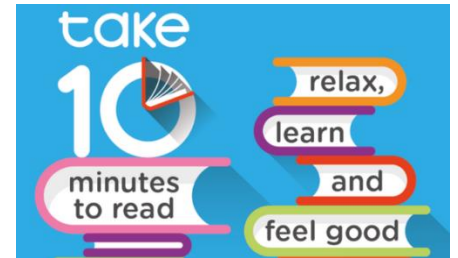


#Take10ToRead

Friday 8 October 2021



Our Take 10 moment took place on Friday 8 October 2021 and was a huge success, with over **165,000** people taking part. Schools and families were invited to our Take 10 author events with Tom Percival or Louisa Reid, followed by 10 minutes of reading. Local organisations and businesses, and our publisher partners also took part in the challenge and dropped everything to read in their workplaces.



Nationwide

- **573** schools signed up for the challenge
- **162,856** school students took part
- **165,738** individuals took part in total, across a range of sectors

Online:

- #Take10ToRead had **1,042 mentions** and an organic **reach of 3.4 million**
- Short social ad campaign promoting the hashtag and event sign up achieved **231.2K reach, 1,576 clicks** to site, and **3,782 Tweet engagements**
- The Take 10 web page had **4,014 page views** with **4,533 events/downloads**
- The school sign up page had **2,413 page views** and business page had **334**
- The parent facing page on Words for Life has had **671 page views** so far
- #Take10ToRead mentions word cloud:



Birmingham

12,318 people signed up for the Take 10 challenge in Birmingham

- **6381** students took part from **23 primary schools**
- **5250** students took part from **9 secondary schools**
- **687** individuals took part altogether across business, education and other sectors

Social Media Highlights



Hexthorpe Primary @Hexthorp... · 1d
 Hexthorpe Primary school took part in the Take 10 to read morning where they got to meet Tom Percival. We had a fantastic time and enjoyed having a go at the drawing session. [#Take10ToRead](#) [#ConnectingStories](#) [#WeAreAstrea](#) @Literacy_Trust @astreaacademies



1 2 4



Furness Academy @FurnessA... · 5d
 Our Furness Academy PE department taking ten minutes to read this morning [#Take10ToRead](#)



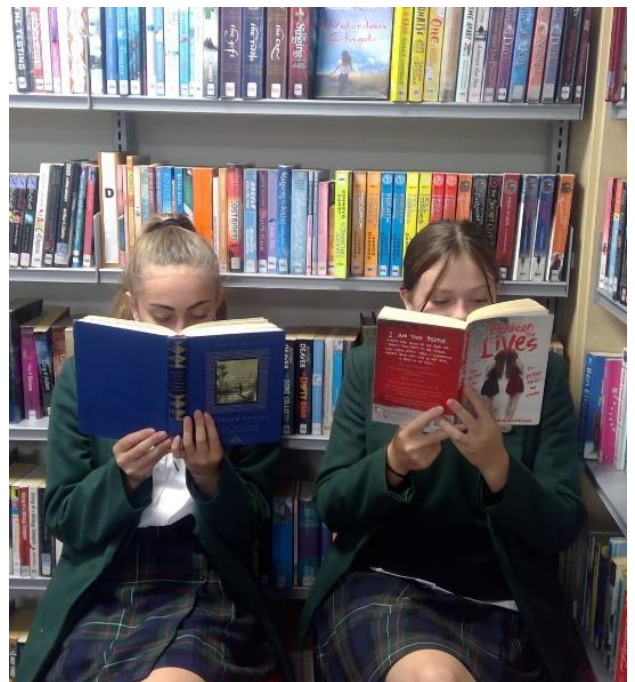
2 10



Y1kingedprimary @y1kingedpri... · 5d
 ✨ joined in with the [#Take10ToRead](#) challenge this morning.



6





Ruth Estevez @RuthEstevez2 · 5d
 Ruth reading 'Ruth' by Elizabeth Gaskell at @porticolibrary in today's #readmcr #take10toread
 Good for health, wellbeing, general all round bliss.
 Why not take a photo of yourself reading and share with the hashtags #take10toread #READMCR #PSMAwards and #theporticolibrary



Elizabeth Gaskell's House and 3 other



Rachel Foster @RachelFosterOE · Oct 8
 Yes we are taking part in #Take10ToRead during #litconf21 @OneEducation - loved watching the video too



Lostock High School
 11 October at 10:44
 Lostock students and staff taking part in #take10toread to celebrate the power of reading for pleasure. #Take10 #ReadMCR #LibrariesWeek

