Introducing our social media campaign to highlight books, characters, creators, and stories in honor of the 100th anniversary of Children's Book Week!

Please join us in a BRAND NEW campaign designed to get people talking about books. This effort will focus on storytelling through the lens of character archetypes. Partners, publishers, and readers, help us share exciting conversations on books, characters, stories, and more all year long!

This campaign kicks off on Friday, March 1 with #TheHero

Hero (*noun*) Someone we root for. A role model, courageous, noble, admired.

They are the principal character of the story, play, or novel. They can be a mythological figure with divine descent endowed with great strength or ability. They can be a person who overcomes great adversity and showcases noble qualities and great courage. The hero is someone we root for, whom we want to succeed and they normally do, no matter the cost. The Hero is all about the greater good of others, often risking their lives for others well-being.

You can share your favorite heroes and encourage your audience to do the same with the campaign's hashtag. Use the suggested language below or write your own!

Hashtags: #BookWeek100 & #TheHero

Visuals: [Find fun images for your posts here](#)!

Handles: @EveryChildaReader (**Facebook and Instagram**), @EveryChildRead (**Twitter**)

Some suggested wording
(replace "Every Child a Reader" in red with the correct handle for the platform!)!

- Join Every Child a Reader in talking about your favorite characters and stories. Celebrate #BookWeek100 and let the world know who your #KidLit heroes are! #TheHero

- Many of your beloved characters are showing up for #BookWeek100! Let's talk about Heroes! #TheHero

- Still gushing about that one character from that one book? Discuss it with more #bookworms! #BookWeek100 #TheHero #KidLit

- How to celebrate #BookWeek100 with our Every Child a Reader friends? [Line about a hero you love (character, creator, someone who inspires you to read, etc.)]. Tell us about #TheHero you love! #storytelling