



The Library of Congress National Book Festival

Ambassador Outreach Toolkit

Thank you for your support of the 2021 Library of Congress National Book Festival. This year, attendees are encouraged to create their own festival experience with programs in a range of formats, from Sept. 17 to 26. This toolkit can be used as a resource to help promote the festival to your following on social media. Below, please find guidance on each component, and links to help you navigate the festival.

- National Book Festival website:** loc.gov/bookfest
- National Book Festival blog:** blogs.loc.gov/national-book-festival/
- Press release:** [Library of Congress National Book Festival Announces Schedule of Events](#)
- Press release:** [LeVar Burton to Host TV Special Featuring National Book Festival on PBS](#)
- Press release:** [Create Your National Book Festival Experience Over 10 Days in Multiple Formats](#)

Toolkit Assets

Schedule At A Glance.pdf	Navigate the National Book Festival with this convenient schedule.
Social Media Guidance.docx	Language to base your social media posts on to promote the festival to your community.
Visual: Ambassador Badge.png	This PNG file can be placed on your website or used on social media.
Visual: I'll Be There Badge.jpg	This PNG file can be placed on your website or used on social media.
Visual: FB/Twitter Graphic.jpg	A general social media graphic sized for Facebook and Twitter.
Visual: Instagram Story Game.jpg	Are you active on Instagram? Use this graphic in your Stories to connect audiences with the National Book Festival.
Visual: Poster.jpg	The official poster of the 2021 National Book Festival by Dana Tanamachi. Use this image on your website, social media, or download the file to print physical copies.