



## I READ CANADIAN TOOLKIT FOR BOOKSELLERS

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### INTRODUCTION

#### What is I Read Canadian Day?

I Read Canadian Day is a national celebration of Canadian books for young people, with the goal of elevating the genre and celebrating the breadth and diversity of these books. On that day, all Canadians will be encouraged to read a children's book by a Canadian author or illustrator for 15 minutes. I Read Canadian Day will take place in homes, schools, libraries and bookstores across the country.

In preparation for the big day on February 17, events will be held at bookstores across Canada on Saturday, February 13, with creators taking part in readings and signings.

I Read Canadian Day began as a collaboration between the Canadian Children's Book Centre (CCBC); children's author Eric Walters; CANSCAIP (Canadian Society of Children's Authors, Illustrators and Performers); and the Ontario Library Association (OLA). This year, Communication-Jeunesse, and Canadian School Libraries (CSL) joined the steering committee, with Access-Copyright; Telling Tales Organization; Orca Book Publishers; Scholastic Canada; Access Copyright Foundation; and A Different Drummer Books coming on board as supporters.

#### When Is It?

The second annual I Read Canadian Day is **Wednesday February 17, 2021**. Events at bookstores all across Canada will take place on **Saturday February 13, 2021**.

#### What You Can Do?

As a Canadian bookseller, this day is here to celebrate you! This guide will give you a starting point on how to take part in the second annual I Read Canadian Day.



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## SOCIAL MEDIA BASICS

### I Read Canadian Accounts

[Twitter](#)

[Facebook](#)

[Instagram](#)

By tagging us in your posts, you could be featured in our social media stories.

### Hashtags

Wherever you're posting, use the hashtags #IReadCanadian and #NowMoreThanEver for English and #livrescanadienspourmoi and #plusquejamais for French.

### Facebook Frames

You can show your support for #IReadCanadian by using frames for your profile picture! Get yours in [English](#) or [French](#).

## SAMPLE SOCIAL MEDIA POST TEMPLATES

This year, we need to read Canadian #NowMoreThanEver. On February 17, the second annual @IReadCanadian Day is taking place all across the country. This event is even more important than ever, in a time when we could all use something to bring us together. East Coast to West Coast, read Canadian for just 15 minutes on February 17th.

This #IReadCanadian Day, we recommend [title] to read for just 15 minutes on February 17, @IReadCanadian Day. Sign up to take part in this national celebration at [ireadcanadian.com/day](http://ireadcanadian.com/day) to take part.

Did you know that February 17 is [@ireadcanadian](#) Day? Support Canadian authors and illustrators and celebrate Canadian culture by reading a Canadian book to kids for just 15 minutes.



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#NowMoreThanEver we are reminded that books are important. February 17 is @IReadCanadian Day and nation-wide young people will be reading Canadian for 15 minutes. You can find copies of my book[s] here ➡ [link]

## Fun Emojis to Include



## DOWNLOADS

Logo ([English/French](#))

[I Read Canadian GIF](#)

Cover Photos ([Facebook](#), [Twitter](#), [LinkedIn](#))

Instagram Images ([general/for creators](#))

Facebook Images ([general/for creators](#))

Twitter Images ([general/for creators](#))

[Story Images](#)

[E-Signature](#)

[Zoom Backgrounds](#)



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## HOLDING YOUR OWN EVENT

- All across the country, events are going to be held to celebrate great Canadian books. You can hold your own event to promote reading Canadian. Add your event to the [Canadian Children's Book Centre's](#) event calendar by e-mailing [emma@bookcentre.ca](mailto:emma@bookcentre.ca) and let us know what you're planning by tagging @IReadCanadian on social media or e-mailing [ireadcanadian@bookcentre.ca](mailto:ireadcanadian@bookcentre.ca).

### **Links to Help:**

[Virtual Book Launch Events: 8 Ideas from Authors](#)

[How to Host a Facebook Live For Your Book](#)

[Facebook Live for Authors](#)

[How to Throw a Virtual Book Launch Using Facebook Live](#)

[How to Host a Live Book Reading or Q&A Session](#)

[How to Host an Online Author Event](#)

### **Promoting Your Event:**

- Start promoting early! Download this [media release template](#) to help get you started if you want to send information about your event to local media and schools.
- Download our customizable event poster [here](#).