



## Social Media Campaign #BookWeek100 The Trickster

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 #TheTrickster from July 19 - August 19**

---

**Trickster** (*noun*) Someone who gets into trouble. The deceiver, mischievous, cunning, rulebender.

Their indomitable spirit makes Tricksters disobey conventional behavior and bend the rules. They are mischievous and imprudent, but almost never with a malicious intent. Although, one is never sure if they're good or bad, they can turn malevolent, cunning or foolish.

---

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 & #TheTrickster

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!)

- Are you a trickster? Who is #TheTrickster that inspires you in #KidLit? #BookWeek100
- Join the conversation about #TheTrickster with **Every Child a Reader!** The trickster whose allegiance has always been doubtful for us is \_\_\_\_\_ because \_\_\_\_\_. #BookWeek100
- #BookWeek100 celebrations continue as we talk about our favorite tricksters in children's books. Who are some of yours? #TheTrickster
- Join us and **Every Child a Reader** as we discuss #TheTrickster, part of the #BookWeek100 celebration! Who are some of the most memorable ones?