



FLD 2020 Social Media Guide

About Family Literacy Day:

Family Literacy Day was created by ABC Life Literacy Canada in 1999 to raise awareness of the importance of reading and engaging in other literacy-related activities as a family. Held annually on January 27th, ABC Life Literacy Canada is this year encouraging families to "Take 20 in 2020" – that is, take 20 minutes a day to make learning together part of their routine!

Join the conversation online:

Social media is a great way to get the word out about your event and connect with your local community, partner organizations, journalists and politicians. If your organization has a Facebook page, create a Facebook event! Let all your fans know about the event and ask them to spread the word to their friends and family. Don't forget to include photos with your social media posts – they're a great way to get noticed and fun to share!

Hashtags: #FLD2020 #Take20 #FamilyLiteracyDay

Tag us in your tweets so we can share your content with our network: @abclifeliteracy

For more information about Family Literacy Day, please visit: www.FamilyLiteracyDay.ca.

Tell us about your *Family Literacy Day* activities at: <https://abclifeliteracy.ca/family-literacy-day-event-form/>

Sample Social Media Content:

Want to plan a #FamilyLiteracyDay event and don't know where to start? Begin with the FLD event coordinator's guide www.FamilyLiteracyDay.ca #FLD2020 #Take20 @abclifeliteracy

The #FLD2020 theme this year is Take 20 in 2020. Take 20 minutes each day to incorporate learning together into your everyday routine. Find activities at www.FamilyLiteracyDay.ca #Take20 #FamilyLiteracyDay @abclifeliteracy

Thank you @Barbreidart for serving as this year's #FamilyLiteracyDay honorary chair! #FLD2020 #Take20 @abclifeliteracy

Start the year off with family learning – download free #FamilyLiteracyDay resources at www.FamilyLiteracyDay.ca #FLD2020 #Take20 @abclifeliteracy

Tell us what you have planned for #FamilyLiteracyDay at FamilyLiteracyDay.ca and we'll promote your event! #FLD2020 #Take20 @abclifeliteracy

Studies show that children's achievements in school improve with increased parental involvement in education #FLD2020 #Take20 #FamilyLiteracyDay @abclifeliteracy

#DYK: 57% of kids who are frequent readers have parents who read books 5–7 days per week. Why not read a book together this #FLD2020? #Take20 #FamilyLiteracyDay @abclifeliteracy

Singing helps with language development, math ability and overall school grades, so #Take20 minutes today to become a rockstar! Sing along with the radio or do Karaoke. #FLD2020 #FamilyLiteracyDay @abclifeliteracy

Studies show that improving parents' skills positively affects the language development of children #FLD2020 #Take20 #FamilyLiteracyDay @abclifeliteracy