



SCHOLASTIC

BOOK FAIRS

Texts, Social Media Posts, and Scripts

Use these helpful templates to promote your Fair! Copy and paste them into online messages, social media posts, newsletters, and announcements. Mix and match your social media posts with the images found on the [Promote on Social page](#).

Tips!

Sending frequent reminders of your Book Fair dates helps to keep it top of mind. *Posting everyday is the best practice* for greater participation.



BOOK FAIRS

Save the Date

1

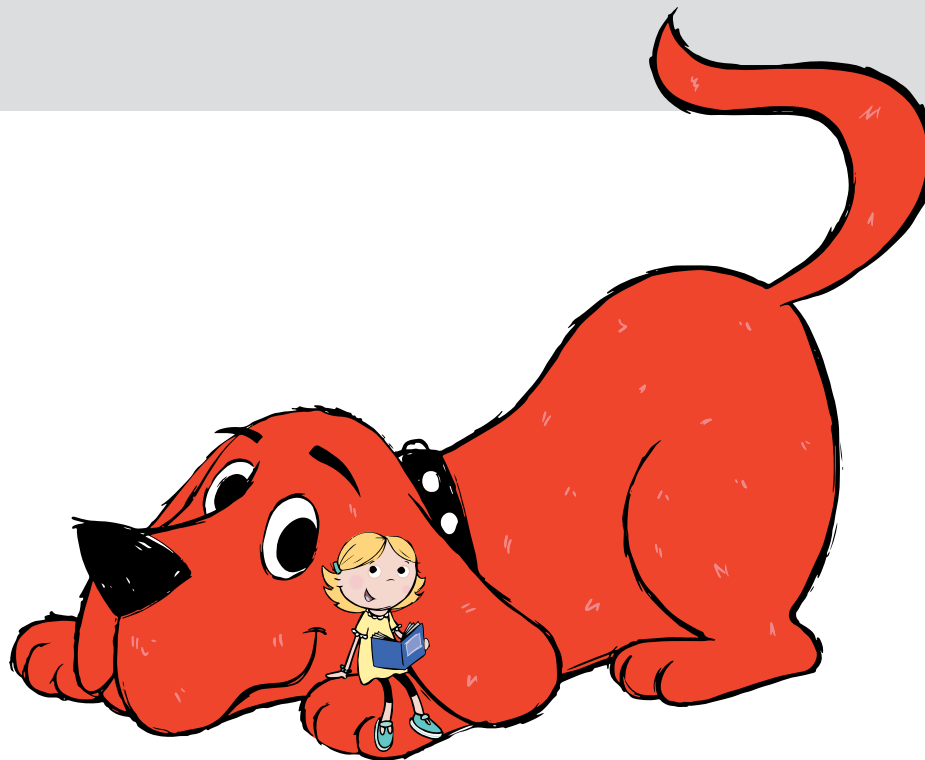
Our school's Scholastic Book Fair is coming back! From [INSERT DATES], discover new and bestselling titles coming right to our school. Bonus: Every purchase supports our school and helps to keep kids reading!

2

It's time for our school's Book Fair! Join us to shop from hundreds of items! Best of all, purchases support our school for more learning resources. Join us from [INSERT DATES].

3

We're excited to announce our Scholastic Book Fair is coming! You can shop from hundreds of items in-person. Our Fair is open from [INSERT DATES], and all purchases help us earn new resources for our school.



BOOK FAIRS

Reminder

1

Just a reminder that our Scholastic Book Fair is coming up from [INSERT DATES]. Take this opportunity to refresh your home libraries, grab some meaningful gifts, or find your next read!

2

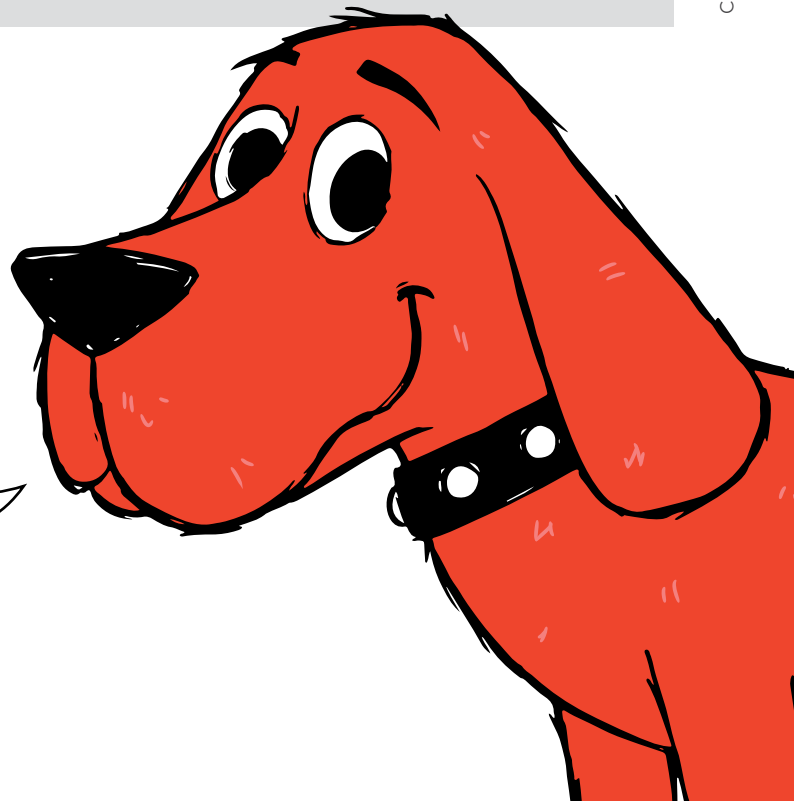
Did you hear? The Scholastic Book Fair is coming to our school! Your purchases will help bring in new resources for our school and keep kids reading! Open from [INSERT DATES]

3

The Scholastic Book Fair is almost here, and the countdown is on! Just [INSERT NUMBER] days left until our doors open. Our Fair is open from [INSERT DATES]!

Helpful Hint

Use the shareable templates in your online Toolkit for quick daily posts leading up to your Fair



BOOK FAIRS

It's Book Fair Time!

1

Our Scholastic Book Fair is finally here! Join us NOW until [INSERT END DATE] to find the latest titles! All purchases help our school earn Scholastic Dollars for new resources.

2

There's still time to support our Scholastic Book Fair! Looking for birthday presents, or wondering what your favourite characters are up to? Our Fair has the answers! Hurry! There are only [INSERT NUMBER] days left!

3

It's everyone's favourite event of the year, the Scholastic Book Fair! Join us as we open our Book Fair! All purchases made will help support our school. On NOW until [INSERT END DATE]



Helpful Hint

Consistent posts announcing that the Book Fair is still on will help remind parents to join!

BOOK FAIRS

After The Book Fair!

1

That's a wrap! A big thank you to our entire school community for coming together at our Scholastic Book Fair. We now have the ability to purchase new books and resources that will help students for years to come. See you at our next Book Fair!

2

On behalf of our entire school, thank you for supporting our Scholastic Book Fair! We have earned Scholastic Dollars to better our school, and could not have done it without your help. We look forward to the next time we can have a Book Fair with you!

3

Our Scholastic Book Fair is now over, and we sincerely thank everyone who joined us to support our school. We know that all the books purchased will be loved and enjoyed, and we look forward to having some new titles in our school collection as well. See you at our next Book Fair!



Let us know how we can help!

Contact our Book Fairs Team:

1-866-234-7319

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