**Chapter One  
Online Reading Volunteers**

World Book Day Toolkit for   
Volunteer Coordinators

**World Book Day 2024 - Thursday 7 March**

The theme of [World Book Day](https://www.worldbookday.com/) 2024 is ‘Read Your Way’ and calls on everyone to let go of pressure and expectations about what we should read and to give children a choice – and a chance – to enjoy reading. Every reader is different, and there’s no right or wrong way to enjoy reading, so this year is about encouraging children to think about what reading looks like for them. Every child is a reader, however they choose to do it.

We’d like to invite our corporate partners and volunteers to get involved with World Book Day, either through an image of you ‘reading your way’, or focusing on our online Global Free Library,

\*\* Please note that World Book Day® is a registered trademark, so the ® symbol needs to be included after the first mention of the words World Book Day.

**Option 1 - a photo of you ‘reading your way’**

In line with the ‘Read Your Way’ theme of World Book Day, we’d like to invite you to join us on social media with an image of you (or some of your company’s volunteers) ‘reading your way’. We want to show that there’s no right or wrong way to read - your volunteers could take a selfie (or get someone to take a photo of them) reading a recipe book, a magazine, a comic, or even the back of a cereal box!

Reading stories and playing games with children participating in the Chapter One Online Reading Volunteers Programme is also a fantastic example of ‘reading your way’!

**Example LinkedIn post**

*[Insert company name]* is a proud partner of @Chapter One UK. Our staff volunteer to spend 30 minutes reading online with the same child each week, and over time, this 1:1 support helps transform each child’s reading confidence and ability.

Today is World Book Day®, which is about getting more children, from all backgrounds, developing a life-long habit of reading for pleasure, benefitting from the improved life chances this brings them.

This #WorldBookDay, I want to show that there is no right or wrong way to enjoy reading, and that you can #ReadYourWay. For me, this looks like… *[insert how you like to read e.g. reading stories with my Chapter One student]*.

Find out more about Chapter One: [www.chapterone.org/uk](http://www.chapterone.org/uk)

#ChapterOne #itallstartswithliteracy #employeewellbeing #socialvalue #socialimpact #socialmobility #literacy #corporatepartnerships #corporatevolunteering #employeevolunteering #readingforpleasure

**Example X post**

*[Insert company name]* is a proud partner of @chapterone\_uk, providing online 1:1 #reading support to children at the time they need it most. This #WorldBookDay, I want to show that there is no right or wrong way to enjoy reading, and that you can #ReadYourWay.

**Option 2 - promoting our online Global Free Library**

Another way to help spread the word about Chapter One on World Book Day is to highlight our online [**Global Free Library**](https://library.chapterone.org/#/). Our library stories and materials that celebrate the world’s diversity.

**Example LinkedIn post**

*[Insert company name]* is a proud partner of @Chapter One UK. Our staff volunteer to spend 30 minutes reading online with the same child each week, and over time, this 1:1 support helps transform each child’s reading confidence and ability. In addition to its Online Reading Volunteers Programme, Chapter One offers an online Global Free Library of stories and materials that celebrate the world’s diversity.

Today is World Book Day®, which is about getting more children, from all backgrounds, developing a life-long habit of reading for pleasure, benefitting from the improved life chances this brings them. The theme of this year’s #WorldBookDay is #ReadYourWay, and the range of stories and resources in Chapter One’s online Global Free Library is perfect for encouraging more children to enjoy reading, however they choose to!

📚 Access the online Global Free Library: [www.chapterone.org/uk/library](https://www.chapterone.org/uk/library)

**Example X post**

We are a proud partner of @chapterone\_uk. Chapter One’s Global Free Library of stories celebrating the world’s diversity is perfect for encouraging more children to enjoy reading however they choose to this #WorldBookDay! #ReadYourWay [www.chapterone.org/uk/library](https://www.chapterone.org/uk/library)

**Accompanying imagery**

You can access accompanying images [via this Dropbox](https://www.dropbox.com/scl/fo/e0xu7pk35bv7cdqeoy2na/h?dl=0&e=1). If you have any issues with accessing, please contact Chapter One’s Social Media and Communications Officer, Isabel Davies [isabel.davies@chapterone.org](mailto:isabel.davies@chapterone.org).