



## Social Media Campaign #BookWeek100 The Companion

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 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 continues with #TheCompanion from April 5 - 28**

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**Companion** (*noun*) Someone the hero counts on. The ally, friend, supporter, confidant.

A supportive and loyal partner/ally, they aid the hero on their journey. Their identity is tied to the Hero or main character. The Companion allows the reader to gain insights into what the main character is thinking because every character needs someone to talk to! Companions exhibit character traits such as selflessness and tenacity, but not all companions are content staying in the shadow of their hero/friend.

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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 & #TheCompanion

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 favorite #KidLit companions are! #TheCompanion
- Many of your beloved characters are showing up for #BookWeek100! Let's talk about Companions! #TheCompanion
- Still gushing about that one character from that one book? Discuss it with more #bookworms! #BookWeek100 #TheCompanion #KidLit
- How to celebrate #BookWeek100 with our **Every Child a Reader** friends? [Line about a companion you love (character, creator, someone who inspires you to read, etc.)]. Tell us about #TheCompanion you love! #storytelling