



Convened by GEEARS and Sponsored by PNC & KPMG Families for Literacy

2018 Program Overview

The **Mayor's Summer Reading Club (MSRC)** is a program that promotes literacy skills and vocabulary enrichment in children ages birth through five and their families. The program designates a city-wide book choice for infants, children ages 2-5 to share with families at no cost to them. Throughout the summer, organizations host "book club reads" where children will enjoy arts and crafts, drama exercises, and other hands on activities designed to make the language in the stories more meaningful to children. This is a collaboration with the City of Atlanta, GEEARS: The Georgia Early Education Alliance for Ready Students (GEEARS), PNC, the United Way of Greater Atlanta and many other public-private partnerships.

This year's theme is "Friendship" and we will explore literature and activities that encourage children to recognize and celebrate friendship in their families, schools, and communities.

MSRC Communications Strategy & Toolkit

- **Partners utilizing networks:** All partners should send out emails/alerts to their network about their participation in the 2018 MSRC and please include your event(s) information. (See sample email below)
- **In-person announcements:** Partners should share about their participation in the MSRC at community meetings & events, and direct people to www.MayorsReadingClub.org
- **Social Media:** Partners are responsible for sharing their events on their respective social media accounts, and the MSRC/GEEARS social media accounts will repost/share partner posts. (See samples below)
- **Photos at events:** Partners may choose to snap photos at events to include with social media posts, please make sure you collect signed photo releases. Please also email the photos to Vett at vwandiver@gears.org
- **A GEEARS Press release** with program overview and partner listing will be sent to the media on June 1st, 2018.
- **GEEARS Newsletter announcement(s):** GEEARS will include information about the MSRC in the May newsletter.
- **Friendship Stories series:** Throughout the summer, GEEARS will collect and share "Friendship" stories from communities across Atlanta.



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Sample Email to Send Out:

Dear Friends,

We are so excited that the 2018 Mayor's Summer Reading Club has officially launched!

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This year's theme is "Friendship" and we will explore literature and activities that encourage children to recognize and celebrate friendship in their families, schools, and communities.

Our organization and our partners are planning many exciting and enriching summer events for families. We invite you to join us for the following events:

MSRC Kick-Off Event

Date: Friday, June 1, 2018

Time: 10:00AM-1:00PM (subject to change)

Location: Atlanta Fulton Public Library, Central Branch

1 Margaret Mitchell Square Atlanta, GA 30303

Admission: Free

[Add information about your organization's events here]

To learn more about the MSRC and see upcoming events, visit www.MayorsReadingClub.org



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Sample in-person announcement/elevator pitch:

“Hello, my name is _____ and I am with _____ (organization).

This year, we are one of the partners in the Mayor’s Summer Reading Club program in Atlanta. The Mayor’s Summer Reading Club is a program for children ages birth to five and their families that take place in locations throughout the city over the summer. The program designates a city- wide book choice for infants and children ages 2-5, to share with families at no cost to them. During the summer, libraries, museums, farmers’ markets, and other organizations like ours hold “book club reads” to model research-based methods of reading books with children and will host enrichment events based upon the stories. We are participating in this program because we support promoting early literacy, building vocabulary, and increasing family engagement through reading in the City of Atlanta.

You can learn more and see a list of events at www.mayorsreadingclub.org.



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Social Media information

Helpful tips:

- Post about your event 2 weeks before the event, 1 week before the event, and leading up to the event. Then, share photos and a recap of the event after it has ended.
- Tag @MSRC_ATL in your tweets to get a quick retweet, also on Instagram
- Tag @Mayor's Summer Reading Club on Facebook so that we can share your post
- Tag partners in photos posted on Twitter even if you can't mention them in the text part of the Tweet
- Use hashtags (#readbelieveATL and/or #MSRC) so that all partners can find and share each other's posts

Do's and Don't of Social Media Posting:

- Do:
 - Engage with your audience in a positive way
 - Share content on a regular basis
 - Tag/mention partner accounts
- Don't:
 - Overflow your accounts with content
 - Use too many hashtags
 - Use photos that don't share what's going on

Account and Hashtag Information:

Twitter accounts to follow and mention: [@MSRC_ATL](#) [@GEEARS](#)

Facebook: <https://www.facebook.com/MSRCATL/>

Instagram: @MSRC_ATL

Website: www.mayorsreadingclub.org

Hashtags to use: #readbelieveATL #MSRC #ProudPartner



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Samples of Twitter Posts:

- Today, we are hosting a @MSRC_ATL event for children 2-5! Join us for read aloud, activities, and more at 2pm -3pm. #readbelieveATL #earlyliteracy www.mayorsreadingclub.org
- See our upcoming @MSRC_ATL events at www.mayorsreadingclub.org/events and join us next Tuesday for reading, games, and parent engagement tips! #MSRC
- Reading a book with your child is a great way to end the day. What book did you read last night? #readbelieveATL
- Did you attend our event today? Ask your child which literacy activity they enjoyed most! #readbelieveATL #MSRC Visit: www.mayorsreadingclub.org
- #MSRC summer reading tip: share a story about a family member or friend you admire and tell your child what makes them a hero. #readbelieveATL www.mayorsreadingclub.org
- What's your favorite part about Tumble Bumble? We love all of the fun colors! #MSRC www.mayorsreadingclub.org
- Ask you toddler who's their favorite animal friend from Tumble Bumble! What animal friends have they met in real life? #MSRC www.mayorsreadingclub.org
- Have a fun chat with your toddler about Tumble Bumble! What would you do if you found ten animals in your bed? #MSRC www.mayorsreadingclub.org
- The animals in Tumble Bumble sure know how to party! #MSRC www.mayorsreadingclub.org
- In Seed Magic, Birdman sees the beauty in everything! Grab some bird seed and have a fun day at the park exploring different types! #MSRC www.mayorsreadingclub.org
- Seed Magic teaches us that beauty comes in many forms! #MSRC



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www.mayorsreadingclub.org

- Explore the vibrant illustrations in Seed Magic! Which is your child's favorite? #MSRC www.mayorsreadingclub.org

Samples of Facebook/Instagram Posts:

- [Include photo/MSRC logo] Join us tomorrow for our @Mayors Summer Reading Club event at _____, starting at 1pm and ending at 3pm. Children and families will have fun reading about an animal dance party and seeing beauty in all things, participating in literacy games and activities, and taking home a copy of the book after the event! Visit: www.mayorsreadingclub.org
- The Mayor's Summer Reading Club works to increase early literacy, family engagement, and vocabulary for children in Atlanta. #readbelieveATL #MSRC #ProudPartner Visit: www.mayorsreadingclub.org
- [Include photo(s)] Today, we hosted a @Mayors Summer Reading Club event where children ages 2 to 5 participated in read alouds, literacy games, arts & crafts, and story-telling! The Mayor's Summer Reading Club works to increase early literacy, family engagement, and vocabulary for children in Atlanta. #readbelieveATL #MSRC #ProudPartner Visit: www.mayorsreadingclub.org

*The 2018 Mayor's Summer Reading Club bingo cards and instructions will be available soon, check our website for updates! www.mayorsreadingclub.org

Questions? Contact Vett Vandiver, GEEARS, Director of Communications, vvandiver@gears.org