



Bishop Grosseteste University

**From Hashtags to Hardbacks: How we
used social media to promote reading
for pleasure**



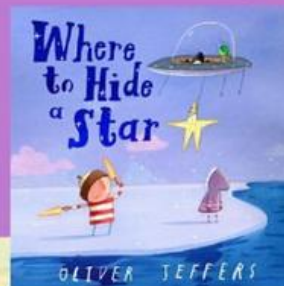
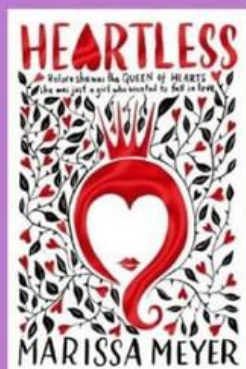
We are three second year students studying Primary Education with QTS. We are parts of Bishop Grosseteste University a small teaching university in Lincoln.

Mia Thornley



Hi, my name is Mia, and I am really looking forward to being a reading for pleasure ambassador this year! Reading anywhere I can, I have loved reading since I was little. Reading can have so many important impacts, and I'm so excited to share stories that teach and inspire young readers, as well as those my age.

Recent Reads



Looking forward to start



Aine Larkin

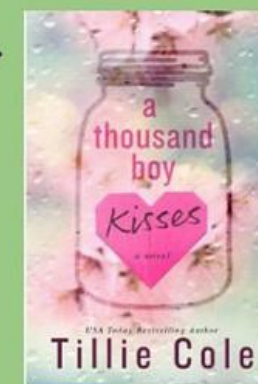
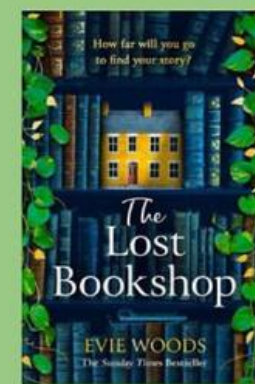


Hi, my name is Aine, and I am so excited to have the opportunity to be a RFP ambassador this year. Although I have not always been a keen reader, I am determined to share my developing passion and love for reading. I hope to encourage and inspire others to become confident in RFP and further build my knowledge for future practice.

Recent Reads



Looking forward to start



Abbie Ramsdale



Hi, my name is Abbie, and I'm beyond excited to be one of this years reading for pleasure ambassadors. From a young age I have loved reading everything and anything and this has continued as I've gotten older. I would love to pass this passion on to children and other students and I hope this role allows me to do so.

Looking forward to start



Recent Reads



Our aims

Introduce

We wanted to make ourselves known as RfP ambassadors being friendly approachable faces for all students. We wanted students to know where to find us and how to access the work we were doing.

Share

Our main aim was to share a variety of books, authors and texts that trainee teachers could use in the classroom and for their own pleasure. We wanted to diversify the books used to make sure all children were exposed to a range of high quality texts covering a range of topics.

Resource

We wanted to give fellow students opportunities to use and explore books in the classroom. We wanted to transform the ways the stories were told by providing tools and resources to take the book to the next level. Therefore we wanted to provide ways to use the books in lessons and how to engage the children in the story.





Actions

We have utilised our position of being Reading for Pleasure Ambassadors through a variety of ways...

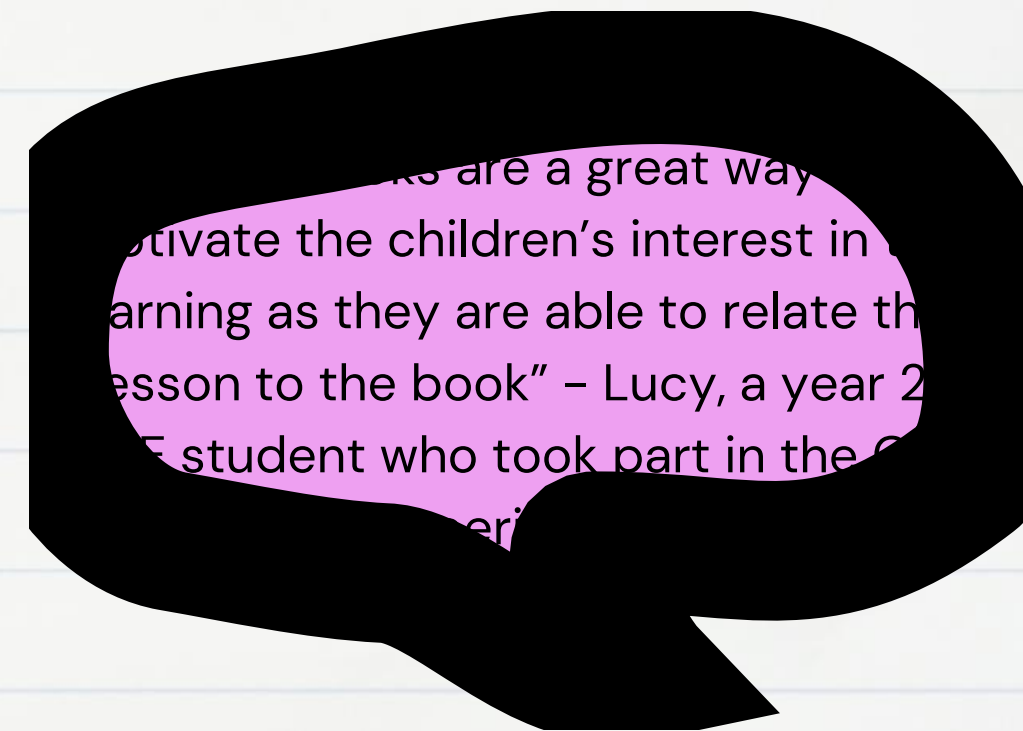
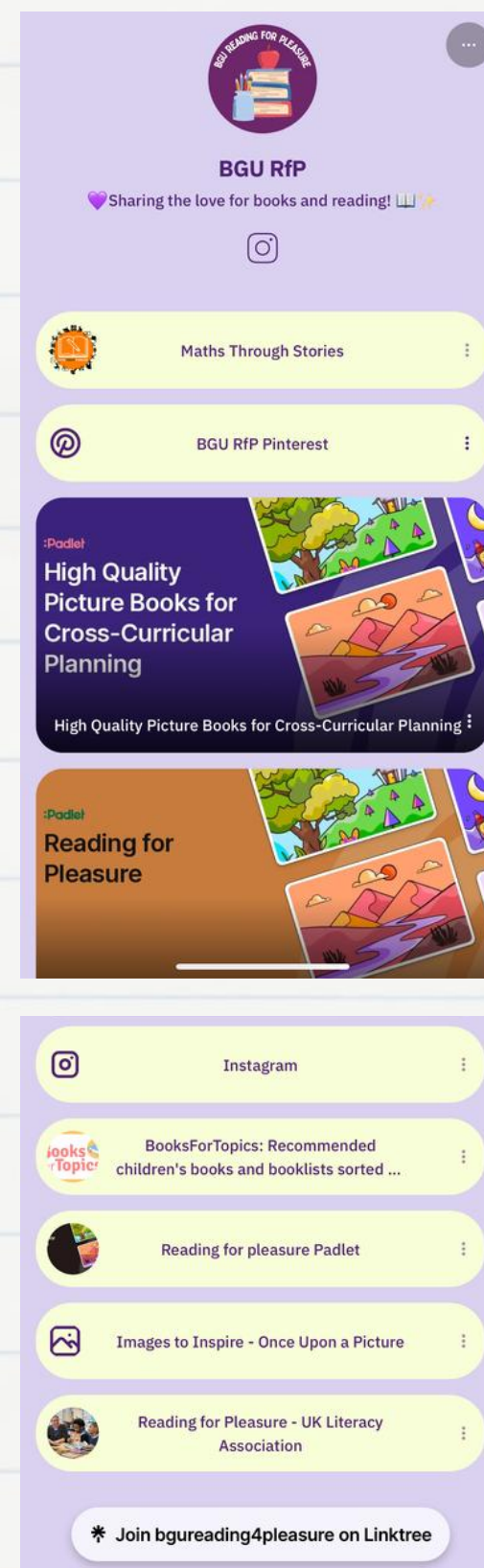
Easter Giveaway –

On the run up to Easter we encouraged all BAPE Primary Education students to take part in a giveaway in which they would receive university merch, Easter chocolate, fiction and non-fiction children's books! To enter, we provided people with the opportunity to talk about their most recent reads, their go to authors and current favourites (people shared children's books they recommended for the classroom as well as their own personal YA favourites). This was a great way to encourage people to share small authors and books, as well as being able to share their enthusiasm for reading with others!



Our Linktree –

This includes useful websites and resources available for all (including our Padlet and Pinterest)



CPD Opportunities –

Alongside university lecturers, we have supported BAPE Primary Education students develop their CPD through working alongside a local library to host a “math through stories” workshop – wherein trainees planned and delivered activities for small groups of year 3/4 children on place value. We promoted this through our Instagram page.

Actions



Promoting local independent bookshops –

Whilst we heavily promoted our TRC within our campus library, we wanted to promote local bookshops too. The pictures on the left are snippets from a video walkthrough we conducted in a local bookshop which delivered a range of genres and books for all ages, we hoped to encourage people to read more and support independent booksellers as well!

Using social media to increase the use of our campus's Teacher Resource Centre –

On Bishop Grosseteste University campus, we have a Teacher Resource Centre which houses fiction and non fiction books ranging in many genres. Our resource centre also has floor books, DVDs, story sacks, books which support CPD and assignment writing and artifact boxes – all available to be loaned by Primary Education students.

We promoted the TRC themed displays through our Instagram. Not only did we promote children's books, but linked the TRC's resources to CPD opportunities and upcoming assignments. Most recently we conducted a filmed tour of the centre too.



Actions

Surveys –

Student voice was important to us, so we always welcomed peer feedback and ideas!

At the beginning of the academic year, as we started planning our ideas, we wanted to hear from fellow BAPE students. We asked if they had any ideas they wanted to share, or if there was something specific they wanted to see. From this we also understood that many students had little knowledge of the Instagram, Ambassadors and the TRC located on campus.

Following this, we then tailored our ideas to maximise engagement and promotion of reading for pleasure.

Newsletters –

To continue to promote reading for pleasure and the resources we were providing, we had our Instagram sent out in cohort newsletters. This meant we were able to show a glimpse at what we were doing and encourage people to join!

As well as this, we were also lucky enough by getting our lecturers to use and share our resources/Instagram during taught sessions. This demonstrated to BAPE students how useful our Instagram could be – we saw an increase in following and engagement when this was being shown to each cohort.



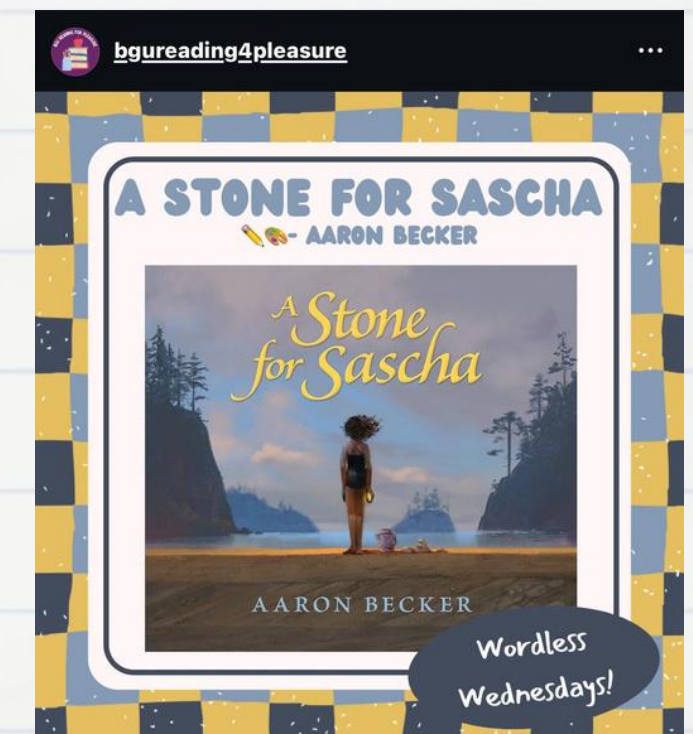
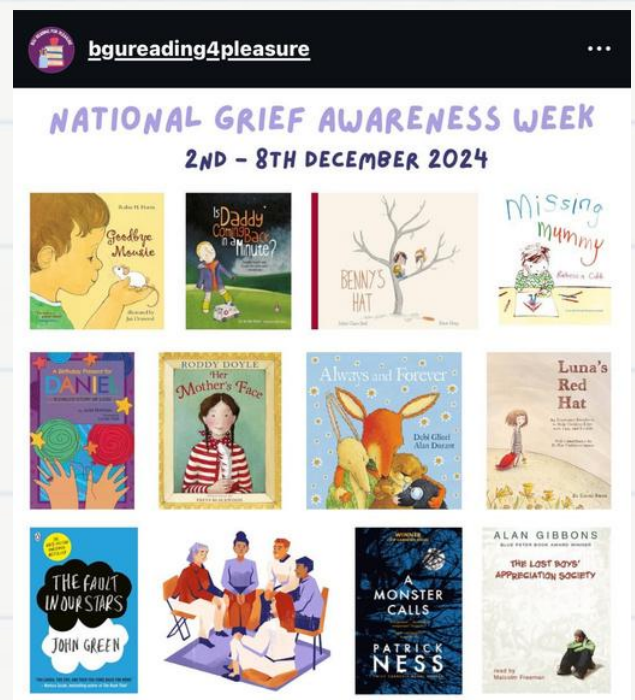


Actions

Our main focus was using our Instagram page to promote a range of different literature which appealed to different audiences!

We used our platform to share books linked to celebrated holidays, such as Pancake Day, Halloween and Hanukkah. We also spent time to spread awareness of important topics, such as National Grief Awareness Week, Pride, Mental Health and SEND (Special Educational Needs and Disabilities).

We are involved with other teachers and educators who promote reading for pleasure too. For example, we participated in the hashtag #FactualFictionFriday where we were able to share our work and learn from others, many of our Factual Fiction Friday feature posts were shared by widely followed accounts (this boosted our follower engagement).



Our weekly feature posts include:

Maths Mondays

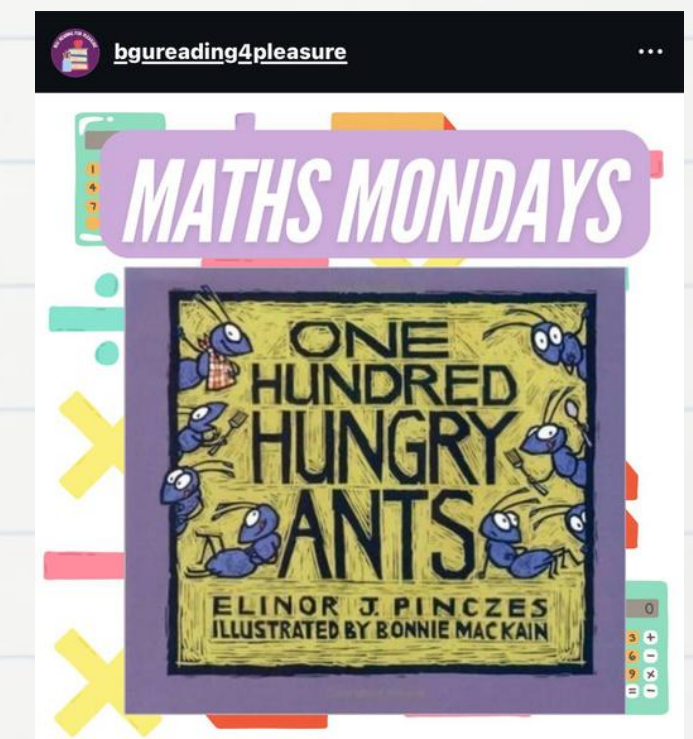
Wordless Wednesdays

Mythical Mondays

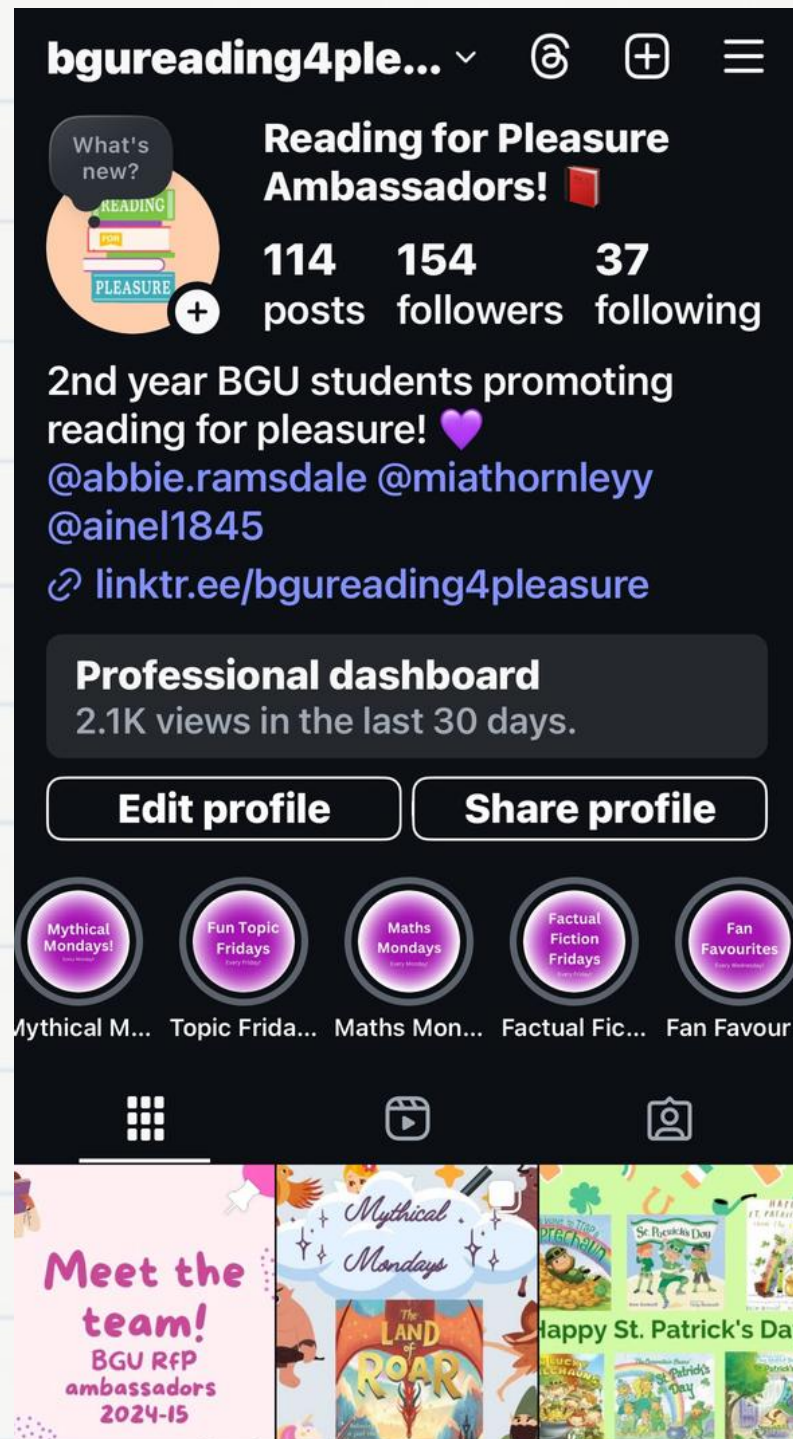
Factual Fiction Fridays

Fan Favourites

Fun Topic Fridays



Impact



March 2025

June 2025



Online engagement:

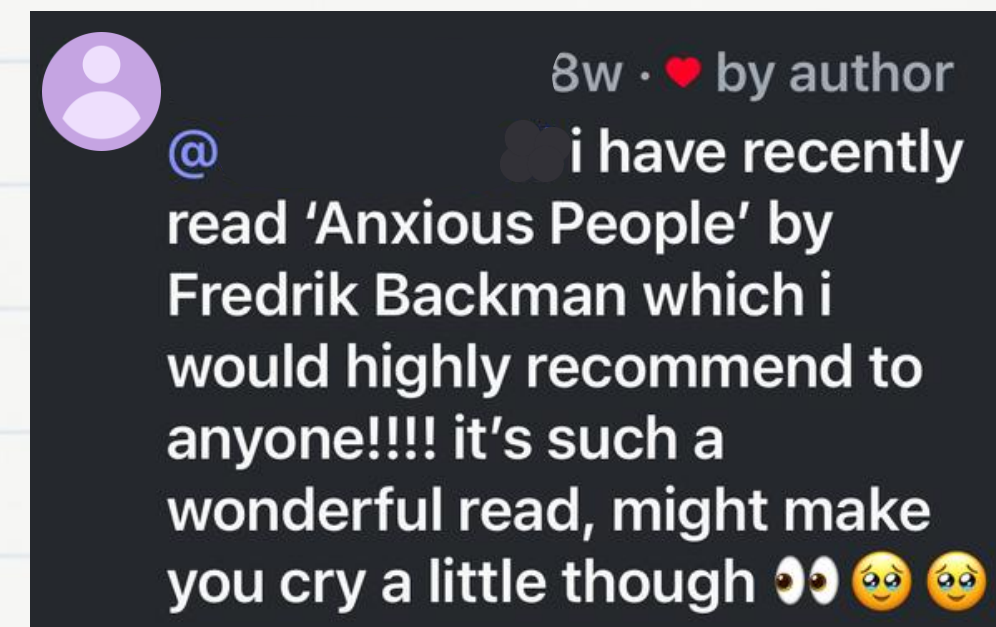
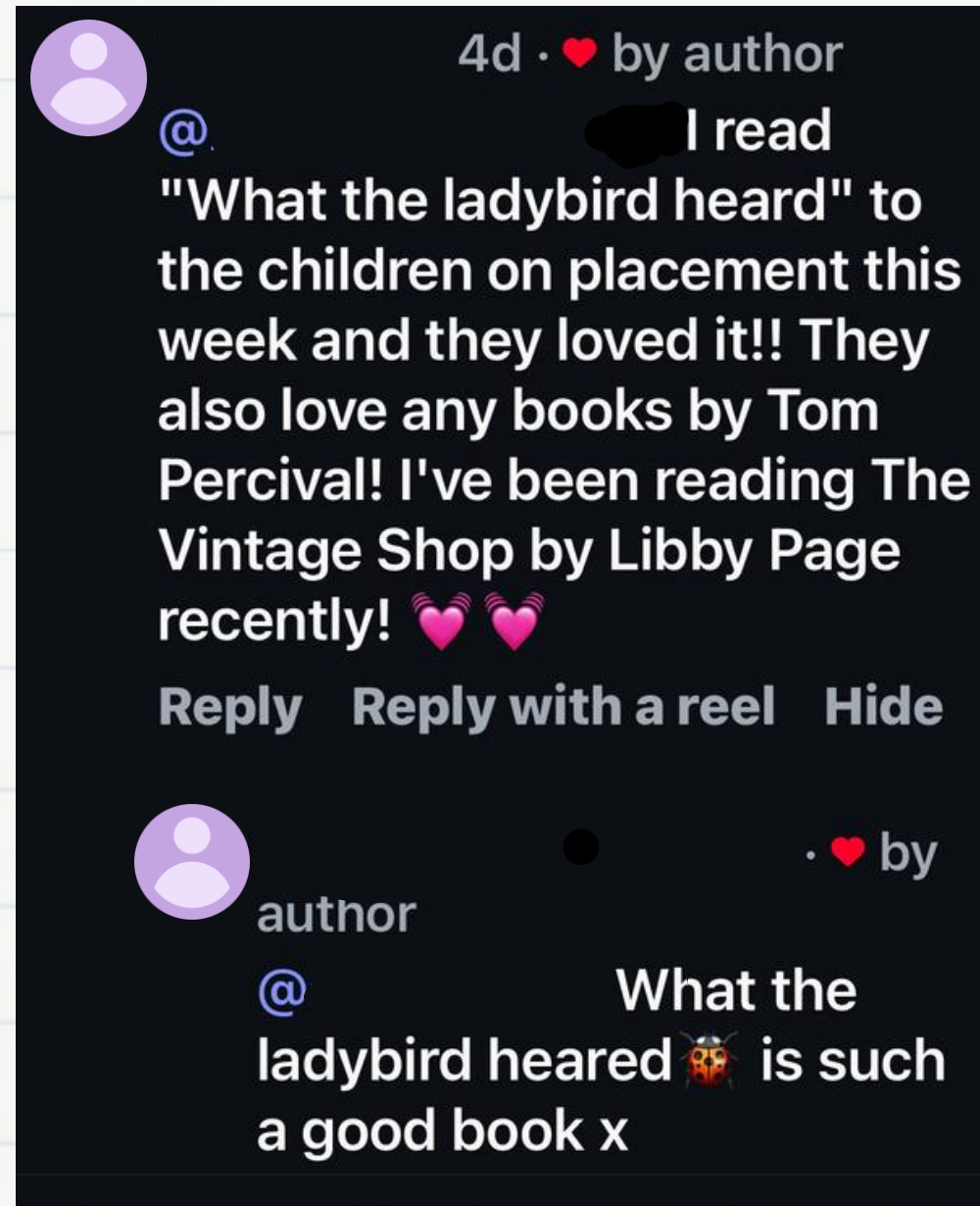
- This year we have gained over 100 followers, mostly BAPE students, ECTs, teachers and other book lovers! This has enabled us to reach a wider audience. Not only does our Instagram account provide a diverse range of resources to use in the classroom to promote RfP, but it also gives student-teachers an inspirational space to interact with each other to share knowledge and experiences. This helped us to encourage teachers to become readers too, which has increased the number of RfP ambassador applicants for the next academic year.

(examples on the next slide)

Impact on us:

- We feel that being ambassadors has positively impacted our future practice. We have gained sufficient knowledge of children's books and authors, direct experience on placement and an insight into the significance of RfP for children and teachers. We also feel that this experience has allowed us and will continue to share our expertise and knowledge with others.

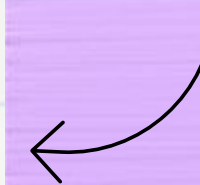




Evidence:

Examples of bookstagramers responses to our Easter Giveaway!

To enter they had to tag a friend and comment either their favourite book, a book they a read and enjoyed. This sparked lots of lovely book recommendations and interactions on our Instagram page. This also shared the importance of teachers as readers by sharing adults faveourites too!

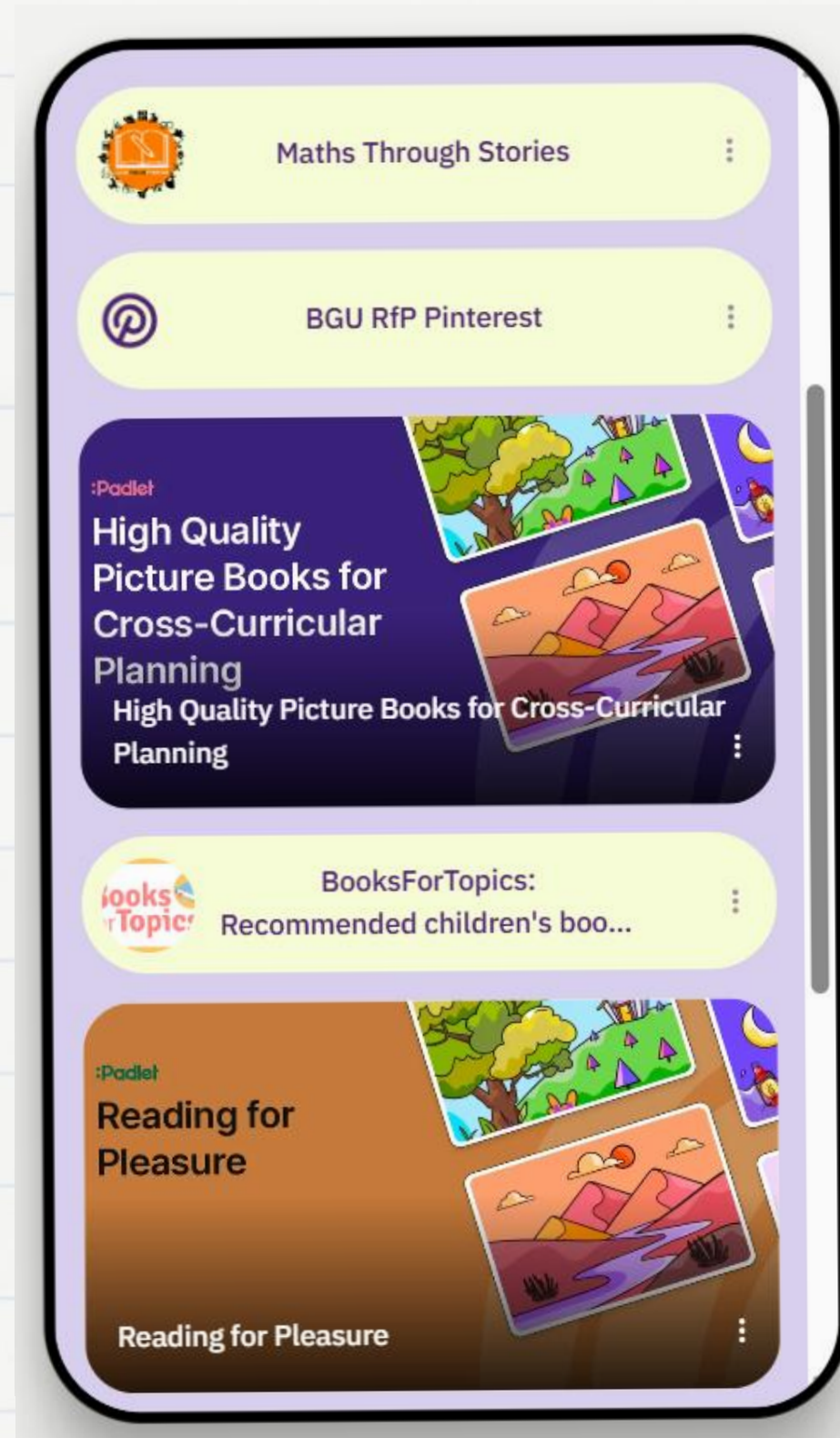


“As I have seen the current ambassadors doing already, I would love for their Wordless Wednesdays to be continued. On placement, I found that wordless picture books were a fabulous way for children with SEND to access and engage in stories meaningfully, I found it removed the barriers that can be often associated with decoding text for one particular child. The books that the current ambassadors posted on their Instagram gave me some great inspiration for this.” – Quote from an RfP Ambassador application 2025

Impact

During placement times, we introduced new and temporary weekly features, including Mythical Mondays and Fun Topic Fridays! We also encouraged peers to reach out to us for advice, resources, or their own ideas/experiences of RfP on placement. We had a few reach out to us for ideas for implementing RfP through book clubs and classroom provision. They have also shared ideas and successes.

As part of an assignment this year, year 2 BAPE students need to include books that are linked to their chosen subject and topic to support learning. We sought this opportunity to plug our Instagram and show our peers how valuable the resources are on our Linktree. We had feedback to say that the Maths through Stories and the Bookfortopics links were really helpful.



Hey girllies! After Feb half term i'm going to be running a reading for pleasure after school club at **Inserted school name** round the corner from BGU for a half term and wondered if you had any fun ideas to include? xx

Another impact is that our Instagram page has also created a welcoming RfP community. Our posts are supported and shared by other creators, which has increased our audience and widened our knowledge our books, authors, strategies and RfP resources.

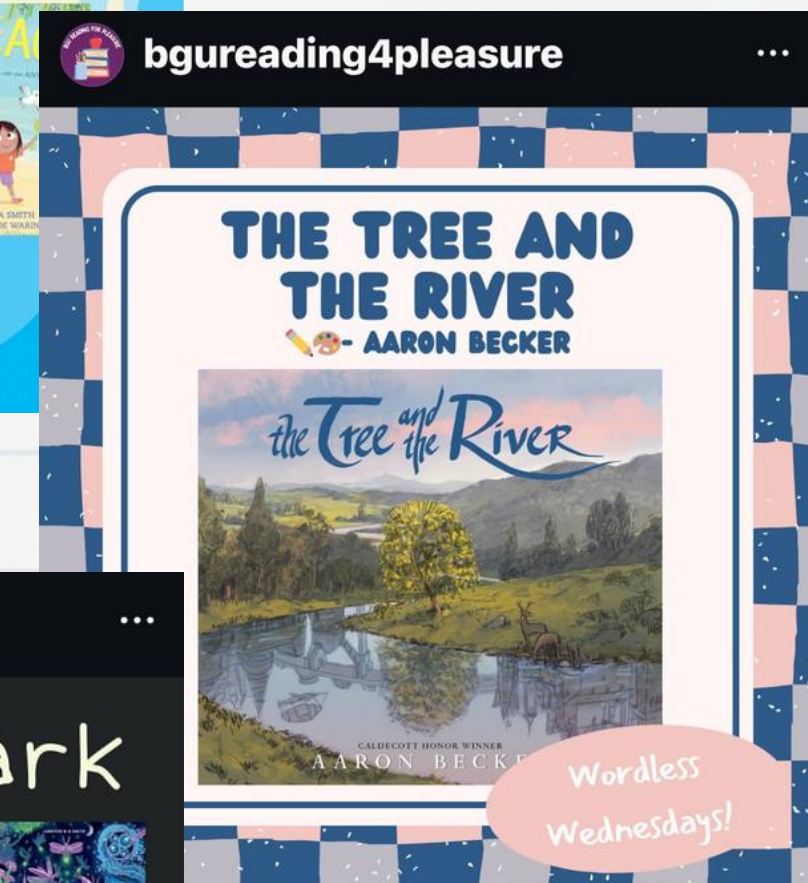
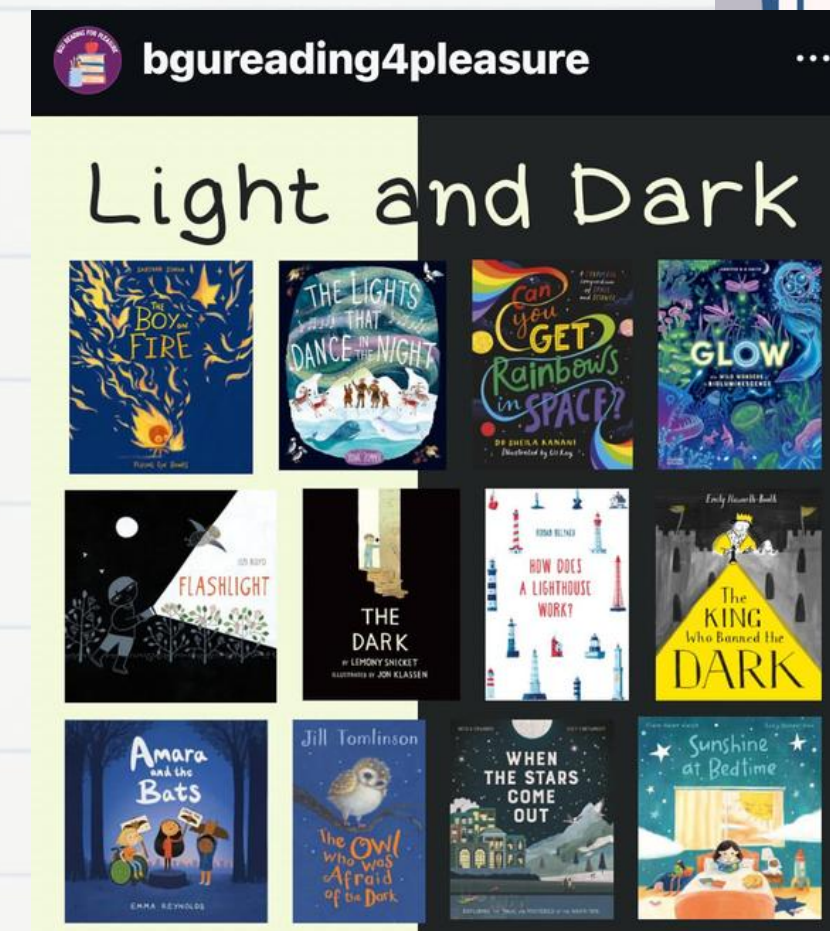
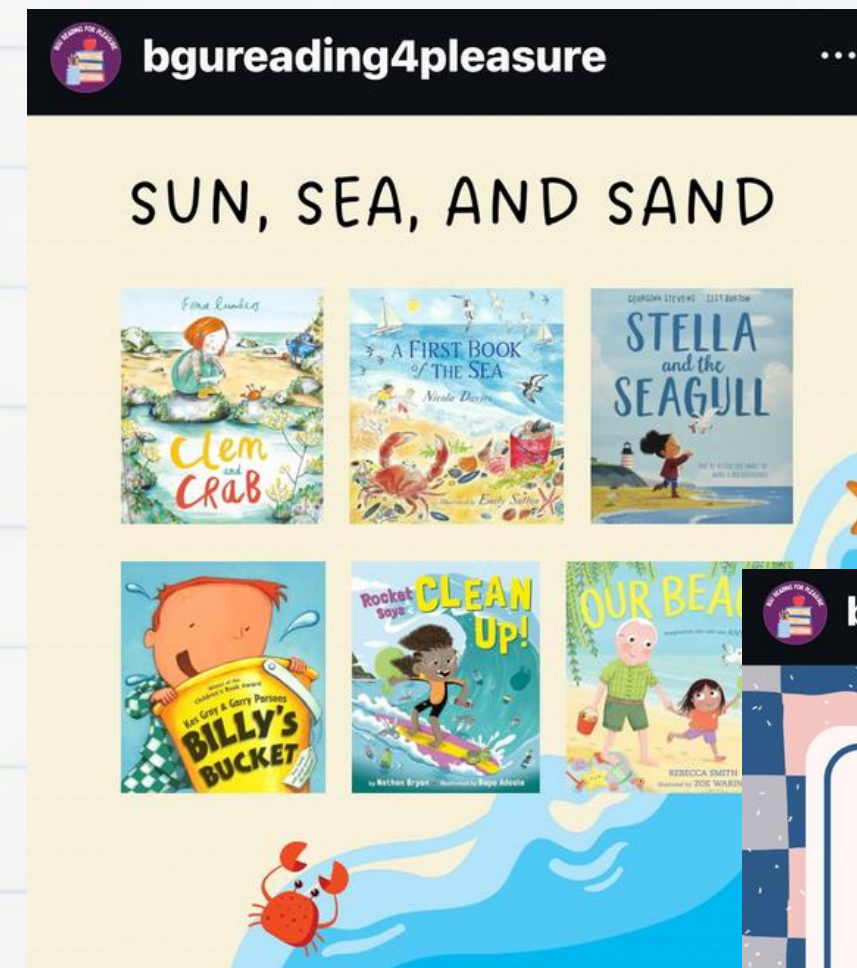
Reflections:

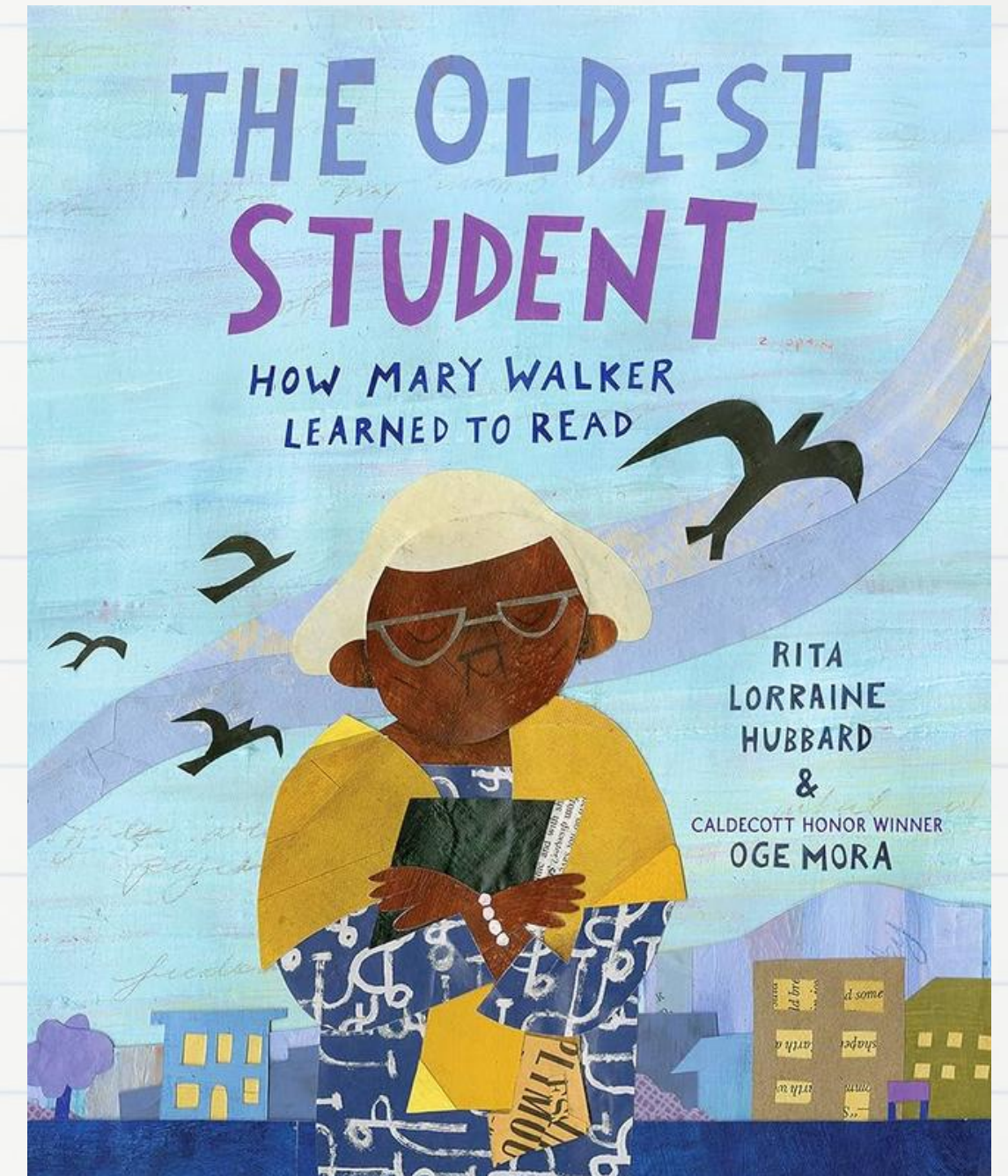
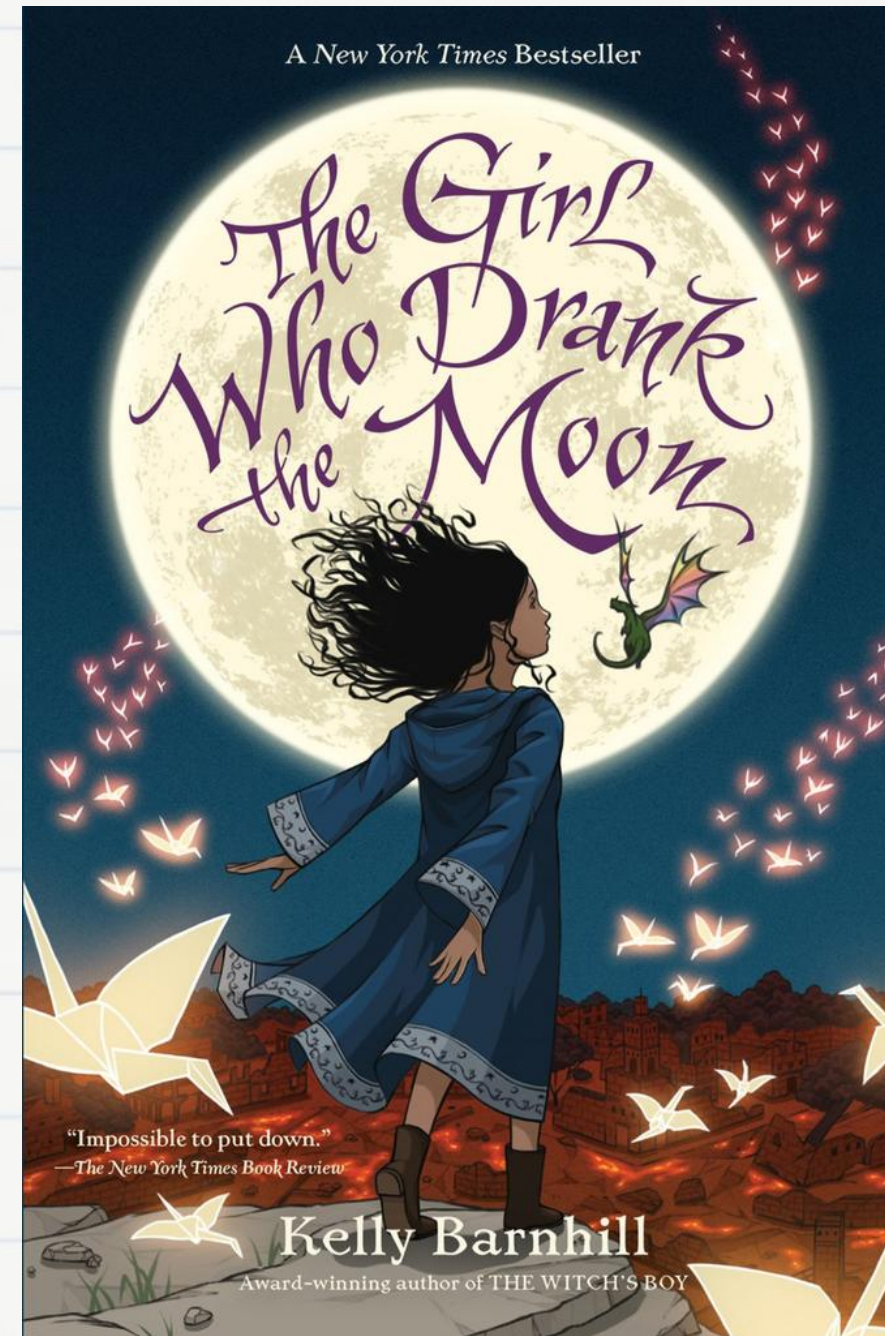
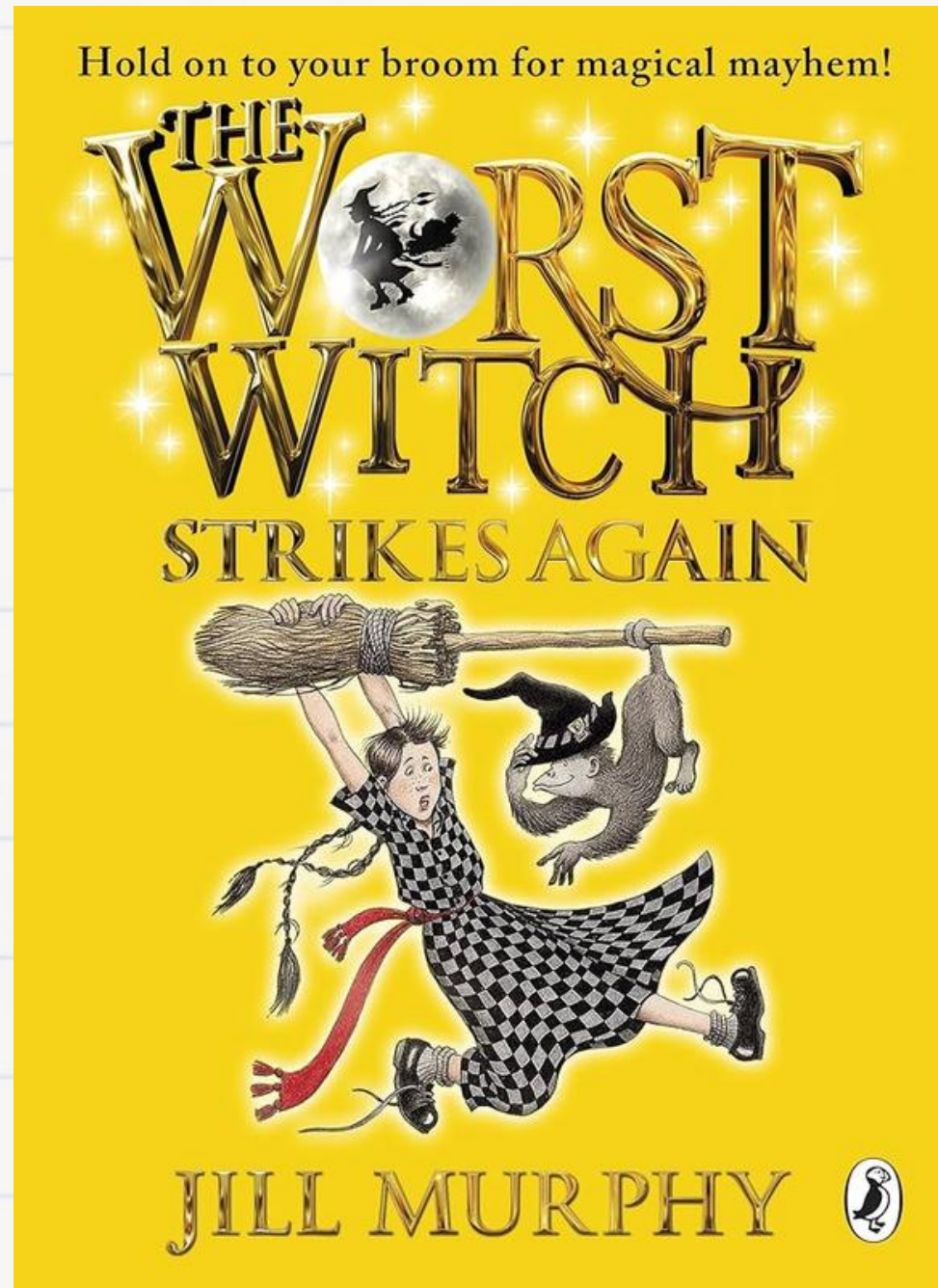
Even Better if:

- We would have liked to have a closer working relationship with the Ermine Library to create wider links with the community. The Maths CPD went so well and provided trainees with valuable insight into using books to support pupils' learning. So we would love to see more of this next year!
- Introducing our Linktree page earlier in the academic year. This tool has been amazing as it is convenient to find/use and contains so many amazing resources.

Next steps:

- Plan the implementation of fan favourites and magazine swaps in the BGU Library (ideas we didn't get round to this year). Further encouraging more BGU students to get into and use the resources available in the BGU's Library. A not everyone knows about these amazing story sacks, resource boxes and books they can take out to use on placement.
- Prepare to hand over and support next year's ambassadors to continue sharing/adding to our online platforms.





#Bookwave

Thank you 💜
Aine, Abbie and Mia