

Community Read Communications & Social Media Guide 2022

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**.

About the Community Read

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 2022, we're encouraging our Community Readers to explore the concept of trees as nature's great connectors, and how trees may help us gain insight into ourselves and our place in the world.

In our featured title, *The Song of Trees*, journey with David Haskell as he repeatedly visits a dozen trees in cities from Manhattan to Jerusalem, forests (Amazonian, North American, and boreal) and areas on the front lines of environmental change, including eroding coastlines, burned mountainsides, and war zones. In each place he shows how human history, ecology, and well-being are intimately intertwined with the lives of trees.

For our youngest readers, learn the importance of taking care of the environment and each other as two young families in two very different parts of the world each plant a tree in *We Planted a Tree* by Diane Muldrow.

Know a young person thinking about a career in tree science? Follow eight budding tree advocates through their career journeys and see firsthand what it takes to be a tree scientist in the graphic novel *Canopy Career Chronicles*. In partnership with the Morton Arboretum, *Canopy Career Chronicles* provides resources and tips for getting started on your career exploration.

Get the books!

Available for purchase at major booksellers, and for borrowing at most public libraries in:

New Castle County, DE
Cecil County, MD
Berks County, PA
Chester County, PA
Cumberland County, PA
Delaware County, PA
Lancaster County, PA
Montgomery County, PA



Community Read
Read. Think. Engage.

Social Media Sample Messaging

Facebook

Sample Facebook Post: What would a tree tell us if we just took the time to listen?

That's the question we are posing for this year's Community Read with David Haskell's *Song of Trees*. Scientific, lyrical, and contemplative, Haskell reveals the biological connections that underpin all life. In a world beset by barriers, he reminds us that life's substance and beauty emerge from relationship and interdependence.

Get reading this winter as we join with local libraries and community partners for the annual Community Read sponsored by Longwood Gardens.

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

Twitter

Sample Tweet 1: Join us in reading (list one or all titles to promote your program) for the 2022 #CommunityRead with @LongwoodGardens longwoodgardens.org/community-read

Sample Tweet 2: What would a tree tell us if we just took the time to listen? Connect with fellow readers in your area at our next Community Read event and dive deeper into this topic—(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 nature's great connectors and the role they have played in human history.



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