

International Literacy Day: Social Media Guide for Participating Organization

Each year International Literacy Day is celebrated on September 8 with the goal of raising awareness about the importance of literacy and adult learning around the world.

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](#), [Frontier College](#) and the [Movement for Canadian Literacy](#) have come together to form this 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” (that you can easily turn into Facebook status updates) and ideas for polls you may want to ask visitors to your site.

This year, these partnership organizations have chosen to focus on literacy in the workplace. Use the messaging below or develop your own. It’s up to you! The important part is spreading the word about literacy!

Keep checking our partner sites for more information!

Happy Twitter-ing!

DATE	ACTIVITY
August 3	<ul style="list-style-type: none">• Organizations will each be posting a webpage on their websites with the information on International Literacy Day and the ILD challenge message (see below). The page will also include links to their Facebook and Twitter pages. <p>Begin to use tweets regarding the event (they’re listed below). We will be using the hashtag #ILD when tweeting about the event and encouraging others on Twitter to use it.</p>
August 9	<ul style="list-style-type: none">• The first poll will be put on the website. The partner organizations will be using the same poll questions at the same time.
August 16 - 27	<ul style="list-style-type: none">• Continue Tweets/Facebook regarding literacy in the workplace challenge
August 26 – Sept 6	<ul style="list-style-type: none">• Advertise challenge in communications to members/subscribers
September 8	<ul style="list-style-type: none">• Take the ILD Challenge today!
September 9 - 10	<ul style="list-style-type: none">• Update: Blog, Facebook, Twitter, Website

International Literacy Day Challenge (to go on websites)

On September 8, take the International Literacy Day Challenge. This year's challenge focuses on the workplace. Try out some of these activities to celebrate International Literacy Day – and continue to practice literacy every day!

1. Update your resume
2. Join a professional network site, like LinkedIn
3. If you're looking for work, search sites like Workopolis or Monster for possible jobs
4. Ask a colleague to teach you something new
5. Teach a colleague something new
6. Take a professional development course
7. Read a book or do a crossword puzzle on your lunch break
8. Read a professional journal or sign up for a subscription
9. Learn to use a new machine or software program at work
10. Write an email to a former co-worker you lost touch with

Polls

Wednesday, September 8 is International Literacy Day. Literacy levels affect Canadians lives in countless ways – employment, health, self-confidence, to name just a few.

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

As a worker, how do you use literacy skills in the workplace on a regular basis?

- Use a computer
- Read manuals
- Follow regulations
- Work safely
- All of the above

How can employers best make a workplace safer and more productive while retaining more workers?

- Encourage lifelong learning
- Offer workplace training
- Review procedures regularly
- Encourage professional and personal development
- All of the above

What can parents and caregivers do with children and youth to support what they learn in school?

- Ensure that they have a quiet space and lots of encouragement to complete homework
- Encourage them to join a homework club at school or at a local community centre
- Have books, magazines, newspapers in the home
- Get a library card and visit the library often
- All of the above

How many times have you participated in International Literacy Day in the past?

- This is my first time!
- 1 – 5 times
- 5 – 10 times
- Have participated every year: Never miss it!

How did you find out about International Literacy Day?

- Literacy Organization Website
- Twitter/Facebook
- Word of Mouth
- Other

Tweets

- Take the International Literacy Day Challenge. [link to challenge activities] #ILD
- Are you up for the challenge? September 8 is International Literacy Day. #ILD [link to challenge activities]
- Today is International Literacy Day. Are you up for the challenge? [link to challenge activities]. #ILD
- Take the International Literacy Day Challenge on September 8. [link to challenge activities] #ILD
- Today is International Literacy Day. Read these inspiring stories of adults who decided to improve their literacy skills. #ILD <http://ow.ly/28Ou3>
- September 8 is International Literacy Day – a great time to upgrade your skills! Look Under LEARN in the Yellow Pages to find your local literacy group. #ILD
- September 8 is International Literacy Day. Why not learn something new and improve your literacy skills? #ILD
- 75 million children worldwide are out-of-school, and many more attend irregularly or drop out. #ILD
- One in five adults worldwide have low literacy levels. #ILD
- Appx. 776 million adults worldwide lack the minimum literacy skills needed to communicate with others and live a fully engaged life. #ILD
- Appx. 9 million Canadians struggle with low literacy. Celebrate International Literacy Day on September 8 and help raise awareness. #ILD

- 40% of Canadians don't have the basic literacy skills needed to cope with the increasing literacy demands of daily life. #ILD
- On September 8, join us in spreading the word about the importance of literacy. It's a topic worth Tweeting about. <http://bit.ly/byJOrY> #ILD
- International Literacy Day is September 8. We're planning a global tweet-fest. Check out <http://bit.ly/byJOrY> #ILD
- Take the International Literacy Day Challenge on September 8, and then try doing literacy activities every day. #ILD
- Take the International Literacy Day Challenge on September 8 to improve your literacy skills. Why not update your resume? #ILD
- Take the International Literacy Day Challenge on September 8. This year's theme is workplace: Join a professional network site, like LinkedIn. #ILD
- Take the International Literacy Day Challenge. If you're looking for work, search sites like Workopolis or Monster for possible jobs. #ILD
- Today is International Literacy Day. Take the Challenge: Ask a colleague to teach you something new. #ILD
- Take the International Literacy Day Challenge on September 8 to improve your literacy skills. Teach a colleague something new. #ILD
- Take the International Literacy Day Challenge on September 8. This year's theme is workplace: Take a professional development course. #ILD
- Take the International Literacy Day Challenge. Read a book or do a crossword puzzle on your lunch break. #ILD
- Today is International Literacy Day. Take the Challenge: Read a professional journal or sign up for a subscription. #ILD
- Take the International Literacy Day Challenge on September 8 to improve your literacy skills. Learn to use a new machine or software program at work. #ILD
- Take the International Literacy Day Challenge on September 8. This year's theme is workplace: Write an email to a former co-worker you lost touch with. #ILD