

Community Read Communications & Social Media Guide 2021

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 eighth year of the Longwood Gardens' Community Read—a program designed to encourage reading for pleasure and start a conversation. In 2021, we ask readers to explore where a fascination with plants, gardens, and nature might start for someone. How it might grow into something more? Perhaps flower into a career or hobby?

In 2021 we indeed are featuring two books that touch on these ideas—***The Home Place: Memoirs of a Colored Man's Love Affair with Nature*** by J. Drew Lanham (adult book) and ***Ruby's Birds*** by Mya Thompson (for younger readers). Birds are a lifelong passion for Drew Lanham and in his book, *The Home Place*, he examines his history and path, its influences, and his struggles. Readers follow his journey as a successful, wildlife ecologist who along the way uncovers lessons about legacy and his own need to inject deeper sense of human caring into his life and work.

In *Ruby's Birds*, Mya Thompson shares the story of a little girl who discovers her spark – birds - in her own city neighborhood. They enliven her world and excite her about nature. Her own journey begins.

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 public libraries



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 examine where a fascination with plants, gardens, and nature might start and then develop into much more. Join us in reading ***The Home Place: Memoirs of a Colored Man's Love Affair with Nature*** by J. Drew Lanham and ***Ruby's Birds*** by Mya Thompson (for younger readers). 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 2021 #CommunityRead with @LongwoodGardens
longwoodgardens.org/community-read

Sample Tweet 2: How did you discover your nature spark? 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 returns for its eighth year! Get reading and join us for lively discussions and events as we explore how a connection with plants and nature starts and what it can become in these two titles: “The Home Place: Memoirs of a Colored Man’s Love Affair with Nature” and Ruby’s Birds. Share your thoughts about the books by using #CommunityRead



Community Read
Read. Think. Engage.

2021 Community Read Partner List

Ambler Arboretum of Temple University	John Heinz National Wildlife Refuge at Tinicum
Awbury Arboretum	
Berks County Public Libraries	Lower Macungie Library (Lehigh County)
Brandywine Conservancy	Montgomery County Libraries
Cecil County Public Libraries	Mt. Cuba Center
Chester County History Center	Natural Lands
Chester County Library System	Nemours Estate
Cornell Lab of Ornithology	New Castle County Libraries
Cumberland County Library System	Pennsylvania Horticultural Society
Delaware County Library System	Quarryville Library (Lancaster Co.)
Delaware Museum of Natural History	Rockwood Park & Museum
Delaware Nature Society	Southern Lehigh Public Library
Friends of Laurel Hill & West Laurel Hill Cemeteries	Strasburg-Heisler Library (Lancaster Co.)
Hagley Museum and Library	Temple University Ambler Campus Library
Hershey Public Library	The Land Conservancy for Southern Chester County
Hershey Gardens	Upper Providence Township Community Center
Indoor Plant Society	

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.