

## COMMUNITY READ COMMUNICATIONS & SOCIAL MEDIA GUIDE 2024

Join in the conversation online by sharing what your organization is doing for the Community Read! Create your own messaging or use the suggested messaging below for your existing communications and social media networks. Post on Facebook, Twitter/X, and Instagram using **#CommunityRead**.

Start spreading the word today!

### Key Messages for Your Website or E-mail Communications

This year, we join local libraries and community partners for the eleventh year of the Longwood Gardens' Community Read—a program designed to encourage reading for pleasure and to start a conversation surrounding gardens, plants, or nature.

To celebrate the eleventh year of the Community Read, we are experiencing the inspiration and meaning we can all find in the beauty of gardens. Our 2024 selections include the featured book *The Last Garden in England* by Julia Kelly. Just as Longwood Gardens has brought beauty to the lives of generations, so too does Highbury House—whose lovely gardens are at the center of this historical fiction spanning three generations. For younger readers, the selection is *The Secret Garden*, based on the novel by Frances Hodgson Burnett, adapted by Calista Brill, and illustrated by Adeline Lirus. This is a beautifully illustrated, condensed picture-book version of the classic children's novel.

### Get the books!

Get your copy of our Community Read books and start reading today.

- Available for purchase at major booksellers
- Available for borrowing:
  - Most New Castle County, DE, Cecil County, MD, Berks County, PA, Chester County, PA, Cumberland County, PA, Delaware County, PA, Lancaster County, PA and Montgomery County, PA, and Gloucester County, NJ public libraries
- Available at The Garden Shop at Longwood Gardens.



**Community Read**  
Read. Think. Engage.

## Social Media Sample Messaging

### Facebook

**Sample Facebook Post 1:** Get reading this winter as we join with local libraries and community partners for the annual Community Read sponsored by Longwood Gardens. Join us as we celebrate the eleventh year of the Community Read with a look at the inspiration and meaning we can all find in the beauty of gardens. We will be reading *The Last Garden in England* by Julia Kelly, a historical fiction spanning three generations with the beauty of gardens at its center. For young readers, we will be reading *The Secret Garden*, based on the novel by Frances Hodgson Burnett, adapted by Calista Brill, and illustrated by Adeline Lirus. Learn more at [longwoodgardens.org/community-read](https://longwoodgardens.org/community-read).

And later this season, be sure to join fellow readers at our event (LIST YOUR ORGANIZATION EVENT DETAILS HERE) for an engaging opportunity to celebrate the Community Read. Learn more: [longwoodgardens.org/community-read](https://longwoodgardens.org/community-read) #CommunityRead

**Sample Facebook Post 2:** Have you finished reading (list one or all titles to promote your program)? If so, join us at our event (LIST YOUR ORGANIZATION EVENT DETAILS HERE). Discover more ways to celebrate the Community Read in our region by visiting [longwoodgardens.org](https://longwoodgardens.org).

### Twitter/X

**Sample Tweet 1:** Join us in reading (list one or all titles to promote your program) for the 2024 #CommunityRead with @LongwoodGardens [longwoodgardens.org/community-read](https://longwoodgardens.org/community-read)

**Sample Tweet 2:** What gardens have you visited that have brought you joy, just like the gardens in *The Last Garden in England*? Connect with readers in your area at our next Community Read event– (list your event date and time)

### Instagram

#### **Sample Instagram Post**

(Photo of books provided by Longwood Gardens in Community Read Toolkit)

The #CommunityRead sponsored by @longwoodgardens is celebrating its eleventh year! Get reading and join us for lively discussions and events as we experience the inspiration and meaning we can all find in the beauty of gardens through *The Last Garden in England* by Julia Kelly and *The Secret Garden*, based on the novel by Frances Hodgson Burnett, adapted by Calista Brill, and illustrated by Adeline Lirus. Share your thoughts about the books using #CommunityRead.



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