



# Arizona Summer Reading Program

## Communications Toolkit

Campaign dates: May 22 – August 1, 2014

### Welcome

Thank you for your interest in promoting literacy in Arizona! **Read On Arizona** is a partnership of organizations committed to ensuring our children have the language and literacy skills they need to be reading at grade level by third grade.

Many students show measurable improvement in reading skills by the end of the school year, but retaining these gains over the course of the summer can be a challenge. The **Arizona Summer Reading Program** encourages children and families to **read for 20 minutes a day** throughout the summer so they'll increase or maintain their reading levels they worked so hard to achieve.

This partnership uses the public library's annual summer reading program as a springboard to involve educators, students and parents in choosing summer reading materials based on interest and Lexile measures. It also aims to remind parents and caregivers of young children (birth to age 5) to read, talk and sing with their child every day to help develop their early literacy skills. Across Arizona, we want children and families to make reading a part of their daily routines.

This toolkit contains ideas, articles and social media messages you can use to help spread the word about the **Arizona Summer Reading Program** and **Read On Arizona** to your audiences. It includes:

- ☒ Social media posts (Facebook, Twitter)
- ☒ Digital graphics
- ☒ Blog/newsletter messaging

New messages and graphics will be provided every two weeks during the campaign.

## About the Campaign

This is a Special Event Campaign with messages designed for families.

**NOTE:** Please make sure you “LIKE” the Read On Arizona page before you begin. When you log in to Facebook, simply search for **Read On Arizona** and select the page.

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

## Digital Media Assets (attached to the email you received)

- 1: A graphic titled "Summer To Do List for Arizona Families w/ Young Children:" featuring three items: a bottle of sunscreen labeled "Apply sunscreen", a blue water bottle labeled "Hydrate", and a book labeled "Read 20 minutes/day" with a "20" icon. The Read On Arizona logo and website are at the bottom.
- 2: A graphic titled "Summer Reading 20 Mins/Day" with the text "Avoid the summer slide." It features a child on a water slide and the Read On Arizona logo and website.
- 3: A graphic titled "Summer Reading 20 Mins/Day" featuring a woman and child reading. The text "Re-read favorite books. Kids love repetition." is repeated three times. The Read On Arizona logo and website are at the bottom.
- 4: A graphic titled "Summer Reading 20 Mins/Day" featuring a family reading together. The text "Turn a daily routine into a lifetime love." is displayed. The Read On Arizona logo and website are at the bottom.

Share these summer reading graphics via social media, your website, newsletter, blog and email.

# Social Media

## How to Tag a Fan Page

STEP 1: “Like” Read On Arizona’s Facebook page

(<https://www.facebook.com/readonarizona>). This step only needs to be completed once.

STEP 2: Select one of the sample messages posted below and copy/paste it into the “status” window on your Facebook page. Please feel free to adapt these messages to fit the specific needs of your audiences, or create your own. Any of the graphics can be accompanied by a tailored message.

The following are some **Facebook** posts you can use to promote the Arizona Summer Reading Program. **Please “tag” your posts with @ReadOnArizona and use the hashtag #ReadOnAZ.**



School’s out and Arizona is heating up. It’s time for the AZ Summer Reading Program. Visit your local library to sign up and get help finding books your child will love. For more information, visit <http://ReadOnArizona.org> #ReadOnAZ



Help your child build reading skills, vocabulary and a love of books. Sign up for the Arizona Summer Reading Program and read for 20 minutes per day. (It doesn’t have to be all at once.) Visit your local library to sign up, and for more information, visit <http://ReadOnArizona.org> #ReadOnAZ

The following are some **Twitter** messages for use in promoting the AZ Summer Reading Program. **Please use the hashtag #ReadOnAZ.**



School’s out! Time to visit the library and sign up for the AZ Summer Reading Program. Learn more: [INSERT LINK] #ReadOnAZ



Keep your child on the path to school success. Read 20 minutes/day to prevent ‘summer slide’. Visit [INSERT LINK]. #ReadOnAZ

## Website/Blog/Newsletter Messaging

Similar to other social media posts, **please use the hashtag #ReadOnAZ**, if you are distributing your message online. If you have the opportunity to direct your readers to the Read On Arizona website, that is also encouraged in these longer text opportunities: [ReadOnArizona.org](http://ReadOnArizona.org).



### **Read 20 minutes per day to build reading skills and prevent the “summer slide”**

The school year has ended, and the long, hot Arizona summer is here. In addition to the challenge of keeping cool, students who do not read consistently over the summer months can lose momentum in improving their reading skills and may not retain the progress they made during the school year; this is known as “summer slide”.

The Arizona Summer Reading Program – a statewide collaboration of schools, public libraries and state and local agencies working together under the banner of Read On Arizona – encourages children and families to read for 20 minutes a day throughout the summer so they’ll increase or maintain their reading levels they worked so hard to achieve. Studies show that the amount of time spent reading makes significant contribution to vocabulary, general knowledge, spelling and verbal fluency.

Participating in the Arizona Summer Reading Program is a simple thing you can do to help kids improve their reading skills, vocabulary and develop a love of books. It can help prevent the summer slide for students, and younger children will benefit, too, as reading with infants, toddlers and preschoolers builds the language and pre-reading skills that are the foundation of school success. For very young children and struggling readers, the 20 minutes can be spread throughout the day.

Ready to get started? It’s easy. Visit your local library to sign up and get help finding books your child will love. For more information, visit [ReadOnArizona.org](http://ReadOnArizona.org).

Thank you for helping promote literacy in Arizona!

**Questions?** Contact Terri Clark at [tclark@ReadOnArizona.org](mailto:tclark@ReadOnArizona.org).

### **About Read On Arizona**

Read On Arizona is a statewide, public/private partnership of agencies, philanthropic organizations, and community stakeholders committed to creating an effective continuum of services to improve language and literacy outcomes for Arizona’s children from birth through age eight.

Learn more at [ReadOnArizona.org](http://ReadOnArizona.org)