World Book Night

Comms Toolkit

Help us create a nation of readers this World Book Night.
World Book Night brings people from all backgrounds together for one reason – to inspire others to read more. Organisations and individuals are holding events up and down the country to celebrate the difference that reading makes to our lives, from book themed parties at home to books swaps in offices and reading group activities. We’re also bringing people together to read during the #ReadingHour, helping to create a nation of readers through the Road to Reading and donating thousands of books to people who don’t regularly read for pleasure through partnerships with community organisations.

We’re delighted to have you involved in celebrating World Book Night. This toolkit will provide you with an overview of our planned activity, key messaging, and suggested social media posts. Please also see our Organisation and Workplace toolkit for ideas on how you can celebrate.

Contact worldbooknight@readingagency.org.uk or comms@readingagency.org.uk with any questions.

Contents

In this toolkit you will find:

• Key stats on the power of reading

• Key messages for World Book Night and Quick Reads 2024

• The Quick Reads booklist

• Draft social posts

• Information about World Book Night, Quick Reads and The Reading Agency
The Power of Reading

• **1 in 3 (31%)** adults in England don’t regularly read for pleasure, rising to **1 in 2 (46%)** of young people. The Reading Agency’s annual World Book Night celebrates reading for pleasure, encouraging conversation about books and for everyone to spend time reading. World Book Night covers the whole reading journey and is accessible for everyone, from less-confident readers to those who read regularly. World Book Night is a community celebration, bringing people together to share the joy of reading.

• Around **5.8 million people (16% of adults)** in England and Northern Ireland score at the lowest level of proficiency in literacy (at or below Level 1).

• Low levels of literacy cost the UK an estimated **£81 billion** a year in lost earnings and increased welfare spending, impacting on ‘the success of the economy as a whole’.

• Adults with lower levels of literacy are more likely to believe that they have little impact on political processes and are less likely to participate in volunteer activities.

• Per capita incomes are higher in countries where more adults reach the highest levels of literacy proficiency and fewer adults are at the lowest levels of literacy.

• Reading extensively and for pleasure can foster the development of stronger reading habits and increase literacy skills at a greater rate than through formal literacy lessons.
Key Messaging

Key messaging about World Book Night:

• World Book Night is a national celebration of reading and books that takes place on 23 April every year
• World Book Night is for everyone – regardless of whether they consider themselves ‘readers’ or not
• World Book Night is a national moment, and everyone is invited to participate by dedicating time to reading any book, in any format

At the heart of World Book Night 2024 are Quick Reads, short books and great stories by bestselling authors, written in an accessible and easy-to-read style.

The 2024 Quick Reads:

• Kia Abdullah, Those People Next Door (abridged) (HQ, HarperCollins)
• Malorie Blackman, Boys Don’t Cry (abridged) (Penguin, Penguin Random House)
• Matt Cain, Game On (Headline, Hachette)
• Kit de Waal, Without Warning and Only Sometimes (abridged) (Headline, Hachette)
• Karen Swan, The Last Summer (abridged) (Pan Macmillan)

Key messaging about Quick Reads:

• Quick Reads is run by The Reading Agency, a unique national charity that tackles life’s big challenges through the proven power of reading
• In 2024 The Reading Agency will be publishing six new Quick Reads titles which will be gifted through World Book Night
• One in six adults in the UK find reading difficult, and one in three people do not regularly read for pleasure
• Quick Reads titles inspire emerging or lapsed readers to get into the reading habit
• Quick Reads changes lives
• Quick Reads are short books and great reads by bestselling authors
• Just £1 at bookshops, or for free at libraries across the country
#ReadingHour

7-8pm on 23 April is the #ReadingHour, when everyone is encouraged to dedicate time to reading. People can read anything they want, in any way, or can even spend the time talking to others about books they’ve enjoyed.

Share your reading online during the #ReadingHour to join in the conversation.

Road to Reading

A little reading can go a long way. It can connect us to others, spark curiosity, boost our self-esteem and support our mental health. That’s why, this World Book Night, we are inviting everyone to join the Road to Reading. Change your life, 30 minutes at a time! Sign up and pledge to read every week and see what a difference it makes.

Each week we’ll share advice, reading recommendations and more, while keeping an eye on your progress to help you along the way. Participants’ reading journey will also form part of a national reading research project, helping us to transform the lives of more people across the UK.

Signups for the Road to Reading 2024 will open on 16 April. The Road to Reading will last 10 weeks, but will be the start of a lifetime of regular reading.

The Road to Reading is for everyone to get involved with, so we invite you, your family, friends and colleagues to take part.
Social Posts

We really appreciate your involvement in World Book Night 2024 and would value your support on social media in the lead-up to and on 23 April. Please use and adapt the posts below for your social media channels, using the hashtag #WorldBookNight and tagging @WorldBookNight (Twitter and Facebook) and @ReadingAgency (Twitter, Facebook and Instagram) where possible. Please note that @WorldBookNight on Instagram is not our campaign.

You can find all the assets on the World Book Night resources page.

FOR WORLD BOOK NIGHT

Happy #WorldBookNight! We’re excited to be joining in the national celebration of reading from @readingagency @WorldBookNight. What are you reading today?

We’re supporting @WorldBookNight with @readingagency today, celebrating the difference that reading makes to our lives. Get involved by sharing what you love about reading with someone who doesn’t regularly read. How are you celebrating? #WorldBookNight

1 in 3 people don’t regularly read for pleasure. We want to change this by encouraging everyone to read a book today to celebrate @WorldBookNight from @readingagency. What are you reading today? #WorldBookNight

We’re celebrating #WorldBookNight from @readingagency today! If you don’t know what to read, take a look at this year’s @WorldBookNight booklist: https://worldbooknight.org/books
FOR #READINGHOUR

Take some time for yourself this evening ✨
We’ll be picking up our books in the #ReadingHour to celebrate @WorldBookNight from @readingagency.
Just 30 mins of reading each week can increase life satisfaction (Billington, 2015)
Will you join us? 🌟

7-8pm on 23 April is @readingagency’s #ReadingHour, to celebrate @WorldBookNight.
It’s an hour to take a break, focus on yourself and escape into a book, magazine, comic book, or anything else!
We can all use a break now and then. What are you going to read?
#WorldBookNight

Have you explored this year’s collection of #QuickReads? Borrow one from the library or buy one for £1 to escape with for this year’s #ReadingHour @WorldBookNight.

FOR THE ROAD TO READING

Sign up to @WorldBookNight and @readingagency’s #RoadToReading, a 10-week pledge that will improve your reading!
It’s a great way to start a good habit and see the difference reading can make to your life https://worldbooknight.org/

To celebrate #WorldBookNight, @readingagency is inviting you to join the #RoadtoReading and pledge to read for 30 minutes every week for 10 weeks. Make a change in your life and sign up today https://worldbooknight.org/
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About Us

About World Book Night

World Book Night brings people from all backgrounds together for one reason – to inspire others to read more. Organisations and individuals hold events up and down the country to celebrate the difference that reading makes to our lives, from book themed parties at home to books swaps in offices. Organisations can volunteer to hand out books from our annual list to people who don’t read for pleasure or own books. www.worldbooknight.org

About Quick Reads

Quick Reads, a programme by The Reading Agency, aims to bring the pleasures and benefits of reading to everyone, including the one in three adults in the UK who do not regularly read for pleasure, and the one in six adults in the UK who find reading difficult. The scheme changes lives and plays a vital role in addressing the national crisis around adult literacy in the UK.

Each year, Quick Reads works with a range of publishers to commission high profile authors to write short, engaging books that are specifically designed to be easy to read. In 2023 The Reading Agency will be reprinting some of the most popular Quick Reads titles from previous years that will be gifted through World Book Night.

The titles are available for just £1 and since 2006, over 6 million books have been distributed through the initiative, 5 million library loans (PLR) have been registered and through outreach work hundreds of thousands of new readers each year have been introduced to the joys and benefits of reading.

About The Reading Agency

The Reading Agency is a UK charity with a mission to empower people of all ages to read. Evidence shows that reading improves health and wellbeing, life chances and social connections. The Reading Agency champions access to the proven power of reading by providing activities for all ages. Working with public libraries, prisons, hospitals and other community settings, we reach over two million people a year. But with a UK population of over 67 million that’s not nearly enough. We want to get more people fired up about reading because everything changes when you read. Get in touch today to find out more about what we do and to help us on our mission.

www.readingagency.org.uk | @readingagency