

## Storytime, Reading and Virtual Book Promotion Guidelines

### Walker's top tips!

#### I'm a Walker author/illustrator, what can I do?

- Read your books/extracts of your book to camera and share these on social channels - as a publisher we encourage our authors to do this for their Walker titles if they're comfortable, and will happily signal boost these and share them on the Walker channels too, if you tag us or message us to let us know they're available. Please do make sure these are shared on social media for a limited period only rather than sharing permanently. Options for sharing these include:
  - **Instagram Live** – Instructions on how to use Instagram Live videos are here: <https://help.instagram.com/292478487812558> We suggest that you promote your planned time to do a reading on Instagram live across your channels in advance, and then ensure the video is available to view after the live moment too, to encourage as many viewers have access as possible, as long as the video is only available for a limited time. It would be worth considering changing your link in your Instagram bio to direct those on your page to buy links for the book you're reading from. We'd encourage using a selection of retailers – see more below on supporting bookshops!
  - **Facebook Live** – More info on Facebook live here: <https://www.facebook.com/facebookmedia/solutions/facebook-live> - similarly do promote this in advance and include buy links on your page. Do make sure if you're planning on running a Facebook Live that you set up a public page as an author rather than attempting to broadcast from a personal page!
- **Team up with your local bookshop to offer signed copies** – if your local bookshop is able to deliver, consider asking them if they want you to sign copies – if there's a safe way to do this with minimal contact – and take orders and then you can promote this to your followers. If you're not able to offer signed copies then link to your local bookshop as much as possible and check out what they might be doing to get book orders out in this unusual time. The Booksellers Association has a great database if you don't have the details of your local bookshop: <https://booksellers.org.uk/bookshopsearch> and Waterstones and Hive are still taking online orders.
- **Virtual Guest Bookselling** – why not contact your local bookshop to take over their social media for a period of time and offer your recommendations to their customers?

#### I'm a teacher/librarian/educator, what can I do?

Walker Books wants to encourage reading and classroom read-aloud experiences, and to support schools and public libraries dealing with remaining uncertainty around the COVID-19 outbreak, and are continuing to permit teachers, librarians and booksellers to create and share story time and read-aloud videos, in accordance with the following guidelines:

**For Teachers and other educators** providing distance learning to students in a virtual classroom setting:

- **Story time or classroom read-aloud videos** may be created and posted to **closed educational platforms** in order to replicate the read-aloud book experience including illustration display (for picture books) that would otherwise be available in the classroom.
- **Sharing:** If a teacher or educator plans to share a story time video on a closed educational platform or YouTube please note the timing requirement and that if uploading a video to a YouTube channel and posting a link to that video inside a closed educational platform, the video must **in either case** be designated as “Unlisted” (not “Public”) when uploading. **Please note – other than for closed educational platforms or “Unlisted” YouTube channels, Storytime or classroom read-aloud videos cannot be posted on public platforms unless full information of the proposed project is provided to Walker Books prior to the filming and posting of the video.**
- **Timing:** story time and classroom read-aloud videos may be hosted on the educational platform and/or YouTube (as an “Unlisted” file) **until 1 September 2021**, after which they should be removed from the educational platform and/or from YouTube, unless this permission is extended for the next school term dependent on the Covid-19 situation at that time.

**For Booksellers and Librarians** who wish to provide a story time reading or other read-aloud experience to those who would otherwise visit the library or book shop in person:

- **Story time or read-aloud live events** in which a Walker title is read out loud and the book is displayed (for picture books) may be streamed live, **in real time**, on social media platforms such as YouTube, Facebook Live, Twitter, and Instagram. **Please note - other than for live events, Story time videos cannot be posted on public platforms unless full information of the proposed project is provided to Walker Books prior to the filming and posting of the video.**
- These story time or read-aloud live events may **only** be maintained in the archive of the social media platform **for a strictly limited period** and appropriate measures should be taken to ensure that videos of the live events are not retained **beyond 1 September 2021 after which time they must be removed**. When your event has concluded or the indicated time period has expired, please locate and delete the recorded live video in your account (YouTube, Facebook, Twitter, Instagram, etc.) as these platforms automatically archive live events by default. At Walker Books’ discretion, the timing indicated may be extended dependent on the Covid-19 situation.

**Reporting requirements** – We request that all teachers/educators, librarians and booksellers notify us via email to: [permissions@walker.co.uk](mailto:permissions@walker.co.uk) when you post or stream a story time or read-aloud video or live event, providing the following information and heading your email *Storytime Reading Temporary Licence*:

- name and address of the school, library or book shop
- title, author and ISBN of the book that is read
- contact information for the individual responsible for the reading

- the educational or social media platform on which the video or live event is posted or held and a link to that video or live event
- the time during which the video will be accessible

### **I'm a parent, what can I do?**

We would encourage you to take a look at the multitude of existing resources available – while we understand the desire to support home learning, and entertain those who are at home self-isolating, we cannot grant permissions for every individual to share readings of entire stories for free on their personal channels. There are many existing videos and resources available to you, for free, and as you'll see, we are also encouraging authors to share their own stories online and for book shops to replicate live events for members of the public to engage with so we would direct you towards one of those options.

It goes without saying that we encourage, if you are able to, the support of book retailers across the country by ordering authors' books if you're enjoying the relevant resources.

Suggested resources:

- [Walker Books YouTube](#) channel - We have an array of authors interviews, readings and book trailers available to watch
- [Walker Teacher's Notes and activity sheets](#) – we have many resources available tying in to our recent books so take a look at the full list here.
- [Authorfy](#) – you can find author interviews, learning resources, book extracts and more with Authorfy. Just sign up to a free account and you'll be able to find content from Walker authors like Anthony Horowitz, Michael Rosen, Gary Northfield, Atinuke, Nicola Davies and so many more!
- **Follow authors and publishers on social media** – as we encourage authors to share readings and interviews on their channels, it's never been a better time to follow as many of them as possible! Keep an eye on our channels as well as we'll be promoting an array of virtual events, resources and discussions in the near future.
- **Audio books** – Many Walker titles are available as audio books, with professional actors or the authors themselves reading books for the whole family to enjoy
- [TES resources](#) – Many of our school resources can be downloaded for free on the TES website, alongside thousands of other resources for all ages
- [Toppsta.com](#) is a great resource for getting reading recommendations for your children by age and interest. They are also launching a new #ToppstaBookClub running **every weekday** on Twitter at 10am.
- [BookTrust](#) – the charity BookTrust have a number of book reviews, interviews with authors and illustrators, and tips and advice on sharing stories as a family.
- [National Literacy Trust](#) also host a number of resources on their own page as well as the child friendly site <http://www.wordsforlife.org.uk/>
- [CBeebies Bedtime stories](#) – There's a delightful array of picture book readings from Cbeebies bedtime stories available on iPlayer

**Please note: these guidelines do not apply to you, if you are not a Walker author/illustrator or professional working in education or book industry (librarian, bookseller). Please use the resources already available.**