



Social Media Campaign #BookWeek100 The Rebel

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 #TheRebel from June 14 - July 15

Rebel (*noun*) Someone who goes against the status quo. The maverick, disruptor, resilient, free spirited.

In the face of oppression and injustice Rebels cannot take it anymore and have the will to disrupt and overthrow the status quo. They can be public or hidden figures. They are resourceful, resilient, and, sometimes, angry.

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

Hashtags: #BookWeek100 & #TheRebel

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 an inner rebel! Who has been #TheRebel that inspired you in #KidLit? #BookWeek100
- Join the conversation about #TheRebel with **Every Child a Reader!** The one rebel that always stood out to us is _____ because _____. #BookWeek100
- #BookWeek100 celebrations continue as we talk about our favorite rebels in children's books. Who are some of yours? #TheRebel
- Join us and **Every Child a Reader** as we discuss #TheRebel, part of the #BookWeek100 celebration! Who are some of the most memorable rebels?