

Fair Ebook Prices Campaign Launch Social Media Editorial Calendar

Launch Timing		
Launch Details	Hashtag	Handles
<p>Monday June 15</p> <ul style="list-style-type: none"> Web page is live : http://www.fairpricingforlibraries.org News release out at 7 a.m. via national newswire (TPL will arrange) Social media begins (TPL, OLA & CLA) Link to the web page from respective sites using banner provided by TPL <p>Wed June 17</p> <ul style="list-style-type: none"> Twitter chat with Vickery Bowles noon- 1 pm, taking questions from the public (incl. the library community , media, etc.) along with OLA and CLA <p>June 15 – end of August</p> <ul style="list-style-type: none"> Social media about the campaign At the end of August, let's re-evaluate the web page and see if we want to update the book covers, change the messaging or revise in any other way. 	<p>#FairEbookPrices</p>	<p>CLA: @cla_web</p> <p>OLA: @OnLibraryAssoc</p> <p>Toronto Public Library: @torontolibrary</p> <p>Vickery Bowles: @vbowlestpl</p>

Twitter – Sample Wording

You can use these suggested posts below for the month and encourage engagement and conversation.

Tweets can be linked to media release or website – always use hashtag #FairEbookPrices. Use web banner image when character count permits.

- Fair ebook prices are long overdue for libraries
<http://www.fairpricingforlibraries.org> #FairEbookPrices
- Canadian public libraries join to demand #FairEbookPrices
<http://www.fairpricingforlibraries.org>
- Major multinational publishers charge libraries 3–5 times more for ebooks than they do consumers
<http://www.fairpricingforlibraries.org> #FairEbookPrices
- Caps and time limits on ebook use mean fewer titles and fewer copies for readers to discover
<http://www.fairpricingforlibraries.org> #FairEbookPrices
- Libraries play integral role in a vibrant book industry – we introduce people to new authors
<http://www.fairpricingforlibraries.org> #FairEbookPrices
- This issue is critical to the future of libraries and readers' access to information
<http://www.fairpricingforlibraries.org> #FairEbookPrices
- Canadian public libraries are committed to raising awareness of this issue and finding a solution
<http://www.fairpricingforlibraries.org> #FairEbookPrices

Facebook – Sample Wording

Fair ebook prices are long overdue for libraries. Visit fairpricingforlibraries.org to learn more. Help spread the word with the hashtag #FairEbookPrices

Link website or press release. Use web banner image.

Twitter Chat Details

TPL City Librarian Vickery Bowles (@vbowlestpl) will be hosting a live twitter chat on Wed, June 17 from noon to 1 pm EST to answer questions regarding the campaign. Follow #FairEbookPrices.

Potential Participants:

- Other Canadian public libraries
- Library sector professionals
- Publishers
- Media
- Customers
- Library school students (U of T, Western)

Participating libraries should reach out to their networks in advance to invite to the chat, and ask them to RT and participate. Ask them to think of questions in advance.

Announce chat ahead of time on @torontolibrary @cla_web @OnLibraryAssoc. Can also send reminders 30 minutes before the chat.