



# FIRST BOOK SOCIAL MEDIA TOOLKIT

2025

# HELP SPREAD THE WORD ABOUT FIRST BOOK

Thank you for supporting First Book and our mission to build a world where every child has access to a quality education. Whether you're an author, illustrator, partner, current donor, or simply someone who believes every child deserves the chance to thrive, your voice can make a big difference.

This toolkit includes ready-to-use social media posts designed to help you share First Book's impact with your network. There are two sets of posts:

- Donation posts - Encourage your audience to support First Book's mission to get books and resources into the hands of children who need them most.
- Registration posts - Help us reach educators and program leaders serving kids in low-income communities who may be eligible to join the First Book Network. Members get access to brand-new books, free resources, and funding opportunities to support their classrooms and programs.

Whether you're posting once or sharing throughout the year, every mention helps us expand our reach and deepen our impact.

# SOCIAL COPY SUGGESTIONS

## DONATION APPEALS

### Facebook:

- Did you know millions of kids in the U.S. still lack the books and educational resources they need to thrive in school and beyond? My friends at First Book are working to change that by getting more books and resources into the hands of kids who need them most. Help eliminate barriers to learning for kids across the U.S. with a donation to First Book! - [firstbook.org/give-now/](https://firstbook.org/give-now/)
- #DYK that research indicates that just the presence of books in the home improves educational outcomes? My friends at First Book are doing amazing work to get books and learning materials to kids who need them most—and you can help! Even a small donation can go a long way in supporting their mission. Donate today! - [firstbook.org/give-now/](https://firstbook.org/give-now/)

### Bluesky:

- Have you heard about @firstbook.org? They're doing incredible work to ensure that all children, regardless of their background or zip code, can succeed & reach their full potential. I'm proud to support their mission, and if you can, I'd love for you to join me! Donate now - [firstbook.org/give-now/](https://firstbook.org/give-now/)
- I'm teaming up with @firstbook.org to help kids in low-income communities access books and resources they need for learning, and I need your help. Any donation can help make a significant impact on kids in need. Act now! - [firstbook.org/give-now/](https://firstbook.org/give-now/)

# SOCIAL COPY SUGGESTIONS

## DONATION APPEALS

### Instagram:

- #DYK that more than 80 percent of U.S. fourth graders in low-income communities are not proficient in reading? My friends at @firstbookorg are working to change that! Even a small donation can help get books and learning materials into the hands of children who need them. Donate today at the link in bio!
- I'm proud to support @firstbookorg and the work they do to get books and resources to kids who need them most. ❤️ They've already distributed over 250 million books to classrooms, libraries, and programs in low-income communities—and they're just getting started. Want to help make a difference? Donate today at the link in my bio!

*(link to add to bio: [firstbook.org/give-now/](https://firstbook.org/give-now/))*

### LinkedIn:

- Did you know that in low-income communities, there's only 1 book for every 295 children? In more affluent areas, it's 1 for every 5. That gap is heartbreaking—and educators spend hundreds of dollars out of their own pockets on books and resources for their students. That's why I support First Book, a nonprofit that helps educators and program leaders get access to the books and resources their students deserve. If you're looking for a way to make a real, lasting impact, I encourage you to support their work. Every donation helps unlock new opportunities for kids who need them most. Donate today! - [firstbook.org/give-now/](https://firstbook.org/give-now/)



# SOCIAL COPY SUGGESTIONS

## DONATION APPEALS

### LinkedIn:

- If you're looking for a meaningful way to make a difference, I hope you'll join me in supporting First Book. This incredible nonprofit is helping educators and program leaders in low-income communities get the books and resources their students need to thrive. They've already provided more than 250 million books to kids who need them most—and every donation helps extend that impact even further. If you're able, consider giving today. - [firstbook.org/give-now/](https://firstbook.org/give-now/)

# SOCIAL COPY SUGGESTIONS

## REGISTRATION APPEALS

### Facebook:

- If you know a teacher, librarian, or program leader working with kids in low-income communities—this is for them! 📖 First Book is an incredible nonprofit helping educators get brand-new, high-quality books and resources at deeply discounted prices. Even better? It's completely free to join if you work with kids in need. I'm proud to support their work—and I hope you'll help spread the word or share this with someone who could benefit. Sign up here! - [firstbook.org/register-now/](https://firstbook.org/register-now/)
- I've partnered with First Book to help get more books into the hands of the kids who need them most. If you're an educator or program leader serving children in low-income communities, join the First Book Network! Membership gives you access to brand-new books, high-quality learning materials, free resources, and funding opportunities—all designed to support the students you serve. Sign up here for free. - [firstbook.org/register-now/](https://firstbook.org/register-now/)

### Bluesky:

- If you're an educator or run a program serving kids in low-income communities, check out @firstbookorg! They provide access to affordable books, classroom resources, and more—all to support kids who need them most. Membership is free, so sign up today! - [firstbook.org/register-now/](https://firstbook.org/register-now/)
- If you work with kids in a Title I school or community program, you need to know about @firstbookorg! Their Network gives educators and program leaders access to affordable books, free resources, and tools to support learning. I'm proud to partner with them—see if you're eligible to join! - [firstbook.org/register-now/](https://firstbook.org/register-now/)

# SOCIAL COPY SUGGESTIONS

## REGISTRATION APPEALS

### Instagram:

- Calling all teachers, librarians, and afterschool leaders serving kids in need! @firstbookorg provides affordable, high-quality books, free resources, and funding opportunities to those working with children from low-income communities. If at least 70% of the kids you serve come from low-income families, you can join for free—and there are many ways to qualify. Learn more and sign up today at the link in my bio!
- @firstbookorg has helped put 250 million books into classrooms, libraries, and programs serving kids in low-income communities! If you're an educator or work with kids in need, you could qualify to access these same resources. Sign up for free—link in bio!

*(link to add to bio: [firstbook.org/register-now/](https://firstbook.org/register-now/))*

### LinkedIn:

- I've seen firsthand the incredible impact First Book has on communities. They're not just putting books on shelves—they're equipping educators with the resources and tools they need to make a real difference. If you work with or serve as a volunteer with kids from low-income communities, check out their registration page—it's free to join! - [firstbook.org/register-now/](https://firstbook.org/register-now/)
- I'm proud to support First Book, an organization dedicated to putting books into the hands of kids who need them most. If you serve children in Title I schools or community programs, you may be eligible to access their amazing resources. Learn more today! - [firstbook.org/register-now/](https://firstbook.org/register-now/)

# HANDLES

- Facebook: @FirstBook
- Instagram: @firstbookorg
- BlueSky: @firstbook.org
- YouTube: @firstbook
- LinkedIn: @firstbook
- Approved Hashtags: #FirstBook #FirstBookPartner #BooksToKids #QualityEducation #EducationMatters #EducationForAll

## SOCIAL MEDIA ASSETS

Click the link below to access graphics you can use with your social posts!

There are options for different platforms, properly sized and branded, so all you have to do is download.

Social Media Graphics:

<https://info.firstbook.org/3FouLwr>



# ABOUT FIRST BOOK

Education transforms lives. First Book is building a world where every child has access to a quality education. We work to remove barriers to education and level the playing field for kids in need. At the heart of our work are the 600,000+ members of the First Book Network, the largest online community of individual educators, professionals and volunteers dedicated to supporting children living in low-income communities across North America. This Network is the key to creating lasting change. Through our research arm, First Book Research & Insights, we conduct studies that aggregate their voices to identify challenges, needs, and solutions. To address their needs, we provide free and low-cost books, resources and access to leading experts through the First Book Marketplace, which uses aggregated buying power to support their work. Founded in Washington D.C. in 1992 as a nonprofit social enterprise, First Book is dedicated to eliminating barriers to learning and inspiring young minds. Learn more at [firstbook.org](https://firstbook.org) and visit our award-winning eCommerce website at [fbmarketplace.org](https://fbmarketplace.org).

## THANK YOU FOR YOUR SUPPORT!

Have a question? Reach out to us at [help@firstbook.org](mailto:help@firstbook.org) or give us a call at 866-READ-NOW (or 866-732-3669), Monday through Friday from 9AM until 5PM ET.