BookTrust Cymru
Ysgogi plant i ddarllen
Getting children reading

BookTrust Cymru
Trafalgar House
05 Fitzalan Place
Cardiff
CF24 0ED

booktrustcymru@booktrust.org.uk
booktrust.org.uk

Bookstart 1-2 Years and Bookstart 3-4 Years - Social media toolkit

Using social media is a great way to engage your local community with the benefits of books and reading.

In this toolkit we're sharing some images and suggested posts to help you share what you're getting up to on social media. You know your community best, so feel free to tailor these to suit your tone of voice and style.

Useful tags and links

We'd love to see what you're getting up to, so feel free to tag us into any of your posts using **@BookTrustCymru** on Twitter/X and Facebook, or you can use **@BookTrust** to tag us in your Instagram and LinkedIn posts.

- It would be also great if you could use the hashtag **#Bookstart or #DechrauDa**
- If you'd like to point towards our website, some useful links are:
- Our homepage: **https://www.booktrust.org.uk/what-we-do/booktrust-cymru/**
- Our Family Hub: **booktrust.org.uk/familyhubwales**
- Our Bookfinder: **booktrust.org.uk/bookfinder**
- BookTrust Cymru HomeTime for story time videos and activities: **https://www.booktrust.org.uk/books-and-reading/have-some-fun/cymru**

Assets

We're providing some social media images that you can use on Twitter/X, Facebook and Instagram – you can find them in the attached Assets folder.
We recommend using landscape images for Twitter/X, square images for Facebook and the Instagram grid, and portrait images for Instagram Stories.

Suggested social media copy

Here, we're sharing some suggested copy for your social media posts - though do feel free to edit these to suit you and the families you are working with.

- We're really excited to be giving out #Bookstart 1-2 Years / 3-4 Years packs to families in [insert location here]! Find out more by [visiting our website... / popping into...]
- Reading is amazing! Research shows that children who read are more likely to be happier and healthier, and do better at school and in later life – find top tips to help you get started on the @BookTrustCymru website here: https://www.booktrust.org.uk/familyhubwales

BookTrust Cymru
Ysgogi plant i ddarllen
Getting children reading

BookTrust Cymru
Trafalgar House
05 Fitzalan Place
Cardiff
CF24 0ED

booktrustcymru@booktrust.org.uk
booktrust.org.uk

- Reading is BRILLIANT for your children! Research shows that children who read are more likely to:
  - be happier and healthier
  - do better at school
  - do better in later life

Get in touch with us on [link/email/phone] / Pop in to [location] to find out how we can help you to start sharing books and stories together!

- Sharing books with your children can help you to bond and sets them up for the future! Get ideas for great reads you'll all enjoy with the #Bookfinder from @BookTrust: https://www.booktrust.org.uk/books-and-reading/bookfinder/
- Have you had a #Bookstart 1-2 Years / #Bookstart 3-4 Years pack from us? Find lots of activities, tips and fun stuff to help you keep reading with your family on the @BookTrustCymru website: https://www.booktrust.org.uk/familyhubwales
- We can help you and your family get reading! Pop into [location] / Get in touch on [contact info] to find out how we can help you give your child the best start with books...
- Guess what? There is NO wrong way to share a story... the most important thing is to have fun!
- It's never too late to start sharing stories! We can help you and your family to discover the amazing benefits of reading - [pop in/get in touch] to find out more.
- You don't have to read a book from cover to cover to enjoy the amazing benefits of reading with your child. Dip in and out, look at the pictures, tell your own tales and most importantly, have fun!
- Reading isn't just for bedtime or quiet time – you can share stories anywhere or any time. Pop a book in your bag for when you're out and about or try making up your own stories that your little one will love!

Advice and helpful hints

- Have fun! Social media is a great opportunity to talk to families and get your message out there, so enjoy yourself.
- Always try to use images on your posts if you can (you can use the assets we've provided in this toolkit).
- It's great to have a call to action on your social media posts – a link to an event, an invitation to comment, or an encouragement to get involved – but don't worry if you can't think of anything to include... posting general comments about the benefits of sharing stories is great too!

If you have any questions, do please feel free to get in touch with your local Bookstart Coordinator or the BookTrust Cymru team: booktrustcymru@booktrust.org.uk