



FLD 2022 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 encouraging families to engage in "Learning in the Great Outdoors" in 2022. Make outdoor time, fun family learning time. Get outside and exercise both your mind and body. Enjoy the wonders of Canada's Great Outdoors!

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 #FLD2022

Tag us in your posts 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 #FLD2022 #FamilyLiteracyDay @abclifeliteracy
- The #FLD2022 theme is Learning in the Great Outdoors! Spending time in nature provides many benefits, not just for bodies, but for minds too. Get outside and exercise both your mind and body together as a family. Find activities at www.FamilyLiteracyDay.ca #FamilyLiteracyDay @abclifeliteracy.ca
- Thank you @Barbreidart for serving as this year's #FamilyLiteracyDay honorary chair! #FLD2022 #FamilyLiteracyDay @abclifeliteracy
- It's never too early to start learning together as a family – download free #FamilyLiteracyDay resources at www.FamilyLiteracyDay.ca #FLD2022 #FamilyLiteracyDay @abclifeliteracy
- Tell us what you have planned for #FamilyLiteracyDay at FamilyLiteracyDay.ca and we'll promote your event! #FLD2022 #FamilyLiteracyDay @abclifeliteracy
- Studies show that children's achievements in school improve with increased parental involvement in education #FLD2022 #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? #FLD2022 #FamilyLiteracyDay @abclifeliteracy
- Studies show that improving parents' skills positively affects the language development of children #FLD2022 #FamilyLiteracyDay @abclifeliteracy
- Are you celebrating #FamilyLiteracyDay this year? Visit FamilyLiteracyDay.ca to access free downloadable resources and promotional materials for your event. #FLD2022 @abclifeliteracy
- January 27 is #FamilyLiteracyDay. Taking time every day to read or do a learning activity is crucial to a children's development, improving a child's literacy skills dramatically, and can help a parent improve their skills as well. #FLD2022 @abclifeliteracy