

Frequently Asked Questions for Read with Me: A Book A Day Reading Campaign (kidsREAD)

Section A: General FAQs

1. What is the Read with Me: A Book A Day Reading Campaign?

Read with Me: A Book A Day Reading Campaign aims to promote reading aloud to children 6 years and below.

2. What is the campaign period?

It will take place from 1 April 2022, 0000 hours to 30 June 2022, 2359 hours.

3. How do kidsREAD clubs participate in the campaign?

- 1) kidsREAD clubs must register their interest to participate by 28 Feb 2022, 2359 hours. You would have received the EDM invites via email in Dec 2021. An email confirmation with the unique hashtag will be sent to registered participants within 3 working days.

Category	Registration Link
kidsREAD club	https://go.gov.sg/readwithme-kidsread

- 2) Create an Instagram account for this campaign

- 3) Upload as many Instagram posts of the storytelling sessions at the kidsREAD clubs from April 2022 – June 2022

4. What are the posting guidelines?

The Instagram post must meet all the following criteria to be considered valid:

- The post must include at least one photo or video of volunteer reading to at least one child
 - Photo or video of each post can be taken from the back or at an angle where participants cannot be identified
 - It is compulsory for volunteers to don the apron in the photo or video of each post
- The post must be made public and tagged #nlbabookaday and the assigned unique hashtag
- The caption of the post must include “A Book A Day”
- Photo or video of each post can be from a single or multiple storytelling session

5. Can participating kidsREAD clubs use an unofficial Instagram account?

Yes, participating kidsREAD clubs can use an unofficial Instagram account (e.g. volunteer’s personal Instagram account). Do ensure that the account is made public and the same Instagram account is used throughout the campaign.

The Instagram post must meet all the following criteria to be considered valid:

- The post must include at least one photo or video of volunteer reading to at least one child
 - Photo or video of each post can be taken from the back or at an angle where participants cannot be identified
 - It is compulsory for volunteers to don the apron in the photo or video of each post
- The post must be made public and tagged #nlbabookaday and the assigned unique hashtag
- The caption of the post must include “A Book A Day” **and the name of the kidsREAD club**
- Photo or video of each post can be from a single or multiple storytelling session

6. When will the participating kidsREAD clubs receive their aprons?

They will receive the aprons between 1 March 2022 to 30 April 2022.

7. Are there limits to the number of Instagram post that a participant can upload?

No, there are no limits. Participants must post at least one Instagram post from 1 April 2022, 0000 hours to 30 June 2022, 2359 hours.

8. How many people must be in each photo?

Each photo must have at least one storyteller wearing the apron reading to at least one child. There is no maximum number of people required to be in the photo.

9. Are there any requirements for the types of stories read?

You may choose a story from any language (i.e. English, Chinese, Malay, Tamil). The story can be in various formats and is not limited to a physical book. Any story you are reading for the storytelling session qualifies for this campaign.

10. What counts as a storytelling/read aloud session?

A storyteller sharing a story in any format (i.e. book, ebook, slideshow, puppetshow, skit) in front of at least one child.

11. How are winners selected?

The top 3 kidsREAD clubs with the most valid Instagram posts will be selected as winners.

12. How are the Instagram posts tallied?

Each Instagram post that meets the abovementioned criteria (refer to question 4 & 5) will be tallied as one valid post, regardless of the number of photos/videos in the post. Duplicate posts will not be included in the tally. NLB reserves the right to select the winners and any decision made is final.

13. What are the prizes?

The top 3 kidsREAD clubs will walk away with 18 picture books and 2 resource books with an estimated price of \$300.

14. How will participants be notified if they are selected as the winners?

Winners will be contacted by NLB through telephone/email, based on the contact information that the participants registered with NLB, to arrange for the prize delivery. Winners have to respond within 5 working days (i.e. weekdays) of being notified. The names of the winners will be publicised via email and on NLB website.

15. Do the aprons need to be returned after the campaign ends?

You can keep the apron for your reading activities at your club.

16. Can we get replacements for the apron if we lost it?

Please contact us at earlyread@nlb.gov.sg

17. How should I get in touch with the organizers of this campaign if I have further questions?

Please contact us at earlyread@nlb.gov.sg