

International Literacy Day: Social Media Guide

Every year International Literacy Day is celebrated on September 8th with one goal in mind: to raise awareness about the importance of literacy and adult learning around the world.

To continue to encourage organizations around Canada to participate in this event and help spread the word about the importance of literacy and sustained literacy funding, the [Ontario Literacy Coalition](#), [ABC Life Literacy Canada](#), and [Frontier College](#) have come together to form this social media guide. Below you will see an outline of what these partner organizations are doing to celebrate the day, as well as a pre-made “Tweets” (which can easily be turned into Facebook status updates). We have also included Facebook posts and discussion questions, poll questions you may want to ask visitors to your site, as well as a list of literacy organizations that are on Twitter so you can see how they are participating in International Literacy Day.

Because literacy and essential skills impacts everyone, for 2011 these partnership organizations have chosen to focus on the importance of literacy and essential skills for everyone, everywhere. Use the messaging below or develop your own, it’s up to you! What is important is to spread the word about literacy.

Keep checking our partner sites for more information.

Happy Twitter-ing!

DATE	ACTIVITY
August 16	Organizations will each be posting a webpage on their websites with the information on International Literacy Day and the IntLitDay challenge message (see below). The page will also include links to their Facebook and Twitter pages. Begin to use tweets regarding the event (they are listed below). We will be using the hashtag #IntLitDay when tweeting about the event and encouraging others on Twitter to use it. The first poll will be put on the partner organization’s websites. The partner organizations will be using the same poll questions at the same time.
August 16-26	Continue Tweets/Facebook/Polls regarding literacy and essential skills
August 25 - September 7	Advertise challenge in communications to members/subscribers
September 8	Take the IntLitDay Challenge today!
September 9	Update: Blog, Facebook, Twitter, Website

International Literacy Day Challenge (to go on websites)

On September 8th, get involved and take the International Literacy Day Challenge. This year's challenge focuses on literacy and essential skills for everyone, everywhere. Try out some of these activities to celebrate International Literacy Day – and continue to practice literacy and essential skills every day!

1. Read a book to a child
2. Have a child read a book to an adult
3. Start a blog
4. Take a professional development course
5. Join a social media platform – Linked In, Facebook, Twitter, etc.
6. Write a letter to an old friend – the snail mail way!
7. Share this list with friends and coworkers – and dare them to take the challenge!
8. Play a game of Scrabble
9. Look up and learn a new word (and continue to do so every day for a month!)
10. Use a new form of technology (Smartphone, self-serve checkout, etc.)

Polls

Thursday, September 8th is International Literacy Day. Low levels of literacy affect everyone, everywhere, in many different ways: employment, health, and financially, to name a few.

Members of Canada's literacy community want to know how literacy affects YOUR life.

1) Which of the essential skills do you feel you could improve on the most?

- Reading
- Document Use
- Numeracy
- Writing
- Oral Communication
- Working With Others
- Thinking
- Computer Use
- Continuous Learning

2) How did you find out about International Literacy Day?

- Twitter
- Facebook
- Media outlet
- Literacy organization
- Library
- Word of Mouth
- Other

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

- Yes
- No

3a) Is that person enrolled in a literacy program?

- Yes
- No

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

- Books
- Magazines
- Newspapers
- ereader
- Blogs
- Other

5) How often do you read for pleasure?

- Daily
- Weekly
- Monthly
- Once or twice a year

6) Do texting abbreviations (e.g., LOL, OMG, IDK, etc.) signify a decline in literacy?

- Yes
- No

7) Do you believe that success in your job / career relies on a certain level of literacy?

- Yes
- No

8) How do you improve or increase literacy in Canada?

- Reading to a child
- Tutoring a beginner reader
- Volunteering for a literacy organization
- Reading to the visually impaired or elderly
- Employed by a school, literacy organization, etc.
- Other

Facebook Posts – ‘Did you know?’

USA – Promoting literacy through music - Did you know that legendary jazz icon Herbie Hancock was appointed a UNESCO goodwill ambassador, pledging to use music to promote literacy and creativity among youth around the world and to cross-cultural boundaries? <http://bit.ly/pMDIIf>

CANADA – Promoting literacy through board games – Did you know that also (Alternative Learning Styles and Outlooks) Family Literacy Program is holding their second ever AMAZING Scrabble Race to not only promote literacy but to raise money for their Family Literacy Program? <http://bit.ly/i9ugCq>

UK – Promoting literacy through Royalty – Did you know that the Duchess of Cornwall flew in to the Hay Festival by helicopter to read to children to promote literacy? The Duchess regularly visits schools and libraries and encourages reading and reading aloud. <http://bbc.in/iRJpOF>

ASIA – Promoting literacy through competition – Did you know that through the Room to Read program, students at Chreav Primary School in Cambodia held a competition to promote literacy memorizing and then presenting their favorite book? <http://bit.ly/oxViMZ>

AUSTRALIA – Promoting literacy in your pajamas – Did you know that The Pyjama Foundation, a literacy-based mentoring program for children in care, is hosting Pyjama Day in schools across Australia to highlight the importance of reading in schools, while supporting their **Love of Learning Program**®? <http://bit.ly/khMQa8>

AFRICA – Promoting literacy though soap operas – Did you know that USAID launched a program for youth to promote financial literacy in Somalia through the soap opera, Fire and Gold? The soap opera will be broadcast in the Somali language using audio mobile phone technology and the traditional Somali use of the story to educate, combined with technology, will help connect to the pulse of youth. <http://bit.ly/q1r7oG>

Facebook Discussion Questions:

- What activities do you do to keep your literacy skills sharp?
- If you had unlimited funding for literacy in Canada, what would you do to improve literacy rates?
- What is your best learning or literacy tip?
- At what point did you realize how important literacy really is in your life? What was that moment like?

Tweets

- Need to be challenged? Take the International Literacy Day Challenge! #IntLitDay [[link to challenge activities](#)]
- Are you up for a challenge? Sept 8 is International Literacy Day! #IntLitDay [[link to challenge](#)]
- Today is International Literacy Day! Are you up for a challenge? #IntLitDay [[link to challenge](#)]
- Take the International Literacy Day Challenge on September 8 and challenge yourself! #IntLitDay [[link to challenge](#)]
- Today is International Literacy Day – Be inspired by Debbie, a remarkable individual improving her literacy skills #IntLitDay <http://bit.ly/pGZeM2>
- Raising literacy scores by one level could create as many as 800,000 jobs #IntLitDay
- A 1% increase in literacy could boost national income by \$32 billion! #IntLitDay
- Canada's aging population will leave many jobs unfulfilled if adult workers do not have adequate skills to compete #IntLitDay
- George Dawson learned to read at 98 and with help, published a memoir. Challenge yourself this International Literacy Day. #IntLitDay
- "I find television to be very educating. Every time somebody turns on the set, I go in the other room and read a book." - Groucho Marx #IntLitDay
- Canadians lack financial literacy skills: 4 in 10 Canadians aren't putting money away monthly for long-term saving #IntLitDay <http://bit.ly/kK9sZF>
- Not sure where to go to for literacy programs? Check out Frontier College! #IntLitDay <http://bit.ly/pj7oZY>
- Today is International Literacy Day! Take the challenge: Read a book to a child. #IntLitDay
- Today is International Literacy Day! Take the challenge: Have a child read a book to you. #IntLitDay
- Take the International Literacy Day Challenge on September 8 and start a blog. #IntLitDay
- Today is International Literacy Day! Take the challenge: Take a professional development course #IntLitDay
- Today is International Literacy Day! Take the challenge: Join a social media platform – LinkedIn, Facebook, Twitter, etc. #IntLitDay

- Take the International Literacy Day challenge September 8: Write a letter to an old friend – the snail mail way!
- Today is International Literacy Day! Take the challenge: Share this list with friends & coworkers and dare them to take the challenge! #IntLitDay
- Today is International Literacy Day! Take the challenge: Play a game of Scrabble #IntLitDay
- Today is International Literacy Day! Take the challenge: Look up and learn a new word (and continue to do so every day for a month!) #IntLitDay
- Today is International Literacy Day! Take the challenge: Use a new form of technology (Smartphone, self-serve checkout, etc.) #IntLitDay
- Help raise awareness. Four out of 10 Canadian adults, age 16 to 65, representing 9 million Canadians, struggle with low literacy. #IntLitDay
- Less than 10% of Canadians who could benefit from literacy upgrading programs actually enroll. Help raise awareness. #IntLitDay
- “If there's a book you really want to read but it hasn't been written yet, then you must write it. “
- Toni Morrison #IntLitDay
- “A book is a version of the world. If you do not like it, ignore it; or offer your own version in return.” - Salman Rushdie #IntLitDay
- “Books can be dangerous. The best ones should be labeled ‘This could change your life.’” - Helen Exley #IntLitDay
- “The more you read, the more things you will know. The more that you learn, the more places you'll go.” - Dr. Seuss #IntLitDay
- “Not all readers are leaders, but all leaders are readers.” - Harry S. Truman #IntLitDay
- UNESCO launched the City of Literature program in 2007. Edinburgh, Melbourne, Iowa City, Dublin and Reykjavik have all been given the honour.
- Did you know that 3000 languages around the world are endangered and will probably not be spoken 100 years from now?

Canadian Literacy Groups on Twitter

Check out the great literacy groups already tweeting!

@ontarioliteracy

@Life_Literacy

@FrontierCollege

@READSociety

@Beacon_Literacy

@CalgaryReads

@NALD_BDAA

@QuebecLiteracy

@NBLiteracy

@LiteracyAlberta

@SKLitNet

@alphapluscentre

@Cdn_Literacy

@OakLiteracy

@decodaliteracy

@LCYorkS

@LitDurham

@literacyns1

@LitPartnersMB

@_ODLC

@literacyalice

@the_learninghub

@LDAHalton

@NWTLiteracy

@shlc_gla

@TVLA

@ptpliteracy

@BrantSkills

@ReadNowBC

@abeahamilton

@LiteracyVic

@LiteracyYEG

@LPMLJW

@writers_room

@VegminLearning

@firstnationbook

@LOCfsj