

Community Read Communications & Social Media Guide 2023

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 tenth year of the Longwood Gardens' Community Read—a program designed to encourage reading for pleasure and start a conversation. To celebrate the tenth year of the Community Read with a look at how food is a connector of people—especially for special moments—and how food connects to the world of plants and gardening.

Our 2023 selections include the featured book *Black Food: Stories, Art, and Recipes from Across the African Diaspora*, an exuberant celebration of foodways and culture curated by celebrated chef and writer Bryant Terry. Our supplemental book for adults, *The Comic Book Guide to Growing Food* (by Joseph Tychonievich, illustrated by Liz Anna Kozik) is graphic novel guide to growing a successful vegetable garden, while our title for ages 4–7, *Bring Me Some Apples and I'll Make You a Pie: A Story About Edna Lewis* (by Robbin Gourley) traces the roots of Edna Lewis, a descendant of slaves who grew up to be a famous chef, and includes five kid-friendly recipes.

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 tenth year of the Community Read with a look at how food is a connector of people—especially for special moments—and how food connects to the world of plants and gardening. Join us in reading *Black Food* an exuberant celebration of foodways and culture by celebrated chef and writer Bryant Terry, *The Comic Book Guide to Growing Food* by Joseph Tychonievich, and for young readers *Bring Me Some Apples and I'll Make You a Pie: A Story About Edna Lewis* by Robbin Gourley. 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: Which is your favorite recipe from *Black Food*? 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 tenth year! Get reading and join us for lively discussions and events as we explore how food is a connector of people and how it connects to plants and nature through these titles: *Black Food* by celebrated chef and writer Bryant Terry, *The Comic Book Guide to Growing Food* by Joseph Tychonievich, and *Bring Me Some Apples and I'll Make You a Pie* by Robbin Gourley. Share your thoughts about the books using #CommunityRead.



Community Read
Read. Think. Engage.