Social media is another way to communicate about your offerings with Lexile measures. Below are some ideas for your social media messaging.

**For Your Launch**

**EXAMPLE 1 OF SOCIAL MEDIA MESSAGING**

We’re offering Lexile measures to connect learners with just right books! Read our announcement about our new partnership with @Lexile\_Quantile. [LINK] #MatchingStudentsWithBooks #Lexile #Booklovers

**EXAMPLE 2 OF SOCIAL MEDIA MESSAGING**

We’re adding Lexile measures to our [name of collection] including many from bestselling series such as [example book titles]. We’re #MatchingStudentsWithBooks by offering Lexile measures for our books at @\_\_\_\_\_\_\_\_. Read more -- [LINK]

**EXAMPLE 3 OF SOCIAL MEDIA MESSAGING**

We’re #MatchingStudentsWithBooks by announcing our partnership with @Lexile\_Quantile and offering Lexile measures for our books at @\_\_\_\_\_\_. Read more -- [LINK]

**For Post Launch**

**EXAMPLE 4 OF SOCIAL MEDIA MESSAGING**

Find books that are just right for you with Lexile measures! Search our [titles, website, catalogs, etc.] to find books that match your reading level. [Insert link to website, catalog, etc.]

**EXAMPLE 5 OF SOCIAL MEDIA MESSAGING**

Lexile measures have been added for new books! Check out the reading level for some of these new titles. [Insert link to website, catalog, etc.]

**EXAMPLE 6 OF SOCIAL MEDIA MESSAGING**

Search our [titles, website, catalogs, etc.] to find books with Lexile measures. Measure and track growth as you go higher and higher on the scale!

**Blogging is a great way to communicate with your customers and start a conversation about your Lexile measured offerings.**

Some popular blog themes might be:

* Lexile Levels: What Parents Need to Know
* How to Pick a Book Using Lexile Measures
* How Teachers Can Use Text Indicators to Help Early Readers
* Vocabulary Matters
* Explore Free Lexile Resources
* Lexile Measures Added for New Titles (after launch when you’ve added Lexile measures to more titles)

**Want to view social media and blog examples from our partners?**

Visit the ***See How Others Use the Measures*** section of the Toolkit at: <https://lexile.global/publisher-toolkit/partners/>.