



YOUR TOOLKIT

Help your community
discover the joy of reading



What is Wee Read?

Wee Read a simple, distinctly Scottish invitation to celebrate the joy of reading as part of the National Year of Reading 2026

- **Read a little or a lot – every read counts:** whether it's a few pages, a whole book, a comic, magazine, newspaper, recipe or poem, Wee Read is about enjoying reading in whatever way appeals to and works for you
- **Reading brings Scotland together:** on 7 October, people, families, schools, workplaces and communities will come together to share one national reading moment – creating a collective celebration of the joy of reading
- **Try something new:** Wee Read is an opportunity to discover a new author, genre or format, or revisit an old favourite – with libraries helping everyone find their next great read



Pledge to have a Wee Read

Ahead of **Wednesday 7 October**, people across Scotland are encouraged to make a pledge to take part in the national reading moment – whether they plan to read for five minutes or fifty

Everyone can take part: from wee ones discovering their first stories to lifelong readers, Wee Read is for every age, ability and interest. You don't have to think of yourself as a 'reader' to join in

Libraries at the heart: local libraries will be the gateway to Wee Read, encouraging people to visit their local library, discover something they'll enjoy and explore the huge range of free reading materials, resources and activities available

Keep it simple, make it shareable: Pledge. Read. Share. Make your pledge at the campaign website, take part on 7 October and share your reading recommendations and Wee Read moments using #WeeRead26

For those not able to pledge online themselves, download the [Wee Read pledge permission form](#) and record their pledge with their consent.

**HAVE
YOU PLEDGED
YET?**

Tools to make Wee Read local

Wee Read is a national campaign but its impact will be built on the ground, in communities across Scotland.

This toolkit gives you simple, practical ways to help:

- Promote Wee Read to your audiences
- Encourage people to pledge
- Get people talking about reading
- Showcase your local library and its community
- Share stories, recommendations and reading inspiration



Download all
campaign assets



How to get started!

READ the key campaign information

DOWNLOAD ready-made assets

SHARE ready-to-use content

CREATE your own local stories

ENCOURAGE your community to pledge



Logos

Full brand guidelines can be downloaded below.



Download
brand guidelines

Master logo



Master reversed logo



Promotional materials

All promotional materials can be found in the dropbox, click the button to download the assets and start to share the message.



Download all campaign assets



Download printable assets (posters)



Download on screen display



Download supporters badge + email signature



Free to use imagery + video clips



Template newsletter copy



Template primary school, partner + community outreach copy

(note: link will be updated throughout campaign)



Pledge at www.WeRead.scot. Visit your library. Share your Wee Read #WeeRead26

Key messages

- The Scottish Library and Information Council is inviting Scotland to **celebrate the joy of reading with Wee Read** – a national reading moment as part of the National Year of Reading 2026
- Whatever your age, ability or interests, **discover the joy of reading in whatever form you choose** – from novels and poetry to comics, magazines, cookbooks and blogs. Every kind of reading counts
- Everyone's invited! **Join Scotland for a Wee Read on Wednesday 7 October 2026**, alongside thousands of children, teens, adults and pensioners choosing to read for pleasure
- **Visit your local library to find your next read**, with free access to books, audiobooks, eBooks, newspapers, magazines and more
- **Make your pledge** at www.WeeRead.scot, find something you'll love at your local library and share your reading recommendations using #WeeRead26





Local activation

Opportunities for local promotion,
engagement + participation

Get involved in Wee Read



There are lots of simple ways to get involved

You know your library and community best so choose the activity that will work for your audience -

In the library

- Put up posters and pledge prompts where people will see them
- Create an inclusive Wee Read display
- Use screens to share campaign graphics and reminders
- Ask visitors what they're reading and share recommendations
- Host a Wee Read event or add Wee Read to existing activities

In the community

- Display the Wee Read supporter badge
- Share campaign information on local noticeboards and community channels
- Invite local organisations, writers, readers and community figures to make a pledge
- Take Wee Read to a local event or community group
- Share information about your Wee Read activity

Online

- Make your own Wee Read pledge
- Add the supporter badge to your website and email signature
- Share Wee Read across social media, newsletters and event listings
- Share local recommendations, stories and reading moments
- Ask questions and run polls
- Remind people to make their pledge
- Share campaign content in relevant local Facebook groups



Make it local



The most effective Wee Read activity will feel local, personal and relevant. Here are a few suggestions to get you started

Share what your community is reading

- Create a local reading list or display based on your community's recommendations
 - What is your library team reading?
 - Which materials are your most borrowed?
 - What titles are particularly popular – or deserve to be discovered?

Put people at the heart of it

- Invite a local school or community group to take part
- Feature library users and their favourite reads – how has their life been shaped by reading and their local library?
- Ask a local author, councillor, MSP or community figure to make a pledge

Create something to share

- Create a simple photo opportunity with library users and their favourite reading materials
- Take Wee Read props into the community



Create a Wee Read moment



Consider hosting a **Wee Read event, activity or photo opportunity** – or build Wee Read into something you already have planned.

- Special events will drive participation, generate strong visuals and give local media a reason to cover Wee Read
- Keep events accessible - Try shared reading **sessions, storytimes, silent reading hours, author events**, “Bring your Wee Read” **drop-ins** or **reading recommendation sessions**
- Use popular **genres, local authors** or **community reading interests** to give your activity an extra hook
- Invite: local media, photographers, MSPs, councillors, authors, community figures and partners
- Capture: photographs, short videos, pledges, recommendations and local stories
- Share: your event through your own channels and with local media



Local media engagement



These templates can be adapted for

- Wee Read events + community reading activity
- Local pledge support announcements
- Library user stories



Before you send, just add:

WHO is involved?

WHAT is happening?

WHERE is it happening?

WHEN is it happening?

WHY does it matter locally?



Download Template
press release



Download Media +
political invite



Download
supporting imagery

Share Wee Read on social



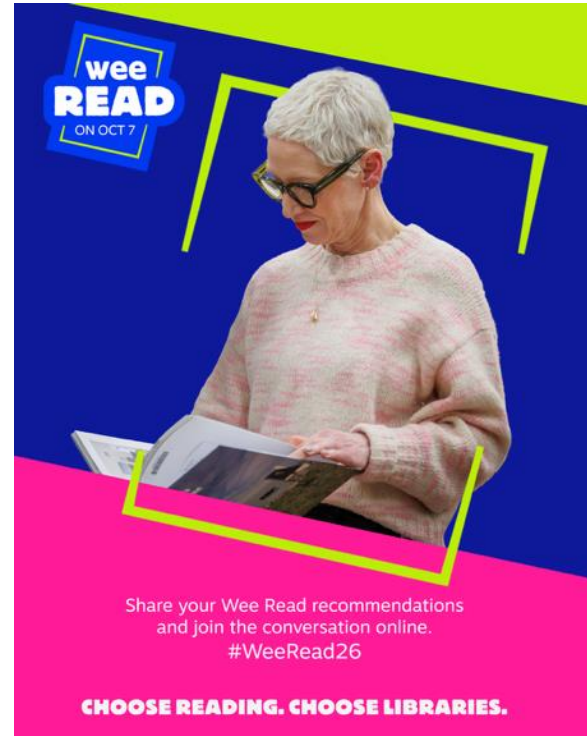
Share information on what Wee Read is and reminders to pledge

You don't need to post every day. A steady stream of simple, locally relevant content throughout the campaign will keep Wee Read visible and continually direct people towards pledging

Key handles to tag:

- **Instagram** [@scottishlibraries](https://www.instagram.com/scottishlibraries)
- **Facebook** [/scottishlibraries](https://www.facebook.com/scottishlibraries)
- **LinkedIn** [/scottishlibraries](https://www.linkedin.com/company/scottishlibraries)

Everyone is invited to use the dedicated hashtag across all social media activity: **#WeeRead26**



For some example social copy check out the dropbox.

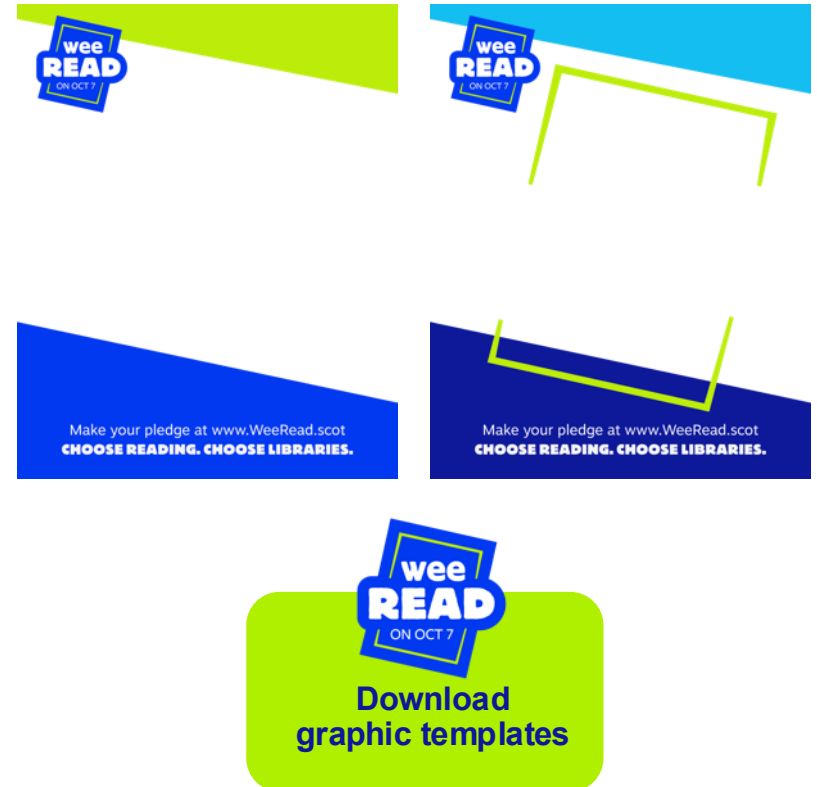


Recommend a Wee Read

GET
INSPIRED

People are more likely to be inspired by **people they know and recommendations that feel personal.**

- Create a recurring **Our Wee Reads** feature with library staff, users or community groups:
 - Ask: What's your Wee Read? Why does it bring them joy? Who would they recommend it to? Keep the answer short and personal.
- Create a weekly **What [area] is reading** spotlight featuring:
 - Most borrowed titles, popular genres, hidden gems/niche titles, new in
- Use the supplied template to create a simple branded image featuring the person or the read
- Every post should include a simple call to action:
**Pledge at www.WeRead.scot. Visit your library.
Share your Wee Read #WeeRead26**



Ask what Wee Read

Create engagement by asking questions and use prompts to draw out your community's **local identity, memories and reading habits**.

- What book reminds you of [town]?
- What did you read growing up here?
- Which book would you give to someone moving to [area]?
- Polls are an easy way to create engagement without needing new photography or design -
 - **What's your Wee Read?**
📖 Fiction | 📄 Non-fiction | 👦 Children's | 🎧 Audiobooks
 - **When do you read most?**
☀️ Morning | ☕ Lunchtime | 🌙 Before bed | 🚶 On the go
 - **Pick your next Wee Read**
📚 Mystery | ❤️ Romance | 🌍 Travel | 🏰 History
- **In the library** put a question on a board or display: what should we read next? Share the results online

GET
INSPIRED



How to run a social poll

- **Choose your question**
Keep it simple and easy to answer.
- **Pick your platform**
Instagram Stories, Facebook and X all offer different poll / interactive options. Use the format available on the channel you're using.
- **Share the results**
Follow up with the result – and use it to create another piece of content.

Create your own content



Best practice video and photography tips

You don't need professional equipment. **A smartphone is fine.**

- **Clean the camera** lens before you start
- Shoot in as much **natural light** as possible and consider your backdrop
- Take photos and video clips in either **portrait or landscape format**, to suit your intended channel
 - Shoot **portrait** for Stories, Reels and most social content
 - Shoot **landscape** if you're creating content for websites, presentations or media
- If including clips of people speaking, make sure **background noise** is limited (including people and wind)
- If editing clips together, aim for the total length of the video to be **maximum two minutes**
- Add royalty free **music** to bring the clips to life - or even try out a trending sound

Be part of the national story



The National Reading Moment will connect voices and communities across Scotland through one shared message:
Choose Reading. Choose Libraries.

Wee Read has created a mantra that celebrates the joy of reading – in all its forms

Throughout the campaign, we're bringing together short clips from **authors, children, librarians, teachers, influencers, readers and communities across Scotland**

Each contributor adds a line to the mantra, creating a shared reading relay that will culminate in:
CHOOSE READING. CHOOSE LIBRARIES.



**Read the short
mantra here**



**How to submit
your video**



Thank you...

