



Social Media Campaign #BookWeek100 The Villain

Our social media campaign continues as we highlight books, characters, creators, and stories in honor of the 100th anniversary of Children's Book Week!

Please join us as we continue our year long 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 continues with #TheVillain from May 10 - June 10

Villain (*noun*) Someone with bad intentions. The antagonist, wrongdoer, lawbreaker, evil (or are they?)..

The antagonist of the story. The Villian acts in opposition to the Hero, exemplifying characteristics that help create contrast and conflict in a story. Often motivated by the need to control everyone and everything around them, villains can be sympathetic characters as well as pure-evil..

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

Hashtags: #BookWeek100 & #TheVillain

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!)

- We've all got villains we love to hate in #KidLit! Who are some of yours? Join the conversation by tagging #TheVillain and #BookWeek100!
- We're talking about #TheVillain with **Every Child a Reader**! The one villain that always stood out to us is _____ because _____. Which villain stands out to you? #BookWeek100
- #BookWeek100 celebrations continue as we talk about our favorite villains in children's books. Who are some of yours? #TheVillain
- Join us and **Every Child a Reader** as we discuss #TheVillain, part of their continued #BookWeek100 celebration! Who are some of the most memorable villains?