




Readers Make Leaders Social Media Toolkit

To celebrate the importance of reading and encourage candidates during this election year to prioritize rebuilding the child care industry in light of the economic impact of the COVID-19 crisis, we are hosting Readers Make Leaders online events (via Zoom) around the country. These family-friendly online events will feature leaders from our own communities each reading two books that focus on how children can be leaders themselves. Here's how you can share these events on social media.

The primary hashtag is **#InvestInKids**. We encourage you to **tag** us and **retweet** our posts.

-  @SCActionNetwork
-  @SavetheChildrenActionNetwork
-  @SavetheChildrenActionNetwork

Facebook and Instagram

- Guess who joined @SavetheChildrenActionNetwork's virtual reading event last night? XXX from XXX! XXX read the book XXX which had a great message teaching kids about the importance of voting and leadership. I can't wait to continue to support kids' learning opportunities! #InvestInKids *[insert celebrity reader's photo with the book]*
- It's never too early to teach children the importance of reading. I was thrilled to be joined by our local XXX for a virtual reading of XXX. It was so fun and a great opportunity for kids to learn that they can be and are our future leaders! #InvestInKids *[insert screenshot/recording of the reading]*
- I believe access to books and early learning opportunities are crucial for a child's success later in life. Especially during these difficult times, we must ensure our leaders are getting children the resources they need to thrive. I signed a petition from @SavetheChildrenActonNetwork urging presidential candidates to prioritize early learning, like child care, during this crisis. Join me! <https://bit.ly/2z1ve58>

Twitter

- Thank you XXX from XXX for joining @SCActionNetwork's virtual reading event last night! It was so much fun to see the faces of kids light up and listen to the stories of other young kids like them who are leaders. It's a fact that readers make leaders! #InvestInKids *[insert brief recording of reading or screenshot of reading or selfie with a book]*
- Every child across the country deserves access to books and learning opportunities. Especially during these difficult times, we must ensure our leaders are prioritizing kids. Sign this petition today if you want to make a difference! <https://bit.ly/2K945PK> #InvestInKids
- Did you know that 65% of fourth graders aren't reading at grade level? This needs to change! I signed @SCActionNetwork's petition urging candidates to #InvestInKids this election year. Will you join me? <https://bit.ly/2K945PK>