

Let America **read.**

Voter Registration Campaign Social Media Toolkit

Thank you for amplifying the Let America **read.** Voter Registration Campaign, a national Call To Action to protect our children's freedom to learn.

More information can be found on letamericaread.org and iamavoter.com.

To amplify this statement and our collective stance, we're inviting you, your companies, friends, executives, and educators to use the following social media tools.

When	Now
Where	Social media channels (consider sharing broadly across your corporate, brand, CEO, executive and employee accounts as well as your personal accounts)
What	Post social media graphics and copy
Hashtags	#letamericaread #iaav
Account Tags	Instagram Let America Read: @letamericaread I Am A Voter.: @iamavoter

Have questions? Reach out to Deborah.MarcusAsst@caa.com.

Social Media Graphics

We have created the following graphics which you can use individually or together on a carousel. Please make sure to include the Call to Action slide “Text READ to 26797”.

Download all Let America **read.** x I am a **voter.** social media graphics **[here](#)**.

Sample Social Media Copy

Sample Copy A

School boards guide the direction of public schools and play an important role in ensuring that the young people in those schools have the best access to education possible. School board members are on the front lines of book banning and censorship, as they often have the power to allow or prevent book banning from being carried out in school classrooms and libraries.

As elected officials, school board members are accountable to reflect the will and values of the community. Do you know when school board elections happen in your state?

Tap through to learn more about the roles and responsibilities of the school board. Text “READ” to 26797 for more information and to register to vote.
#letamericaread #iaav

Sample Social Media Copy

Sample Copy B

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Additional Information

Book banning has been on the rise in recent years. PEN America reports an increase of 28 percent in instances of individual books banned during the first half of the 2022-23 school year as compared to the prior six months, January – June 2022. The number of books banned during the first half of the 2022-23 school year was also more than either the first or second half of the 2021-22 school year.

From classics like Morrison’s [The Bluest Eye](#) and Atwood’s [The Handmaid’s Tale](#), to newer books like Maia Kobabe’s [Gender Queer](#) and Mike Curato’s [Flamer](#), PEN America reports book banners overwhelmingly target stories by and about people of color and LGBTQ+ individuals.