

E-newsletter

September 2016



#LovetoRead

Library campaign takes shape

The Society of Chief Librarians is asking all members to support the BBC's #LovetoRead campaign this Autumn. The plan is for libraries to get involved in two main ways:

#LovetoRead online poll

October 3 - November 30

Please encourage library customers and staff to vote in the SCL's poll to find the nation's favourite read and (optional) say - in just a few words - why it's the best book ever.

www.goscl.com/lovetoread/

#LovetoRead selfie weekend

November 5 - 6

A weekend of selfie-taking fun in libraries across the country. Please invite customers, celebrities and colleagues to hold up a board recommending their favourite book, pick a face that shows how it makes them feel, take a selfie and share it at:

[#Libraries #LovetoRead](#)

As with the very popular Shakespeare Selfie Saturday in April, we have kept things simple - and made it really easy for even the smallest library to join in.



About #LovetoRead

#LovetoRead is part of the BBC's ongoing Get Reading campaign - which aims to promote and encourage reading for pleasure. The campaign began with the Shakespeare Festival in the Spring. #Love to Read will follow 'Awesome Authors', focusing on children's literature, in July and 'Books that Built Britain' in October.

The BBC #LovetoRead weekend will be centred on a social media campaign asking audiences to share their reading recommendations via Twitter and Facebook. An allied campaign - launched the week before - will ask young people to share content on Snapchat, Tumblr and Instagram.

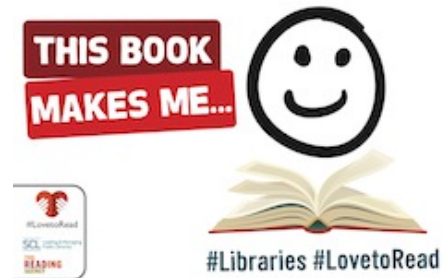
Downloadable resources

#LovetoRead presents opportunities for libraries large and small to promote reading for pleasure to wide audiences in a fun way - and to enhance their social media profile. So please join in. A range of free, downloadable resources are available to help.

SCL

Specially-designed SCL resources include the posters shown on page 1 (in two sizes), shelf cards, selfie boards, and a selection of faces selfie-takers can choose. They are available to download now from:

www.goscl.com/lovetoread/

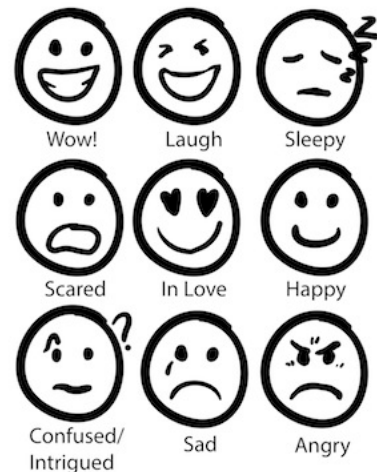


The Reading Agency

Involve young people in the two weeks leading up to the #LoveToRead weekend. 'Reading Hack does #LoveToRead' is a national festival to inspire young people to celebrate reading in their local library, through reading activities (or 'hacks') and volunteering roles. This is a great opportunity to attract more young people to your library and give this year's summer volunteers an exciting new project to keep them engaged. The Reading Agency resources are also available from:

www.goscl.com/lovetoread/

They include tips and guidance for involving young people as volunteers to support library programming over the fortnight, and three #LovetoRead hack activities for young people to take part in and share. For more information visit: www.readingagency.org.uk/young-people or email megan.graham@readingagency.org.uk. In the lead up to November 5 - 6, 'Reading Groups for Everyone' will be encouraging reading groups to join #LovetoRead by recommending their favourite book. Sign up to the monthly newsletter to find out more.



BBC

A BBC branding toolkit, including logos, is available at: https://drive.google.com/folderview?id=0B40CWB2_U44mazdqYUQzMXytcEk&usp=sharing

or

<https://www.dropbox.com/sh/ygm9oqurobcpbba/AADvNW0AhMWDhZCYfS-ngs-da?dl=0>



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Other ways to get involved



When it comes to recommending great reads, there are few who can do it better than the staff who work in libraries. The Reading Ambassador scheme, developed by the Publishers' Association, enables us to celebrate this special and important role.

SCL is asking all library staff to sign up to the campaign by October 31 - so we can announce the numbers during the #LovetoRead weekend. By signing up, staff make a commitment to:

- Recommend one book per week to a customer
- Enrol one new Reading Ambassador from their community before National Libraries Day 2017

The PA will create a special sign-up page on the Reading Ambassador website for library staff. Those who join up will receive Reading Ambassador newsletters, tailored for libraries, and have the opportunity to share good practice and innovative ideas across the Reading Ambassador community.

The PA aims recruit 10,000 new volunteers - to help promote reading for pleasure - by 2020. We will share the sign-up details as soon as the web address is available.

Books that made Britain

Some libraries may also decide to support the BBC celebration of 'Books that made Britain' in October. The season is based on a series of programmes which include national and regional documentaries identifying the books that have defined different parts of the UK.

More from the BBC

The BBC is broadcasting a range of #LovetoRead programmes this Autumn, so keep an eye on the schedules. The three Saturdays from October 15 onwards will be Books Night on BBC2. BBC4 will be showing book-focused documentaries - including one around genre fiction. Radios 1, 2, 3, 4, 5 Live and 6 Music are all involved in the celebrations - along with the World Service and Asian Network. For more information see: <http://www.bbc.co.uk/programmes/articles/57pvFwzbJHfmp3Gpjt44vQc/lovetoread-celebrating-the-pleasure-of-reading>



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Top tips

- Use the #Love to Read branding and resources
- Plan events, activities and book displays
- Persuade reading groups and authors to join the social media campaign
- Organise/host #LovetoRead book swaps for children, teenagers and/or adults
- Encourage/host TRA #LovetoRead Reading Hack activities