

KELLY BULLOCK | KID LIT INFLUENCER

ABOUT INCLUSIVE STORY TIME

Raising Readers That Raise Up Others is the guiding principle of everything I do with Inclusive Story Time. Helping Caregivers, Educators and Librarians make informed choices to bring the newest and best books into their collections to give children windows and mirrors into experiences is my biggest goal. I have cultivated a community that trusts my book selections and will rally around great titles.

97%
Female

3%
Male

Other Data Not
Provided by Instagram



70% USA
12% Canada
7.7% UK

Top Age Ranges

25-
34

43.8%

35-
44

47.4%

@INCLUSIVESTORYTIME

84K+
INSTAGRAM
FOLLOWERS

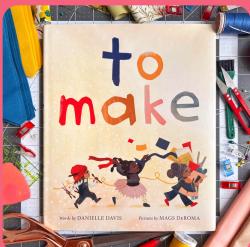
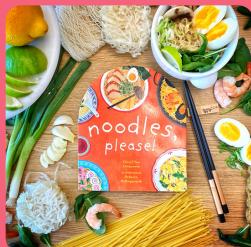
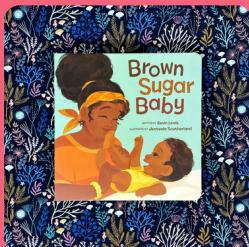
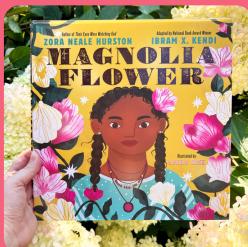
150K+
WEEKLY
IMPRESSIONS

100+
AVERAGE POST
SHARES

25k+
AVG ACCOUNT
REACH

COMMUNITY INFLUENCE

- A leading member and key reviewer influencer of the Bookstagang Guild, with a total reach of over 1.5 million followers
- Lead Organizer for the Bookstagang Guild's Reviewer's Choice Awards
- Featured on CTV News, CBC Radio, and Book Riot
- Consultant and speaker to authors, illustrators, parenting groups, educators, and ECE students



SERVICES

- List Curations, workshops, and keynotes
- Campaign Coordination
- Instagram Stories series features incl. linking
- Infeed static carousel posts with detailed reviews
- Customized Instagram reels (cross-posted to TikTok)
- UGC
- Integrating books and toys as learning and play opportunities
- Cover reveals
- Instagram Live interviews
- Blog, Podcast, and other outside-the-box coverage

SOCIALS



@inclusivestorytime



@inclusivestorytime



TESTIMONIAL

"Kelly Bulluck of Inclusive Storytime joined my class (Cultural Perspectives in Child and Youth Study) to talk about how to build an inclusive book collection in the context of early childhood education. Her talk was informed, engaging and full of concrete take-aways, including a curated book list and tips on what to look for when removing and adding books to a collection. Her discussion about the importance of stories that bring joy while representing diverse cultures and identities stood out to me, as well as her advice to pay attention to the identities of both the authors and illustrators of children's books. Not only do we need books that tackle injustices head-on, we need stories that are told by those most impacted by the injustices. Kelly left us with concrete actions we can take right away and knowledge to reflect on and carry with us in the ongoing shared struggle to achieve equity, diversity and inclusion."

• LESLIE OBOL, MDES, PHD