



FLD 2021 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 27, ABC Life Literacy Canada is this year encouraging families to "Travel the world together". Use your imagination to go exploring and travel the world together as a family – you never know what you'll learn!

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: #FamilyLiteracyDay #FLD2021

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. Don't forget to 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 #FLD2021 @abclifeliteracy

The #FLD2021 theme is Travel the world together! Use your imagination to explore and travel the world from the comfort of your home. Find activities at www.FamilyLiteracyDay.ca #FamilyLiteracyDay @abclifeliteracy

Thank you @Barbreidart for serving as the #FamilyLiteracyDay honorary chair! #FLD2021 #FamilyLiteracyDay @abclifeliteracy

Start the year off with family learning – download free #FamilyLiteracyDay resources at www.FamilyLiteracyDay.ca #FLD2021 @abclifeliteracy

Tell us what you have planned for #FamilyLiteracyDay at FamilyLiteracyDay.ca and we'll promote your event! #FLD2021 @abclifeliteracy

Studies show that children's achievements in school improve with increased parental involvement in education #FLD2021 #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 Family Literacy Day? #FLD2021 #FamilyLiteracyDay @abclifeliteracy

Studies show that improving parents' skills positively affects the language development of children #FLD2021 #FamilyLiteracyDay @abclifeliteracy