



I READ CANADIAN TOOLKIT FOR CREATORS

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 creator of books for young people, 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.



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

Facebook

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 and let everyone know why you think it's important to read Canadian. My book [title] is the perfect place to start. You can sign up for #IReadCanadian day at ireadcanadian.com/day and find a copy of my [latest] book here ➡ [\[link\]](#)

This #IReadCanadian Day, pick up my book [Title] to read for just 15 minutes on February 17, @IReadCanadian Day. Perfect for families, homeschoolers, libraries or classrooms, this story is



all about [text]. Sign up to take part in this national celebration at ireadcanadian.com/day and find copies of my book[s] at your local library, independent or bookstore or online ➔ [link]

Twitter

Did you know that February 17 is [@ireadcanadian](https://twitter.com/ireadcanadian) Day? Support Canadian authors and illustrators and celebrate Canadian culture by reading a Canadian book to kids for just 15 minutes. Not sure where to start? Check out my [latest] book, [title]. #IReadCanadian

I am proud to be a Canadian author/illustrator for young people. February 17 is #IReadCanadian Day: don't forget to read Canadian for 15 minutes to show your support to Canadian creators. You can find copies of my book[s] here ➔ [link]

#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]

Instagram

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 and let everyone know why you think it's important to read Canadian. My book [title] is the perfect place to start. You can sign up for #IReadCanadian day at ireadcanadian.com/day and find a copy of my [latest] book here through the link in my bio.

#Reading #Books#CanLit #KidLit #ForestOfReading #NowMoreThanEver #IReadCanadian @kidsbookcentre @ontariolibraryassociation @communication_jeunesse @ericwaltersauthor @orcabook @accesscopyright @TellingTalesOrg @IReadCanadian

This #IReadCanadian Day, pick up my book [Title] to read for just 15 minutes on February 17, @IReadCanadian Day. Perfect for families, homeschoolers, libraries or classrooms, this story is all about [text]. Sign up to take part in this national celebration at ireadcanadian.com/day and find copies of my book[s] at your local library, independent or bookstore or online.



#Reading #Books#CanLit #KidLit #ForestOfReading #NowMoreThanEver #IReadCanadian
@kidsbookcentre @ontariolibraryassociation @communication_jeunesse @ericwaltersauthor
@orcabook @accesscopyright @TellingTalesOrg @IReadCanadian

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](#)



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. Here's how you can start.

Getting Started:

- Discuss the possibility of holding an event with your publicist/publisher, if you have one.
- Contact your local bookstores, libraries or schools about putting on an event. This year, that will have to be virtual but that doesn't mean that they can't help you host a great celebration of reading Canadian.
- You could also do your own virtual reading on social media, using Facebook, Instagram, YouTube, Twitter live, Google Hangouts, Zoom or anything you like. Schedule a time for the event to take place, promote on social media, send a notice to your contacts and have your publisher promote the event.

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.
- Let all your friends and family know what you're planning! Reach out to everyone you know. Social media is a great way to do this!
- Let us know what you're doing! E-mail ireadcanadian@bookcentre.ca about your event and tag all social posts with #IReadCanadian and @IReadCanadian.
- Download this [customizable poster](#) for a quick and easy way to promote your event. We also recommend using [Canva](#) to quickly make beautiful images. It's free!
- Are you a member of [Canscaip](#)? They will promote your event to their members.
- Add your event to the [Canadian Children's Book Centre's](#) event calendar by e-mailing emma@bookcentre.ca
- Create a Facebook event page to act as a hub for everything you need to know about your event.
- You could also use [Eventbrite](#) to ticket your event to know who is coming and send them follow up e-mails easily. You can have your tickets set to free.



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- Join groups on Facebook, Google or LinkedIn related to reading, writing or your community and let all of the members know about your event.
 - Create your own hashtag for your event or book. Check that it hasn't been used before (or often) and you're ready to go! Tag everything you post with this hashtag. Find help at [Hashtagify.me](https://www.hashtagify.me), [RiteTag](https://www.ritetag.com) and [Trendsmap](https://www.trendsmap.com).

Sample Informal E-mail To Your Contacts:

Subject: You're Invited to virtual BOOK LAUNCH tomorrow 7:00 pm EST – “Amara the Brave”

Greetings book lovers. You are warmly invited to an online launch of my latest book, *Amara the Brave*, tomorrow, date, at 7 pm EST.

To join the event, simply click the live Zoom link below just before 7pm. Featuring a book reading, Q&A and prizes, this event is perfect for young and old readers alike.

[link]

About *Amara The Brave*

My third book for middle-grade readers, *Amara The Brave* follows 12-year-old Amara as she embarks on a journey outside of her small village into the surrounding jungle, searching for a lost artifact that could be the key to saving everyone she knows from an old and ancient curse.

Hope to see you there!

Jane

How to Make Your Event Special:

- Host a giveaway of your book[s] and promote it beforehand as one of the selling features of your event. You could pick a random winner from the comment section, give all attendees a link to a [Raffcopter](https://www.raffcopter.com) page to enter (it's free!) or assign numbers to each attendee if you have a list beforehand and use a random number generator to pick a winner.
- Make it creative! Is your book about a child who doesn't want to go to bed? Make your event a pyjama party!
- Make your event collaborative and engaging. Ask questions to your audience and welcome participation in the comments. Host a craft or activity. Are you an illustrator?



Through zoom you can host a doodle session where you can make art with your participants! Learn more [here](#).