as many times with the same idea if you'd like.

WHERE?

- Social Media—**Facebook, Twitter, Instagram, LinkedIn**, etc.

WHAT?

- There are **5 different ways you can participate on social media**. Sample posts and required text/links for each daily theme are below. You can pick and choose how you want to participate each day and post multiple times.
- **ALL POSTS: Must “Check-in” to the Facebook event location, [Tennessee Imagination Library Week 2017](#)** and include the **daily hashtags** described below.

1. **Monday, Sept. 18: #GotCaughtReading**

- Post a **picture of you reading an Imagination Library book** or another children's book yourself or to a child, class of students, group of people, etc. with text about Tennessee's Imagination Library and Imagination Library Week. Tag others to encourage them to post with the hashtag **#GotCaughtReading**.

2. **Tuesday, Sept. 19: #GotCaughtGiving and #GotCaughtBidding**

- Make a **general donation to Tennessee's Imagination Library** or set up a **fundraising page** to share on social media with text about the cost of Imagination Library books, the funding model of Tennessee's Imagination Library and impacts of a gift. Tag others to encourage them to donate with the hashtag **#GotCaughtGiving**. **Here is the link to make a general donation or set up a fundraising page:** <http://bit.ly/gotcaughtgiving2017>
- **Bid on the Dolly Parton painting** by Nashville artist Arthur Kirkby from Tuesday, Sept. 19 at 9:00 am to Wednesday, Sept. 20 at 9:00 am. Post to encourage others to bid with the hashtag **#GotCaughtBidding** and text about the cost of Imagination Library books, the funding model of Tennessee's Imagination Library and impacts of a gift. **Here is the link to bid on the Dolly Parton painting:** <http://bit.ly/gotcaughtbidding2017>.



3. **Wednesday, Sept. 20: #GotCaughtLearning and #WednesdayWisdom**

- Share a post about the **research and statistics** of why early literacy matters, **impacts** of Tennessee's Imagination Library, and why books in the home are so important. Tag others to encourage them to post with the hashtag **#GotCaughtLearning** and **#WednesdayWisdom**. **Use this link to find stats to share:** <https://www.governorsfoundation.org/about/early-literacy>

4. **Thursday, Sept. 21: #GotCaughtVolunteering**

- Share a post about **why you support Tennessee's Imagination Library**. Tag others to encourage them to contact their local Imagination Library volunteers and get involved with the hashtag **#GotCaughtVolunteering**.
- You can print a "I volunteer/support Tennessee's Imagination Library because...." sign to fill out and then take a picture holding the sign. Download the signs here: <http://bit.ly/ilweek2017>

#GotCaughtVolunteering
I support the TN Imagination Library because....



5. **Friday, Sept. 22: #GotCaughtEnrolling**

- End the week by posting a photo of you enrolling a child or of a child reading/enjoying an Imagination Library book. Post with text about why every child in Tennessee should enroll, including a link to the enroll page on our website: <https://www.governorsfoundation.org/enroll>. Tag others to encourage them to do post with the hashtag **#GotCaughtEnrolling**.

SAMPLE POST IDEAS:

#GotCaughtReading:

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 30 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/ilweek2017> #GotCaughtReading #TNImaginationLibraryWeek #30MillionBooks

(Share this post with hashtags and tag others to challenge followers to join the celebration. On Facebook, check into the event Tennessee Imagination Library Week 2017.)

#GotCaughtGiving:

Did you know that only 43% of Tennessee 3rd graders read proficiently? Help us improve this by supporting Tennessee's Imagination Library and give the gift of books to our children. Over 30 million books have been mailed since 2004, and with your help—we can mail 30 million more. Join me by supporting Tennessee's Imagination Library and early childhood literacy through a donation to Tennessee's Imagination Library: <http://bit.ly/gotcaughtgiving2017>.

#GotCaughtGiving #TNImaginationLibraryWeek #30MillionBooks

(Share this post with hashtags, donation link and tag others to challenge them to donate too!)

#GotCaughtBidding:

Time to bid! Don't miss out on the chance to own this amazing, unique painting of Dolly Parton (tag). The bidding is open for 24 hours (Tuesday 9am to Wednesday 9am). Proceeds will benefit Tennessee's Imagination Library. So bid high! Every dollar raised puts more books in the hands of birth to age 5 children in your community. Together we can build a foundation for reading and learning in Tennessee. <http://bit.ly/gotcaughtbidding2017> #GotCaughtBidding

#TNImaginationLibraryWeek #30MillionBooks

(Share this post with hashtags, links and tag others to challenge them to bid as well!)

#GotCaughtLearning:

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. Join me today in making sure every birth to age 5 child in Tennessee is enrolled in Tennessee's Imagination Library. Share this post. Together we can improve early literacy rates in Tennessee.

<http://bit.ly/ilweek2017> #GotCaughtLearning #WednesdayWisdom #TNImaginationLibraryWeek #30MillionBooks #EnrollEveryChild

(Maybe add the Why Early Literacy Matters infographic as the photo)

(Share this post with hashtags and tag others to challenge others share this post. On Facebook, check into the event Tennessee Imagination Library Week 2017.)

#GotCaughtVolunteering:

I/We support the Tennessee's Imagination Library because *(FILL IN THE BLANK HERE and include a pic with the completed sign)*. #TNImaginationLibrary is a grass-roots effort! It takes over 700+ volunteers across the state, in all 95 counties, to make this program available to every birth to age 5 child in Tennessee. Get involved and support your local Imagination Library program. Sign up to volunteer in your community by reaching out to your local volunteers through our statewide Imagination Library Directory: <http://bit.ly/GBBFvolunteer> #GotCaughtVolunteering #TNImaginationLibraryWeek #30MillionBooks

#GotCaughtEnrolling:

Happy Imagination Library Week in Tennessee! Did you know Tennessee's Imagination Library has mailed over 30 million books since 2004? Let's make sure every child ages 0 to 5 in Tennessee is enrolled in the Imagination Library! Like and share this post to encourage enrollment! #GotCaughtEnrolling #TNImaginationLibraryWeek #30MillionBooks <https://www.governorsfoundation.org/enroll>

(Share this post with hashtags and tag others to challenge others to join the celebration. On Facebook, check into the event Tennessee Imagination Library Week 2017.)