

Community Read Communications & Social Media Guide 2020

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, 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 seventh year of the Longwood Gardens' Community Read—a program designed to encourage reading for pleasure and start a conversation. In 2020, we ask readers to push the boundaries of what they thought they knew and dive into the wacky, weird, and wild world of plants.

This year, we are thrilled to announce our first science fiction selection—***Semiosis*** by Sue Burke.

A tale of first contact, Sue Burke's debut science fiction novel ***Semiosis*** follows a group of colonists forced to land on a planet they aren't prepared for, where plants are the dominant life forms and humans are their pawns. *Semiosis* is a generation-spanning sci-fi tale, told through the lens of multiple perspectives across the first 107 years of settlement.

For our nonfiction fans, a compilation book titled ***Weird Plants*** showcases weird, mysterious and bizarre plants from around the globe. Through the combination of author Chris Thorogood's jarring illustrations and botanical expertise, these fantastic plants seem to leap off the page and come to life.

For our youngest readers, professional storyteller Aubrey Davis reimagines one of our favorite folk tales, ***The Enormous Potato***. This humorous tale begins with a farmer who plants an eye—a potato eye. It grows and grows into an enormous potato. Harvest time comes, but the potato is so big that the farmer can't pull it out. So he calls for help, first to his wife, then to their daughter, then to the dog, and so on.



Get the books!

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

- Available for purchase: Longwood Gardens [GardenShop](#)
- Major booksellers
- Available for borrowing:
 - Most New Castle County, DE, Cecil County, MD, Chester County, PA, Cumberland County, PA, Delaware County, PA, Lancaster County, PA and Montgomery County, PA public libraries

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 push the boundaries of what we thought we knew and dive into the wacky, weird, and wild world of plants. Discover the bizarre and sinister side to the plant world with these titles *Semiosis* by Sue Burke, and *Weird Plants* Chris Thorogood. Get the books and start reading today! Learn more at 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
#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.

Twitter

Sample Tweet 1: Join us in reading (list one or all titles to promote your program) for the 2020 #CommunityRead with @LongwoodGardens
longwoodgardens.org/community-read

Sample Tweet 2: Have you read the one with the murderous plant? Connect with readers in your area at our next Community Read event– (list your event date and time)



Community Read
Read. Think. Engage.

Instagram

Sample Instagram Post

(Photo of books provided by Longwood Gardens in Community Read Toolkit)
The #CommunityRead sponsored by @longwoodgardens returns for its seventh year! Get reading and join us for lively discussions and events as we dive into the wacky and weird world of plants with these three titles: “Semiosis”, “Weird Plants”, and “The Enormous Potato”. Share your thoughts about the books by using #CommunityRead

2020 Community Read Partner List

Ambler Arboretum of Temple University	Hagley Museum and Library
Awbury Arboretum	Hershey Gardens
Brandywine Conservancy	Montgomery County Libraries
Cecil County Public Libraries	Mt. Cuba Center
Chanticleer Garden	Natural Lands
Chester County Historical Society	Nemours Estate
Chester County Library System	New Castle County Libraries
Cumberland County Library System	Pennsylvania Horticultural Society
The Delaware Center for Horticulture	Quarryville Library (Lancaster Co.)
Delaware County Library System	Science on Tap
Delaware Health & Social Service Library	Strasburg-Heisler Library (Lancaster Co.)
Delaware Museum of Natural History	Temple University Ambler Campus Library
Delaware Nature Society	The Land Conservancy for Southern
Ephrata Public Library (Lancaster County)	Chester County
	Tyler Arboretum

There are so many ways to take part in the Community Read throughout the region. Visit longwoodgardens.org/community-read to see a robust list of events happening at our partner organizations.



Community Read
Read. Think. Engage.