

E-newsletter

August 2016



#LovetoRead

Date for your diaries

As part of a closer working relationship with the BBC, SCL will be supporting the #Love to Read campaign in Autumn 2016. The main focus will be a weekend of library events and activities on November 5 and 6.

What is #Love to Read?

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

What's happening and when?

#Love to Read will be centred on a social media campaign asking audiences to share their recommendations via Twitter and Facebook. An allied campaign - launched the week before - will ask young people to share content on Snapchat, Tumblr and Instagram. Library activities will begin in the run-up to the #Love to Read weekend - from 24 October.

Who's involved?

As well as the BBC, SCL will be working closely with The Reading Agency and the Association of Senior Children's and Education Librarians - via the joint Books and Reading Group. Other partners keen to promote reading for pleasure, such as the Publishers' Association, may well join in.

How can libraries support the campaign?

- Use the #Love to Read branding
- Plan events, activities and book displays
- Encourage reading groups and authors to join the social media campaign in October
- Urge Reading Hackers to get involved in promoting #Love to Read

Will resources be available?

SCL will provide downloadable resources similar to those used for Shakespeare Selfie Saturday in April. These will include 'blank' posters and 'bubbles' so library visitors and staff can recommend their favourite reads and take selfies to share via social media.

TRA will provide a #Love to Read Reading Hack toolkit with two or three simple activities for young people to do in the fortnight running up to the weekend.

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

<https://www.dropbox.com/sh/ygm9oqurobcbba/AADvNW0AhMWDhZCYfS-ngs-da?dl=0>

What next?

We are in the early planning stages so, for now, please put the dates in your diaries and await further details. #Love to Read presents opportunities for libraries to promote reading for pleasure to wide audiences in a fun way - and to enhance their social media profile.

*Janene Cox - Books and Reading Group Chair
SCL Reading Universal Offer Lead*