Chapter One
Online Reading Volunteers

CELEBRATING WITH

WORLD BOOK DAY 2026
SOCIAL MEDIA TOOLKIT

Proud to support The National Year of Reading 2026.

GO ALL IN.

Chapter One is celebrating with **World Book Day®** – the reading for fun charity – on Thursday 5 March 2026 as part of the **National Year of Reading 2026**. World Book Day's mission is to encourage every child to discover the joy of reading for fun, and this year the campaign is all about '**going all in**' for reading.

Together, we're championing two key messages:

- Every child deserves the chance to discover **reading for pleasure**
- **Reading for fun changes lives** – and everyone can play a part

This year, **World Book Day®** doesn't suggest a theme, instead they encourage us to inspire children to read for pleasure, focusing on the **6 elements of reading for pleasure**.

JOIN THE CONVERSATION!

As a Chapter One volunteer, your voice matters. By sharing your reading and your volunteering story, you can inspire others to get involved and show how a little time each week can make a real difference to a child's life.

Don't forget to tag us so we can see your posts! We are @Chapter One UK on LinkedIn. We're also on Instagram and Facebook! World Book Day can be found on LinkedIn here.

Suggested post 1 :

To celebrate World Book Day and the National Year of Reading, I'm going all in for reading! For the past few months, as a @Chapter One UK volunteer, I've spent 30 minutes each week reading with a child who just needs someone to listen, encourage and share stories with them. Watching their confidence and enjoyment grow has reminded me why reading for pleasure matters – not just for children, but for all of us. This spring, something special is coming: Chapter One's One Million Stories campaign, celebrating all those transformative moments…

Suggested post 2:

Did you know that reading for pleasure is the biggest predictor of a child's future success and wellbeing? Yet only 1 in 3 children say they enjoy reading. For the past few months, I've been volunteering with @Chapter One UK for 30 minutes a week reading with a child online. We enjoy sharing stories and playing word games together. It's a small time commitment that makes space for something important: helping a child discover that reading can actually be fun.

So this World Book Day, I'm 'going all in' for reading! As part of the National Year of Reading 2026, Chapter One has set an ambitious goal: to share One Million Stories with children by 2030 - I'm proud to be one of the volunteers making it a reality.

MORE RESOURCES AND QUICK TIPS

- World Book Day® website
- Chapter One 'celebrating with World Book Day' images - click here to access the Dropbox!

If you have any questions, please contact Chapter One's Social Media and Communications Officer, Isabel Davies isabel.davies@chapterone.org.

THANK YOU FOR 'GOING ALL IN' WITH US!