

# Read an Ebook Day

Spread awareness of the joy and convenience of digital reading by encouraging your patrons to celebrate Read and Ebook Day with this marketing kit! Highlight the flexibility of enjoying ebooks and audiobooks anywhere, whether on a commute, during a cozy evening at home, or while traveling light. With this kit, you'll have everything you need to spark excitement, start conversations, and invite readers to join a global celebration of digital books.

## List of Toolkit Items

1

### Print-ready Flyer

Hang this 8.5x11 in your physical branches to spread the word about the upcoming holiday!

2

### Social Media Graphics

Share these graphics on socials to promote the holiday!

2

### Suggested Copy

Ready-to-use social media copy and descriptive image text for your social media posts.

## Social Media Copy

### Version 1

Celebrate Read an Ebook Day on September 18! From epic sagas to quick escapes, ebooks in the Libby app make it easy to take the library anywhere. Borrow an ebook and share your what you're reading with #ebooklove on social media!

### Version 2

September 18 is Read an Ebook Day! Here are three easy ways to join the celebration:

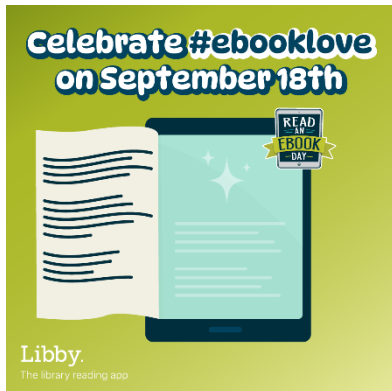
1. Borrow an ebook to read with your morning coffee or an audiobook to listen to on your morning commute.
2. Share what you love about digital reading on social media with the hashtag #ebooklove.
3. Encourage a friend to download Libby and start their own ebook adventure.

Happy reading!

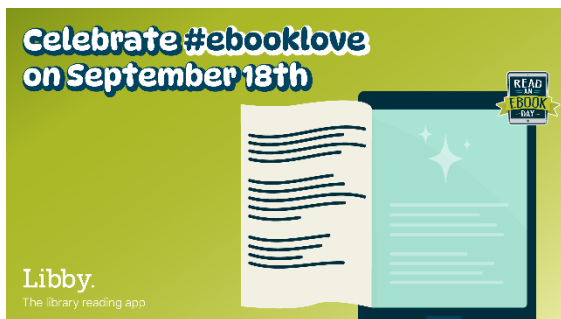
## Descriptive Image Text

When posting on social media sites like [Instagram](#), [Facebook](#), and [Threads](#), you can embed descriptive image text (also known as alt text) to support people with visual impairments. Use the text below to add descriptive image text to your social media posts.

**Continued on next page...**



The background is lime green. At the top of the image, the text “Celebrate #ebooklove on September 18th” appears in white bubble letters with a navy-blue shadow. The hashtag #ebooklove is shown with inverted colors. Below, a tablet with a blue screen displays a white book page being turned. In the top-right corner of the tablet, the Read an Ebook Day logo appears, consisting of a tablet icon and the words *READ AN EBOOK DAY* in capital letters. The word *ebook* is highlighted on a lime green ribbon. In the bottom-left corner, the Libby logo and tagline “The library reading app” are displayed in white.



The background is lime green. At the top of the image, the text “Celebrate #ebooklove on September 18th” appears in white bubble letters with a navy-blue shadow. The hashtag #ebooklove is shown with inverted colors. To the right below, a tablet with a blue screen displays a white book page being turned. In the top-right corner of the tablet, the Read an Ebook Day logo appears, consisting of a tablet icon and the words *READ AN EBOOK DAY* in capital letters. The word *ebook* is highlighted on a lime green ribbon. In the bottom-left corner, the Libby logo and tagline “The library reading app” are displayed in white.