

#Kidlitquarantine Event Promotion Checklist

The coronavirus pandemic is the first time in history that so many people have been quarantined at home. That means millions of kids -- most of them normal, healthy schoolchildren -- are forced to sit at home all day.

We aren't used to thinking of authors and illustrators as "first responders," but in this crisis, they have already started playing an important role. The children's book community has quickly organized live-stream readings, workshops, and activities to entertain young people stuck at home. (Search #kidlitquarantine to get a glimpse of the action.)

You can do it, too!

Read your book on Facebook Live. Do a drawing demo on YouTube Live. Teach a poetry workshop on Instagram Live. Do whatever lights you (and the kids) up.

But you want to make sure *kids are actually watching*, right?

It's important to get the word out in advance. Otherwise, you might be alone... and that wouldn't be fun.

That's what this checklist will help you do. Follow it step-by-step, and I guarantee you'll have an eager audience waiting for you.

Ready, Set, Go!

○ WRITE A SHORT, FRIENDLY DESCRIPTION OF WHAT YOU'RE GOING TO DO.

What's the "elevator pitch" in 2-3 sentences?

Who is your event for?

Be specific about the age level and type of kids your event is aimed at.

○ CREATE A SIMPLE, WEB-FRIENDLY GRAPHIC.

Include the title and/or essential info.

○ PERSONALLY EMAIL YOUR FRIENDS AND FAMILY AND ASK THEM TO SPREAD THE WORD.

Send personal, one-to-one emails to people who know you well. Briefly explain why you're so excited about doing this, and get them excited to help you out.

Be specific about how they can help. If you want them to post about it on Facebook, tell them that. If you want them to forward your email to a certain group of people, tell them that.

○ **EMAIL YOUR MAILING LIST (IF YOU HAVE ONE).**

Send an e-blast to your mailing list. Encourage people to share the info.

○ **POST ON YOUR SOCIAL MEDIA ACCOUNTS.**

Use your graphic but customize your message for each account. You might be short and breezy on Instagram and Twitter, but longer and more personal on Facebook and LinkedIn.

Don't forget to include hashtags like #kidlitquarantine and #cv19ReadAloud, as well as hashtags specific to your event.

And as always, ask people to share!

○ **POST IN GROUPS AND FORUMS.**

Post in local/relevant Facebook and/or LinkedIn groups, or ask a friend to do it for you. If you belong to a relevant listserv or forum, post there.

○ **SEND AN ANNOUNCEMENT TO LOCAL NEWS SITES.**

Email a short announcement to local press, such as local news sites or bloggers. Don't include attachments; a simple email is usually most effective.

○ **PERSONALLY EMAIL ANY TEACHERS, LIBRARIANS, OR BOOKSTORE OWNERS YOU KNOW.**

These are the people who often know your target market. Make sure you reach out to them, and thank them for any help they can offer in spreading the word.