



World Read Aloud Day Author Toolkit

Quick Marketing Ideas for Children's Book Authors

Powered by LitWorld | Supported by Outskirts Press



World Read Aloud Day is a global celebration of literacy and storytelling. It's also a perfect moment to promote your children's book in a way that feels natural, uplifting, and community-focused.

5 Easy Social Media Post Prompts (Copy + Paste)

1) Cover + Invitation Post

World Read Aloud Day is February 4! To celebrate, I'm sharing my children's book, [BOOK TITLE]. Reading aloud is one of the best ways to build imagination and connection through stories. If you're reading aloud this week, tell me what book you're choosing!

2) Read-Aloud Video Post (Short + Simple)

In honor of World Read Aloud Day, I'm sharing a short read-aloud from [BOOK TITLE]. If you're celebrating too, I'd love to hear what you're reading aloud this week!

3) Behind-the-Book Post

For World Read Aloud Day, I wanted to share why I wrote [BOOK TITLE].

I wrote this story because [1 sentence about your “why”].

Thank you for supporting books that encourage young readers.

4) Discussion Question Post (Great for Engagement)

World Read Aloud Day is Feb 4! Here's a fun question inspired by [BOOK TITLE]:

[Ask a kid-friendly question related to your story]

(Example: “If you could go on an adventure anywhere, where would you go?”)

5) Purchase Link Post (Friendly + Direct)

If you're looking for a fun read-aloud story for World Read Aloud Day, [BOOK TITLE] is available here:

[BOOK LINK]

Thank you for supporting authors and literacy!

2 Outreach Scripts (Libraries + Schools)

Script #1: Library Storytime Request

Subject: World Read Aloud Day Storytime Feature Request (Feb 4)

Hello [Name],

My name is [Your Name], and I'm the author of the children's book [BOOK TITLE]. With World Read Aloud Day coming up on February 4, I wanted to ask if your library would be interested in featuring a short read-aloud or story time selection.

I'd be happy to:

- provide a brief video read-aloud, or
- attend virtually for a short reading and Q&A (if available)

Thank you for supporting literacy and young readers.

Warmly,

[Your Name]

[Your Website or Social Handle]

[Book Link]

Script #2: School/Classroom Read-Aloud Offer

Subject: World Read Aloud Day Classroom Read-Aloud (Feb 4)

Hello [Teacher/Librarian Name],

I'm [Your Name], the author of [BOOK TITLE], and I'm reaching out in honor of World Read Aloud Day (Feb 4). I'd love to offer a short read-aloud for your classroom (in-person if local, or virtually if preferred).

If you're interested, I can provide:

- a 5–10-minute read-aloud
- a short author introduction
- a quick Q&A for students

Thank you for all you do for young readers.

Sincerely,

[Your Name]

[Email] | [Website/Social]

[Book Link]

3 Recommended Hashtags

Use 2–4 per post:

- #WorldReadAloudDay
- #ReadAloud
- #KidsBooks

Optional extras:

- #Storytime
- #ChildrensBooks
- #ReadingMatters

Tag Outskirts Press (so we can share your post!)

If you post for World Read Aloud Day, tag **Outskirts Press** so we can reshare your read-aloud celebration.

Outskirts Press LitWorld page: <https://outskirtspress.com/litworld.html>

Book Marketing Specialist Tip

World Read Aloud Day is a great opportunity to promote your children's book in a way that feels meaningful, timely, and community-focused. If you'd like support bringing these ideas to life, a Book Marketing Specialist can help you:

- **Choose the best marketing angle** for your book (family story time, classroom tie-in, message-based themes, etc.)
- **Create a short read-aloud plan** (what to read, how long to read, and how to introduce it)
- **Write social media posts and captions** that sound natural and engaging—not overly promotional
- **Develop a simple 5–7 day posting schedule** leading up to World Read Aloud Day
- **Draft outreach messages** to libraries, schools, homeschool groups, and community organizations
- **Suggest visibility strategies** like giveaways, review requests, and reader participation prompts
- **Help you build repeatable content** you can reuse beyond the holiday (quotes, excerpts, and story-based posts)

If you'd like help getting started, reach out to your Book Marketing Specialist for a customized plan based on your book and audience.

[Reserve Time with a Book Marketing Specialist](#)

