

## COMMUNITY READ COMMUNICATIONS & SOCIAL MEDIA GUIDE 2025

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, 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 twelfth 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 twelfth year of the Community Read, we selected two books that explore the powerful impact gardening can have on our lives. In 2025, join us in reading *Paradise Under Glass: The Education of an Indoor Gardener* by Ruth Kassinger, a witty and absorbing memoir about one woman's unlikely desire to build, stock, and tend a small conservatory in her suburban Maryland home. For young readers, *The Extraordinary Gardener* by Sam Boughton is a beautifully illustrated story about a young boy seeking color in a dreary world.

### 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 ready—and get reading! —as we join with local libraries and community partners for the annual Community Read sponsored by Longwood Gardens. To celebrate the twelfth year of the Community Read, we are exploring the powerful impact gardening can have on our lives. Join us in reading *Paradise Under Glass: The Education of an Indoor Gardener* by Ruth Kassinger, a witty and absorbing memoir about one woman’s unlikely desire to build, stock, and tend a small conservatory in her suburban Maryland home. For young readers, *The Extraordinary Gardener* by Sam Boughton is a beautifully illustrated story about a young boy seeking color in a dreary world.

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](http://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](http://longwoodgardens.org).

### Twitter/X

**Sample Tweet 1:** Join us in reading (list one or all titles to promote your program) for the 2025 #CommunityRead with @LongwoodGardens [longwoodgardens.org/community-read](http://longwoodgardens.org/community-read)

**Sample Tweet 2:** How have gardens impacted your life? 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 twelfth year! Get reading and join us for lively discussions and events as we explore the powerful impact gardening can have on our lives with *Paradise Under Glass: The Education of an Indoor Gardener* by Ruth Kassinger and *The Extraordinary Gardener* by Sam Boughton. Share your thoughts about the books using #CommunityRead.



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