



This document includes sample social media posts and a sample email for your children, class, school or organization to promote participation in READCamp, which runs Memorial Day to Labor Day.

SOCIAL MEDIA: Read with Malcolm is active on the following social media channels:

- Facebook: <https://www.facebook.com/ReadwithMalcolm/>
- Twitter: <https://twitter.com/readwithmalcolm>
- Instagram: <https://www.instagram.com/readwithmalcolm/>

***When you post about **READCamp** on your social media channels, be sure to tag us @ReadWithMalcolm and use the hashtag #READCamp

Pro Tips:

- Always make sure you have a parent/guardian's permission before posting a child's photo.
- When you post, you can tag @ReadWithMalcolm either in the photo or in the body of the posts to make sure we see your photo.
- If you have any questions about posting or wish to email photos, contact us at readcamp@readwithmalcolm.com

Sample Social Media Posts (Lead-up to READCamp): Use any of these sample posts leading up to Memorial Day.

- Just registered my child/student(s) for @ReadWithMalcolm's #READCamp: The Virtual Training Camp for #SummerReading! Excited to begin training on May 31! We are ready! www.readwithmalcolm.com/readcamp
- Excited to begin #summerreading training during @ReadWithMalcolm's #READCamp! We are ready to tackle the #summerslide and be game ready to take the #reading field again in the fall! No offseason for #reading! www.readwithmalcolm.com/readcamp

Sample Social Media Posts (During READCamp): Use any of these sample posts during READCamp between Memorial Day to Labor Day.

- (Child's Name, Class, group, optional group handle) has each read four #books so far during #READCamp, @ReadWithMalcolm's Virtual Training Camp for #SummerReading. We're halfway to our goal! www.readwithmalcolm.com/readcamp

- (Child's Name, Class, Group, optional group handle) has each read eight #books this summer during @ReadWithMalcolm's #READCamp. We are READCamp Champions and READY to read 4 more books and become MVP's www.readwithmalcolm.com/readcamp

Sample Social Media Posts (After READCamp Completion): Use any of these sample posts after READCamp ends on Labor Day.

- We are SO PROUD of our students/child! They completed @ReadWithMalcolm's #READCamp - the Virtual Training Camp for #SummerReading. Our kids each read 8 books to earn their certificates! They are true CHAMPIONS!
- Congratulations to (student's name, class, group, optional group handle) who completed #READCamp: @ReadWithMalcolm's Virtual Training Camp for #SummerReading. Way to go! www.readwithmalcolm.com/readcamp

Sample Email: Use this template to encourage others to register their kids for READCamp.

Subject: Register for READCamp: The Free Virtual Training Camp for Summer Reading

Author, Super Bowl Champion, and literacy advocate **Malcolm Mitchell**, is coaching **READCamp**, the free virtual training camp for summer reading. During READCamp, kids participate in literacy based training, drills and practice to maintain reading skills over the summer and tackle the **summer slide**. READCamp is a natural complement and extension to any summer reading program. I encourage you to make READCamp participation a part of your summer learning program.

Registration is FREE! Open to Pre-K through 12th grade students, classes, groups, schools and organizations. Learn more and register by visiting www.readwithmalcolm.com/readcamp

- [READCamp Rules and Training Protocol](#)
- [Learn More About Share the Magic Foundation](#)

About Share the Magic Foundation: **Malcolm Mitchell** considers a love of reading to be his greatest achievement. In 2016, he founded Share the Magic Foundation with a sole purpose: to transform children's lives through literacy. Children who struggle to read often, drop out of school, live in poverty, and end up in jail. Malcolm grew up with similar challenges, had his life re-directed by reading, and went on to win a super bowl. So, kids pay attention to his message about literacy! To learn more please visit: www.readwithmalcolm.com