



Social Media Summer Content

5/21/2019

Weekly posts respond to & acknowledge developments and news in the worlds/industries of literary (authors), libraries (librarians, resources, programming), publishing & booksellers (Independent Bookstores). Each month brings a variety of literary events, occasions, author birthdays, traditional holidays, novelty holidays, and more. Content is designed to engage book lovers, be they recreational readers, appreciators of the classics, seekers of the latest buzzed-up titles, or dedicated to a certain genre; forging a sort of Venn Diagram where these book lovers and fans of PBS Programming commingle. For avid readers, there is always a show that can extend the experience of reading a book, and vice versa, a show's printed source material can always enrich their viewing experience. PBS Books' social media posts are topical, and often tying together news events in the literary world with content available on PBS Books' video archive, or online at PBS.org, again, with the goal of augmenting the enrichment/education/entertainment of any/every social media follower (and by extension, library patron / PBS viewer).

June

Focusing on Summer Reading Kick Off at libraries across the nation. (First Week)
Content focusing on literature to commemorate Pride Month. (First Week)
Content focusing on literature that enriches a celebration of Father's Day. (Second Week)
Spotlighting authors featured at the New York Book Festival (Second Week)
Marking occasions like June 12 - Anne Frank's Birthday (Second Week)
A new Poet Laureate (Library of Congress) is announced (Third Week)
A look at sci-fi, and engaging readers to find more space-related content for "A Universe of Stories," by highlighting pioneering sci-fi author Octavia Butler's Birthday (Third Week)

July

Focusing on authors featured at the upcoming Harlem Book Fair (First Week)
Opportunity to showcase the "Best of the Year So Far" in fiction and non-fiction (First Week)
Focusing on non-fiction titles that enhance historical perspectives of Independence Day (First Week)
Highlighting "Chasing The Moon" Documentary (First Week)
Focusing on the genre of Romance, for the Romance Writers of America Annual Conference (Second Week)
Looking at news that explains the purpose of Summer Reading and the risk of "Summer Reading Slide" (Second Week)
Marking the 50th Anniversary of Moon Landing with reading lists (Third Week)
Marking Paperback Book Day and engaging readers to share their experiences of preferred mediums, ebook, audiobook, hardcover, or "paperback" (Fourth Week)

August

Marking National Book Lover's Day (First Week)
Checking in on notable news from Summer Reading programming at libraries (First Week)
Looking at programming events that close out PBS' "Summer Of Space" (First Week)
Marking the 50th Anniversary of Woodstock, and highlighting music memoirs, music history books (Second Week)
Leading into upcoming PBS documentary "Country Music," and featuring a pre-generated a Reading List for libraries (Third Week)
Posting about notable authors at Library of Congress National Book Festival (Third Week)
Posting about Society of Children's Book Writers & Illustrators Seminar (Third Week)