

10 Tips for Promoting Your

Summer READING PROGRAM

Summer check out

Either lend a number of books to students at the beginning of the summer or open the library periodically for student visits.

Clubs and discussion groups

Arrange a regular time and place, either in person or online, for students to connect and stay engaged.

Giveaways

Throughout the year, pick up books when you attend conferences and other events and use them as free giveaways to spark interest during the summer.

Optimize downtime

Make kids aware of the opportunities to squeeze in reading during the summer that they may not have thought of, like car trips or wait time between soccer games.

Be open and available

Share your summer reading plans. Kids are interested in who you are, what you do, what your passions are, and what you love to read.

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Mix it up!

Book lists of all subjects, genres, formats, and reading levels should be made available.

Use your resources

See what opportunities and programs are offered by public libraries, museums, zoos, parks, conservatories, YMCAs, theaters, and more.

Make the most of technology

Promote audiobooks and interactive books. Electronic publications are often especially enticing to reluctant readers.

Connect with authors

Share video clips posted by authors; give kids their Instagram or Twitter information; publicize local readings and signings.

Keep it fun!

Summer reading should be enjoyable, just like everything else about the season! Keep it light and free-choice.