



# Help Reading Disabled Idahoans Become Empowered.

Tips on promoting Talking Book Service to your patrons.

Nearly 45,000 Idahoans lack the visual acuity or physical capabilities necessary to read or hold a book.

## Introducing our Talking Book Service

Brought to you by the Idaho Commission for Libraries (ICfL), the Talking Book Service (TBS) was created to help people experience the joys of reading the rest of us take for granted.

Our Talking Book Service offers a **large collection of popular reading** including:

- Over 25,000 Braille titles
- 80,000 professionally recorded audio books
- Audio magazines—and much more

[Learn more about our Talking Book Service at www.neverstopreading.org](http://www.neverstopreading.org)

## Resources for getting the word out

Because TBS has such a huge potential for improving lives, ICfL has developed a library of resources to help you share information about this service with eligible persons, their families and friends.

### Social Media



Social media is a great way to spread the word about TBS through any such accounts your library may have. Our resources include:

- Facebook Posts
- Twitter Tweets
- Memes

For more in-depth information about using social media, [download our Social Media Toolkit](http://libraries.idaho.gov/landing/social-media) at <http://libraries.idaho.gov/landing/social-media>

### Newsletter Articles

We have also developed a series of three articles you can publish in your library's newsletter.

NeverStopReading.org

Have questions? Need help?  
**Call 800-458-3271**





## Suggested Facebook and Twitter Posting Schedule

Like all good social media efforts, the following was designed to take advantage of holidays and other reading-related events to add relevance and gain the attention of your patrons. To improve the effectiveness of your TBS social media campaign, we recommend posting Facebook and Twitter content simultaneously as below.

- Download the resources by right-clicking, then selecting "Save image as..."

## Memes

A meme is an engaging captioned picture or video that is spread online, especially through social media. Here is an image gallery of memes to support your TBS outreach. Since we have provided a wealth of Facebook posts for this program, we suggest supplementing that effort by posting these memes to your blog, or your LinkedIn, Instagram, Pinterest or reddit pages, if you have them.

- Download the resources by right-clicking, then selecting "Save image as..." or visit <http://libraries.idaho.gov/node/9123>

## Newsletter Articles

Depending on how frequently you publish your newsletter, include the following in sequence starting in October of 2017, and concluding at the beginning of March 2018.

- [The Talking Book Service Speaks Volumes to Print or Reading Disabled Idahoans](#)
- [Realizing Louis Braille's Vision](#)
- [Oh, the Places They'll Go: Talking Book Service for Young Readers Unable to Read Standard Print](#)

Download the articles by clicking the links above or visit <http://libraries.idaho.gov/node/9123>

## TBS Social Media Campaigns

Month	Post 10/2	Post 10/16
OCTOBER	 <p>Help Print Disabled Readers Imagine More</p>	 <p>Mystery Books Speak to Me</p>
NOVEMBER	 <p>Reading: Now It's All in the Family</p>	 <p>Light Up Their Lives with Talking Books</p>
DECEMBER	 <p>The Most Personal Gift... The Joy of Reading Again</p>	 <p>New Year, New Hope for the Reading Disabled</p>
JANUARY	 <p>He Had a Vision. So Do We.</p>	 <p>My Books Speak to Who I Am</p>
FEBRUARY	 <p>Rekindle Their Love of Reading</p>	 <p>Listen to a Current Bestseller</p>
MARCH	 <p>From Reading Disabled to Empowered</p>	 <p>Talking Book Services Speak Volumes</p>

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