



MULTILINGUAL BOOKLIST SERIES TOOLKIT

Read from the Start

To get the "[Read from the Start: Multilingual Booklist Series](#)" in front of as many families as possible, we ask for your help with outreach. This social media toolkit provides sample materials you can use to share the booklist series with your network. It includes sample messaging, social media posts, graphics, and contact information.

Thank you for your support!

HASHTAGS & SOCIAL MEDIA HANDLES

Use the hashtags: **#DualLanguageLearners**, **#EarlyLearning**, and **#MultilingualBooklists** in your social media posts.

Other hashtags to include are:

- **#DLL #Language #DLLPrograms #ELP #DualLanguageLearners #EarlyLearning #Bilingualism #Education #Multilingualism**

Make sure to tag the post and/or picture with the **QSLA, Pasadena Public Library, Los Angeles County Library, Los Angeles Public Library** social media handles so we can get notified and reshare your posts.

SAMPLE SOCIAL MEDIA POSTS & GRAPHIC:

TWITTER:

Target audience: *Organizations leaders/managers/child care professionals/children and families, librarians, libraries, dual immersion programs, early learning programs, school districts*

Download the Twitter and LinkedIn graphics for the campaign [HERE](#)

FACEBOOK AND INSTAGRAM: *Target audience: Parents* **Note:** *The following posts are variations of the parent ideas that you can use to promote the booklist series.*



Twitter/LinkedIn Post

🌐💬 QSLA is launching six NEW #MultilingualBooklists in [Armenian](#), [Chinese](#), [Korean](#), [Spanish](#), [Tagalog](#), and [Russian](#)!

👦📖 Early exposure to languages and cultures other than one's own has a profound effect on children's ongoing language development. Click here:

<https://qualitystartla.org/quality-start-la-multilingual-booklists>

Twitter/LinkedIn Post 2

Hey Families! Here's a great idea to help your child learn his or her home language: Read books to your child in your home language or that feature your culture! 📖 Check out QSLA's Multilingual Booklist series here:

<https://qualitystartla.org/quality-start-la-multilingual-booklists>

#DualLanguageLearners



[Read from the Start Multilingual Booklist Series English Version.mp4](#) (video)

[Korean.jpg](#)

[Russian.jpg](#)

[Spanish.jpg](#)

[Tagalog.jpg](#)

[Armenian.jpg](#)

[Chinese.jpg](#)

Twitter Handles:

- [@ccalliancela](#)
- [@First5LA](#)
- [@lacoehheadstart](#)
- [@QualityStartLA](#)
- [@LACountyLibrary](#)
- [@LAPublicLibrary](#)
- [@pasadenalibrary](#)
- [@EarlyEdgeCA](#)

FACEBOOK AND INSTAGRAM: Target audience: Parents *Note: The following posts are variations of the parent ideas that you can use to promote the booklist series.*



Facebook/Instagram Post

Support your children in learning more than one language by reading QSLA's NEW Read from the Start: Multilingual Booklist Series! 🌟 Being #multilingual can lead to:

- ✓ Improved academic and social emotional abilities 🧠
- ✓ More career opportunities 📁
- ✓ Better financial outcomes in your child's life 💰

Plus, they will grow up with greater awareness of their culture, create more meaningful connections with friends and family, and enter kindergarten ready to succeed.

Families! Check out the NEW Multilingual Booklist Series by QSLA, Los Angeles County Library, Los Angeles Public Library, and Pasadena Public Library [TAG SOCIAL MEDIA HANDLES] for books to read to your Dual Language Learner in your home language:
<https://qualitystartla.org/quality-start-la-multilingual-booklists>

Get more family resources for your #DualLanguageLearners from QSLA here:
<https://qualitystartla.org/resources/resources-for-families/>

Facebook/Instagram Post 2

QSLA has a NEW Read from the Start: Multilingual Booklist Series 🌟! Families, helping your little one learn to read in his or

Download the Facebook and Instagram graphics for the booklist series [HERE](#)



[Read from the Start Multilingual Booklist Series English Version.mp4](#) (video)

[Korean.jpg](#)

[Russian.jpg](#)

[Spanish.jpg](#)

[Tagalog.jpg](#)

[Armenian.jpg](#)

[Chinese.jpg](#)

Instagram Handles:

- [@earlyedgeca](#)
- [@first5la](#)
- [@lacoehheadstart](#)

FACEBOOK AND INSTAGRAM: Target audience: Parents *Note:* The following posts are variations of the parent ideas that you can use to promote the booklist series.



her home language supports greater awareness of their culture, creates more meaningful connections with friends and family, and helps your child enter kindergarten ready to succeed! 🙌 Click here to begin your multilingual reading journey: <https://qualitystartla.org/quality-start-la-multilingual-booklists>

And, check out QSLA's **ITAG SOCIAL MEDIA HANDLE** multilingual read aloud videos for #DualLanguageLearners: <https://www.youtube.com/playlist?list=PLZHH3XOgT56ftrXtpFmrvWA7rhr9zsfue>

Facebook/Instagram Post 3

Families, here is one idea to help your child learn his or her home language: Read books to your child in your home language or that feature your culture. 📖 Check out QSLA's Multilingual Booklist series here: <https://qualitystartla.org/quality-start-la-multilingual-booklists/> #DualLanguageLearners

Facebook/Instagram Post

🌐🗨️ QSLA is launching six NEW #MultilingualBooklists in [Armenian](#), [Chinese](#), [Korean](#), [Spanish](#), [Tagalog](#), and [Russian](#)! 🧒📖 When we support our children in learning more than one language, we give them a superpower! 🌟 Research shows that children who learn to read in their home language have a strong foundation to build upon when they learn a second language.

Download the Facebook and Instagram graphics for the campaign [HERE](#)



[Read from the Start Multilingual Booklist Series English Version.mp4](#) (video)

[Korean.jpg](#)

[Russian.jpg](#)

[Spanish.jpg](#)

[Tagalog.jpg](#)

[Armenian.jpg](#)

FACEBOOK AND INSTAGRAM: Target audience: Parents **Note:** The following posts are variations of the parent ideas that you can use to promote the booklist series.

Check out QSLA's Multilingual Booklist series here:
<https://qualitystartla.org/quality-start-la-multilingual-booklists/>
#DualLanguageLearners

[Chinese.jpg](#)

SAMPLE EMAIL TO SHARE WITH YOUR NETWORK PARTNERS

Dear [Name],

I hope all is well.

Quality Start LA is excited to introduce its NEW "Read from the Start: Multilingual Booklist" Series, which aims to support multilingual children and families in recognizing and utilizing the valuable asset that comes from being a multilingual learner. As partners who recognize and support multilingual learners and families, we're asking for your help in spreading the word about this new resource!

Research has shown numerous benefits to being a multilingual learner and we want to support families in developing this valuable skill set in their children. This booklist series provides resources that offer support and encouragement for families who already speak more than one language at home and those who are considering raising dual language learners.

Each booklist contains:

- 6 books in that language
- A literacy tip for families
- A recorded read-aloud of one of the books by the author
- A traditional poem or finger-play from the country or region where the language is primarily spoken

To help get the word out about this amazing campaign, we've created a [social media toolkit](#). The toolkit includes sample messaging, social media posts, graphics, and contact information in all 6 languages of the booklist so you can use the version that best meets the needs of your community. We would be grateful if you could share this information with your network, including community partners, early learning programs, family support agencies, families, libraries, neighborhood councils, etc.

All booklists can be found on the Quality Start LA website here:
<https://qualitystartla.org/quality-start-la-multilingual-booklists/>

FACEBOOK AND INSTAGRAM: *Target audience: Parents* **Note:** *The following posts are variations of the parent ideas that you can use to promote the booklist series.*



Quality Start LA's Read Together Multilingual read-aloud series can be found on our YouTube Channel here: Visit:

<https://youtube.com/playlist?list=PLZHH3XOgT56frXtpFmrvWA7rhr9zsfue&si=bjTfRNjJfhrCoZ5d>

Please let me know if you have any questions or need any further information. Thank you for your support in uplifting this important campaign.

In partnership,

[Your Name]

SAMPLE EMAIL TO SHARE WITH FAMILIES

Dear [Name],

We are excited to share [Quality Start LA](#)'s NEW "[Read from the Start: Multilingual Booklist](#)" Series, which aims to support multilingual children and families in recognizing and using the valuable assets that come from being a multilingual learner. We know that being multilingual is a superpower, and we want to support you and your little ones in using these important skills! The "Read from the Start: Multilingual Booklists" are available in Spanish, Chinese, Tagalog, Armenian, Korean, and Russian.

Each booklist contains:

- 6 books in that language
- A literacy tip for families
- A recorded read-aloud of one of the books by the author
- A traditional poem or finger-play from the country or region where the language is primarily spoken

All booklists can be found on the Quality Start LA website here:

<https://qualitystartla.org/quality-start-la-multilingual-booklists/>

Quality Start LA's Read Together Multilingual read-aloud series can be found on our YouTube Channel here: Visit:

<https://youtube.com/playlist?list=PLZHH3XOgT56frXtpFmrvWA7rhr9zsfue&si=bjTfRNjJfhrCoZ5d>

Please let me know if you have any questions or need any further information.

In partnership,

[Your Name]

FACEBOOK AND INSTAGRAM: *Target audience: Parents* **Note:** *The following posts are variations of the parent ideas that you can use to promote the booklist series.*



NEWSLETTER BLURB

New "Read from the Start: Multilingual Booklists" Series Supports Multilingual Families

Being multilingual is a superpower! It's been proven that children who learn two or more languages early in life have greater opportunities for academic, social, financial, and career success. Plus, children will grow up with greater awareness of their culture, create more meaningful connections with friends and family, and enter kindergarten ready to succeed.

Quality Start Los Angeles (QSLA) has created six NEW bilingual book lists in partnership with Los Angeles County Library, Los Angeles Public Library, and Pasadena Public Library. The bilingual book lists are available in [Armenian](#), [Chinese](#), [Korean](#), [Russian](#), [Spanish](#) and [Tagalog](#). These book lists were made to support a variety of different languages that may be spoken at home.

We also encourage you to direct families to the QSLA website to find more resources for supporting their children's learning in the early years. Visit:

QualityStartLA.org/resources/resources-for-families

This project is a collaboration between Quality Start LA, LA County Library, LA Public Library, and Pasadena Public Library Systems.

ABOUT US

Quality Start Los Angeles (QSLA)

[Quality Start Los Angeles](#) (QSLA) is Los Angeles' county-wide Quality Improvement System (QIS) designed to empower early learning providers to build upon and improve the quality of care they provide to children ages birth to five and support families with information and resources to make the best early learning decisions for their child.

CONTACT US

For more information about this campaign, please contact: Quality Start Los Angeles at Comms@QualityStartla.org.

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