



## Tennessee's Early Literacy Month - September 2019 #GotCaughtReading Social Media Challenge \*\*\* Draft Copy \*\*\*

### WHEN?

- **September 2019:** Celebrating **Tennessee's Early Literacy Month** the whole month of September, highlighting early literacy efforts and initiatives across the state.  
During September, we hope you will share one of our #TNEarlyLiteracyMonth posts and participate in the #GotCaughtReading social media challenge, and encourage others to do so, too!

### WHERE?

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

### WHAT?

- There are **3 ways to participate:**
- **ALL FACEBOOK POSTS:** “Check-in” to the Facebook event location, Tennessee's Early Literacy Month 2019 (*link to join: Coming Soon*)
  1. **Share one of our #TNEarlyLiteracyMonth posts on your personal, business or organizational social media accounts.** Choose any of our posts to share each week in September.
    - a. Tag Governor's Books from Birth Foundation (@TNImaginationLibrary).
    - b. Use the hashtag #TNEarlyLiteracyMonth.
  2. **Log the number of minutes you read with your children during TN's Early Literacy Month.** 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 skills development and success in school. You can log your minutes using this link <http://bit.ly/gbbfreadingpoll2019> 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 TN's Early Literacy Month!
  3. **Post your #GotCaughtReading picture on Facebook, Twitter or Instagram. Be sure to tag us and use the hashtags #GotCaughtReading (#GCR) and #TNEarlyLiteracyMonth.** 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! In addition to sharing these photos and videos on GBBF's social media outlets, we will also select three #GCR posts to win some Imagination Library goodies! <http://bit.ly/gbbfearlyliteracy2019>


### SAMPLE POSTS TO SHARE DURING #TNEARLYLITERACYMONTH:

*(Share the posts below (hopefully at least one a week) with hashtags on your personal, business and organizational social media outlets and tag Governor's Books from Birth Foundation. Posts for each week of the month are listed below along with general early literacy content that can be posted at anytime).*




#### Week One: Storybook Trails & Early Literacy (September 1 - 7, 2019)

- 📖 I/We are/am celebrating #TNEarlyLiteracyMonth with Governor's Books from Birth Foundation (GBBF). To strengthen early literacy in Tennessee, GBBF provides families with the tools and resources to read with their children from birth. Programs like Storybook Trails emphasize the benefits of early literacy and encourage families to engage with their child around reading. <http://bit.ly/gbbfstorybooktrails> #TNEarlyLiteracyMonth #TNImagination #TNEarlyLiteracy #TNStorybooktrails
- 📖 #DidYouKnow There are six Storybook Trails open in Tennessee with six more coming this fall. In partnership with Tennessee State Parks Conservancy, Governor's Books from Birth Foundation Storybook Trails tell a

nature-themed story on signs placed at a child's height throughout a short trail at a park. The trails feature reading tips on each page panel to bring the book to life with the surrounding nature. In addition to promoting early literacy and caregiver engagement, Storybook Trails encourage families to connect with nature and engage in a healthy, outdoor activity. Visit this link to read more about the Storybook Trails and find one closest to you: <http://bit.ly/gbbfstorybooktrails> #TNEarlyLiteracyMonth #TNImagination #TNearlyliteracy #storybooktrails




-  #DidYouKnow There are six Storybook Trails open in Tennessee with six more coming this fall. In addition to promoting early literacy and caregiver engagement, Storybook Trails encourage families to connect with nature and engage in a healthy, outdoor activity. @TNImagination <http://bit.ly/gbbfstorybooktrails> #TNEarlyLiteracyMonth

### **Week Two: Mobile Book Buses & Early Literacy (September 8 - 14, 2019)**

-  It is #TNEarlyLiteracyMonth with Governor's Books from Birth Foundation (GBBF). In addition to Tennessee's Imagination Library, GBBF partners with community organizations to provide programs and resources that strengthen early literacy. Mobile Book Buses emphasize the importance of early literacy and provide continued access to books and reading material to participating families, businesses, communities and educators. <http://bit.ly/gbbfbookbuses> #TNEarlyLiteracyMonth #TNImagination #TNearlyliteracy #mobilebookbuses
-  With support from the Appalachian Regional Commission and several Northeast Tennessee School Systems, Governor's Books from Birth Foundation (GBBF) Mobile Literacy Units, or "Book Buses" strengthen early literacy and work to prevent the "Summer Slide" in students. The bus programs travel into high poverty neighborhoods during the summer months providing books, literacy rich activities, and, in some cases, free meals or a snack to the families living in these communities. <http://bit.ly/gbbfbookbuses> #TNEarlyLiteracyMonth #TNImagination #TNearlyliteracy #mobilebookbuses
-  Mobile Book Buses emphasize the importance of early literacy and provide continued access to books and reading material to participating families, businesses, communities and educators. @TNImagination <http://bit.ly/gbbfbookbuses> #TNEarlyLiteracyMonth #TNearlyliteracy #mobilebookbuses

### **Week Three: Tennessee's Imagination Library and #GotCaughtReading (September 15 - 21, 2019)** *(See list of sample posts under the #GotCaughtReading heading below)*

### **Week Four: Birthing Hospital Initiative & Early Literacy (September 22 - 28, 2019)**

-  Celebrating #TNEarlyLiteracyMonth with Governor's Books from Birth Foundation (GBBF)! GBBF's Birthing Hospital Initiative strengthens early literacy by partnering with hospitals across the state to introduce Tennessee's Imagination Library program to families of newborns. Connecting with caregivers at the time of a child's birth allows GBBF to engage families as early as possible in reading with their children during the most critical time of a child's brain development. <http://bit.ly/gbbfbirthinghospital> #TNEarlyLiteracyMonth #TNImagination #TNearlyliteracy #birthinghospitalinitiative
-  To emphasize the benefits of early literacy and reading with children beginning at birth, Governor's Books from Birth Foundation (GBBF) launched the Birthing Hospital Initiative in 2014, partnering with hospitals across the state to introduce Tennessee's Imagination Library program to families of newborns. Twenty-four birthing hospitals are now participating in the birthing hospital initiative statewide. <http://bit.ly/gbbfbirthinghospital> #TNEarlyLiteracyMonth #TNImagination #TNearlyliteracy #birthinghospitalinitiative
-  There are 24 hospitals participating in Governor's Books from Birth Foundation's (GBBF) Birthing Hospital Initiative, enrolling newborns into Tennessee's Imagination Library. @TNImagination <http://bit.ly/gbbfbirthinghospital> #TNEarlyLiteracyMonth #TNearlyliteracy #birthinghospitalinitiative

### General Early Literacy Posts:

- 📖 Today's readers are tomorrow's workforce. Early literacy matters. @TNImagination #TNEarlyLiteracyMonth
- 📖 Start reading early! The first 5 years matter. <http://bit.ly/gbbfearlyliteracy2019> @TNImagination #EarlyLiteracyMonth
- 📖 Jump on the "brain train" during #TNEarlyLiteracyMonth! 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. <http://bit.ly/gbbfearlyliteracy2019> @TNImagination
- 📖 #DidYouKnow 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? <http://bit.ly/gbbfearlyliteracy2019> @TNImagination #TNEarlyLiteracyMonth
- 📖 Research shows that parents who read to their children help promote not only language skills but also increase future academic performance and social development. <http://bit.ly/gbbfearlyliteracy2019> @TNImagination #TNEarlyLiteracyMonth
- 📖 In the first few years of life, a child's brain builds 700 connections per second, representing a critical time for language development through exposure to books and reading. <http://bit.ly/gbbfearlyliteracy2019> @TNImagination #TNEarlyLiteracyMonth
- 📖 Reading aloud is widely recognized as the single most important activity leading to literacy acquisition. <http://bit.ly/gbbfearlyliteracy2019> @TNImagination #TNEarlyLiteracyMonth
- 📖 Children with as few as 25 books in the home complete an average of two more years of schooling than those with no books. <http://bit.ly/gbbfearlyliteracy2019> @TNImagination #TNEarlyLiteracyMonth
- 📖 Vocabulary development by age 3 has been found to predict achievement by third grade. <http://bit.ly/gbbfearlyliteracy2019> @TNImagination #TNEarlyLiteracyMonth

Click here to download graphics/photos/videos that can be used with the #TNEarlyLiteracyMonth posts. (This link will be added soon!)






### SAMPLE POSTS TO PROMOTE THE READING LOG FOR #TNEARLYLITERACYMONTH:

*(Share the posts below with hashtags and tag others to challenge followers to log their reading time with their children during TN's Early Literacy Month.)*

- 📖 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 #TNEarlyLiteracyMonth! Log your minutes using this link>> <http://bit.ly/gbbfreadingpoll2019>. We hope everyone will participate so we can share the total number of minutes read all across the state! #TNEarlyLiteracyMonth #GotCaughtReading #Read20Everyday
- 📖 Jump on the "brain train" during Governor's Books from Birth Foundation's #TNEarlyLiteracyMonth! 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 this month 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/gbbfreadingpoll2019>. #TNEarlyLiteracyMonth #GotCaughtReading #Read20Everyday
- 📖 Celebrate #TNEarlyLiteracyMonth by reading for at least 20 minutes a day during the month of September. Let us know you are reading by logging your minutes using this link>> <http://bit.ly/gbbfreadingpoll2019>. #TNEarlyLiteracyMonth #GotCaughtReading #Read20Everyday

## 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 Early Literacy Month 2019 (need to insert FB event link when it is ready).)

-  I/We #GotCaughtReading (Include where and with whom you are reading!) during Tennessee's Early Literacy Month. Did you know Tennessee's Imagination Library has mailed over 36 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/gbbfearlyliteracy2019> #GotCaughtReading #TNEarlyLiteracyMonth #36MillionBooks
-  Happy Tennessee's Early Literacy Month! Help us celebrate over 36 million Imagination Library books mailed since 2004 by taking the #GotCaughtReading Challenge! Post your #GotCaughtReading picture on Facebook, Twitter or Instagram. Use the hashtags #GotCaughtReading and #TNIImagination. 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/gbbfearlyliteracy2019> #GotCaughtReading #TNEarlyLiteracyMonth #36MillionBooks
-  Have you posted your #GotCaughtReading picture yet? We are celebrating TN's Early Literacy Month and want to see your pictures (and videos too)! <http://bit.ly/gbbfearlyliteracy2019> #GotCaughtReading #TNEarlyLiteracyMonth #36MillionBooks
-  I/We got caught reading during TN's Early Literacy Month 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 literacy and catch others reading! Visit <http://bit.ly/gbbfearlyliteracy2019> to learn more. #GotCaughtReading #TNEarlyLiteracyMonth #36MillionBooks
-  I'm/We're celebrating TN's Early Literacy Month 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 less than half of of TN 3rd graders read proficiently? Help Governor's Books from Birth Foundation strengthen early literacy by visiting <http://bit.ly/gbbfearlyliteracy2019> and by catching someone else reading today! #GotCaughtReading #TNEarlyLiteracyMonth #36MillionBooks



Click here to see sample graphics that can be used to promote the #GotCaughtReading campaign. (This link will be added soon!)

## GOVERNOR'S BOOKS FROM BIRTH AND TN'S EARLY LITERACY MONTH SOCIAL MEDIA

HANDLES (Please tag us in your posts.):

-  Twitter and Instagram: @TNIImagination
-  Facebook: /TNIImaginationLibrary

## HASHTAGS FOR INSTAGRAM:

-  #TNEarlyLiteracyMonth
-  #earlyliteracy
-  #TNEarlyLiteracy
-  #EarlyLiteracyMatters
-  #TNIImaginationLibrary
-  #booksfrombirth
-  #GotCaughtReading
-  #readmore
-  #36MillionBooks