

Family Literacy Day: Social Media Guide

Family Literacy Day® is a national awareness initiative held annually on January 27 to raise awareness of the importance of reading and engaging in other literacy-related activities as a family. Taking time every day to read or do a learning activity with children is crucial to a child's development. Even spending just 15 minutes a day can improve a child's literacy skills dramatically, and can help a parent improve their skills as well.

Every year, hundreds of thousands of Canadians take part in Family Literacy Day. To continue to encourage more families and organizations to participate in this initiative and to help spread awareness of this important cause, ABC Life Literacy Canada is offering this social media guide.

Below is a list of pre-written Tweets, Facebook posts and discussion topics to help you promote the value of Family Literacy Day without having to worry about spending time crafting messages. These messages will help inform, inspire and engage. Together, we can increase awareness of Family Literacy Day and the literacy cause. We just need to make a lot of noise!

For more information on Family Literacy Day, visit www.FamilyLiteracyDay.ca.

Social media messaging (can be used for Twitter and/or Facebook)

- Finding time for family learning can be tough. Download the Journey to Learning Passport for fun ways to embed learning in your daily activities
<http://abclifeliteracy.ca/fld/journey-learning-passport> #FamilyLiteracyDay
- A long-term research study indicated that families who attended family literacy programs reduced participants' full dependence on public assistance from 67% to 11%
#FamilyLiteracyDay
- It's easy to make learning part of your family's daily life! When making your grocery list, have your child write out the items you need to buy.
- Simple things like reading and telling stories to a child at 18 months are powerful stimuli for brain development in the early years #FamilyLiteracyDay
- Embrace literacy and learning every day: At the store, ask your child to count out the money to make the purchase.
- Family Literacy Day provides great opportunities for adults to learn with their kids. Visit <http://www.FamilyLiteracyDay.ca> for free downloads and resources. #FamilyLiteracyDay



- Children raised in literate households are likely to enter grade one with several thousand hours of one to one pre-reading experience behind them #FamilyLiteracyDay
- Driving is the perfect opportunity to practice literacy. Read signs, billboards and licence plates together, and show your children the proper way to read a map.
- For a child, the more time spent with a parent reading aloud increases his or her level of attachment, enhances a sense of security, and imparts the knowledge that their parent feels they are worthwhile people with whom to spend time #FamilyLiteracyDay
- Fun learning opportunity: When cooking dinner, involve your children in measuring the ingredients. This helps them understand fractions and measurements.
- Looking to participate in Family Literacy Day this year? Check out the Journey to Learning Passport and get involved: <http://abclifeliteracy.ca/fld/journey-learning-passport> #FamilyLiteracyDay
- Reading to children more than once a day has a substantial positive impact on their future academic skills. In addition, research indicates children with early exposure to books and reading are better at performing mathematical tasks #FamilyLiteracyDay
- Learn on the go! In the car, sing along to songs on the radio. Singing encourages learning patterns of words, rhymes and rhythms, and is strongly connected to language skills.
- Some experts say that for 80 per cent of children, simple immersion in reading and books will lead to independent reading by school age #FamilyLiteracyDay
- Want a new and fun activity for your adult literacy class? Encourage students to write a story with their kids: <http://abclifeliteracy.ca/fld/story/> #FamilyLiteracyDay
- Children aged 2 to 3 who are read to several times a day do substantially better in kindergarten at the age of 4 and 5 than youngsters who are read to only a few times a week or less #FamilyLiteracyDay
- Are you participating in Family Literacy Day on January 27? Join the Facebook event for up-to-date news and information and let people know you're taking part <http://www.facebook.com/#!/event.php?eid=266684360040778>
- Researchers estimate that over the lifetime of participants in an early literacy intervention program, returns to the public are \$7.16 for every dollar invested. #FamilyLiteracyDay
- Daily literacy tip: Involve your kids when you pay bills. This will teach them strong financial skills early on in life.



- Planning a Family Literacy Day event? Register it online for a chance to win!
<http://abclifeliteracy.ca/fld/register/> #FamilyLiteracyDay
- Having a parent or other caring person read aloud with their children helps children learn listening skills, vocabulary and language skills, as well as develop imagination and creativity #FamilyLiteracyDay
- Learning happens in everything we do. Find out more at
<http://www.FamilyLiteracyDay.ca> #FamilyLiteracyDay
- Parents should pay careful attention to three potential reading slump times that can hinder a child's reading development: when a child enters kindergarten; at grade 4; and when a child enters high school #FamilyLiteracyDay
- Spending just 15 minutes a day practicing family literacy can be tough, but you can turn everyday activities into learning experiences! Visit www.FamilyLiteracyDay.ca to find out how.
- Family Literacy Day is January 27. Check out these free downloadable resources that encourage family literacy practice: <http://abclifeliteracy.ca/fld/free-downloads> #FamilyLiteracyDay
- Increased literacy levels among parents mean more reading and literacy-building activities in the home, preparing their children for success in school and encouraging a lifelong love of reading and learning. #FamilyLiteracyDay
- Learning happens everywhere and it's easy to make learning a part of your daily life. Download the Journey to Learning Passport for ideas on how to embrace learning every day. <http://abclifeliteracy.ca/fld/journey-learning-passport>
- Looking for something to do this weekend? Write a fun story with your family and submit it online for a chance to be featured on the Family Literacy Day website:
<http://abclifeliteracy.ca/fld/story/> #FamilyLiteracyDay
- Spending time doing learning activities at home as a family is crucial. Practicing these activities will help develop a love of learning for both parents and children, and help to develop important literacy skills.
- Research shows children have a better chance of becoming fully literate adults if reading is encouraged in the home #FamilyLiteracyDay
- Many studies have shown that improving parents' skills directly and positively affects the language development of children #FamilyLiteracyDay



- This holiday break is the perfect opportunity to get started on your Journey to Learning Passport. Complete the activities and register your passport online!
<http://abclifeliteracy.ca/fld/journey-learning-passport> #FamilyLiteracyDay
- Looking for ways to celebrate #FamilyLiteracyDay? Visit www.FamilyLiteracyDay.ca for free resources and event listings.
- Connections between parents' levels of educational attainment and children's academic scores have been established in a number of studies. #FamilyLiteracyDay
- Want to celebrate Family Literacy Day in your community? Find a local event:
<http://abclifeliteracy.ca/fld/events/>
- Quality of life for families, including income levels and employment status, is directly related to the literacy levels of parents #FamilyLiteracyDay
- Learning happens in everything we do. Whether you team up to sort laundry, write a grocery list, or discover a new route to school, you are learning together. Take the learning Journey at www.FamilyLiteracyDay.ca.
- Studies show beyond dispute that children's achievements in school improves with increased parent involvement in education #FamilyLiteracyDay
- Until January 27, 2012, Owlkids will offer discounted magazine subscriptions at up to 50% off the cover price exclusively in honour of Family Literacy Day. Get your subscription now! <http://www.owlkids.com/abc/>
- Establishing a culture of learning encourages an exchange of ideas, enriches family relationships, and bolsters confidence and independent thinking. #FamilyLiteracyDay

*Don't forget to link to any relevant information your organization has. Promote an event you're having, refer to other local events, or link to Family Literacy Day news articles.

Facebook Discussion Topics

1. Family Literacy Day is January 27, 2012. How does your family learn at home on a daily basis?
2. How are you celebrating Family Literacy Day this year?
3. There are so many family learning opportunities in our daily activities - sorting colours while you do laundry, involving your kids in following a recipe at dinner. How do you ensure your



family is learning while on the go?

4. If you run an adult literacy program, do you encourage adults to practice literacy at home as a family?

5. What is your best advice to encourage parents to practice family literacy at home?

6. How did you celebrate Family Literacy Day 2012?

*Don't forget to link to any relevant information your organization has. Promote an event you're having, refer to other local events, or link to Family Literacy Day news articles.

Facebook Poll Questions

1) How often do you read to your kids at home?

- Daily
- Every other day
- Weekly
- Monthly
- Never

2) What types of learning activities do you do most at home?

- Reading
- Writing
- Board games
- Counting
- Computer games

3) Do you know an adult who has difficulty with reading, writing, math or computer skills?

- Yes
- No

4) Do you read for pleasure? If so, what do you read?

- Books
- Magazines
- Newspapers
- E-reader
- Blogs
- Other



5) How often do you read for pleasure?

- Daily
- Weekly
- Monthly
- Once or twice a year
- Never – too busy reading work-related materials

6) Which of these activities do you use as learning opportunities with your kids (if any)?

- Grocery shopping
- Online banking
- Driving
- Surfing the Internet
- Doing laundry

Canadian Literacy Groups on Twitter

@ontarioliteracy

@OakLiteracy

@Life_Literacy

@decodaliteracy

@FrontierCollege

@LCYorkS

@READSociety

@LitDurham

@Beacon_Literacy

@literacyns1

@CalgaryReads

@_ODLC

@NALD_BDAA

@literacyalice

@QuebecLiteracy

@the_learninghub

@NBLiteracy

@NWTLiteracy

@LiteracyAlberta

@shlc_gla

@SKLitNet

@TVLA

@alphapluscentre

@ptpliteracy

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@ReadNowBC

@LiteracyVic

@LiteracyYEG

@LitPartnersMB

@VegminLearning

@firstnationbook

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