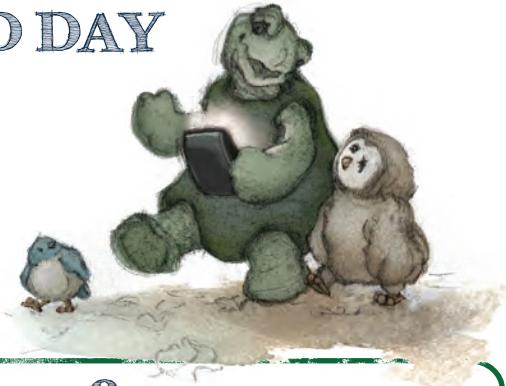


LitWorld WORLD READ ALOUD DAY

7 Strengths Countdown to February 24, 2016!



January

3

4

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Belonging Week

When has reading helped you feel like you belong to a community?

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11

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Curiosity Week

What kind of reading makes you curious and fills you with wonder?

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Friendship Week

How does reading help us connect and make the world friendlier?

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Kindness Week

What kindness role models have you met through reading?

February

31

1

2

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6



What stories make you feel confident and proud to be you?

Confidence Week

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When did reading give you the courage to stand up for something you believe in?

Courage Week

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If you could share a message of hope, what would you read aloud to the whole world?

Hope Week



21

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23



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WRAD Week!



Read Aloud. Change the World.

Introducing the World Read Aloud Day 7 Strengths Countdown

World Read Aloud Day on February 24th calls attention to the pure joy and power of reading aloud, and connects the world as a community of readers. To mobilize for the big day, LitWorld introduces the 7 Strengths countdown to World Read Aloud Day. The 7 Strengths celebrate all of the ways that reading makes us resilient and ready to thrive in school, work and life. They are: Belonging, Curiosity, Friendship, Kindness, Confidence, Courage, and Hope. Starting January 3rd, we will celebrate one strength per week until World Read Aloud Day is here!

This social media calendar shares sample posts and actions that you can take each week to spread the World Read Aloud Day movement and explore the impact of reading aloud. These posts and actions also make great inspiration for blog posts! If you will be posting or writing about LitWorld's World Read Aloud Day, be sure to link to the LitWorld website (litworld.org/wrad) and tag us on Twitter (@litworldsays), Facebook (@LitWorld) or Instagram (@litworld) so that we can re-share your content with our online community.

Pre-Countdown/Supplementary Countdown Posts

Reading aloud makes us strong! Join @litworldsays for the 7 Strengths countdown to World Read Aloud Day on 2/24. litworld.org/wrad #wrad16

Celebrate the power of reading aloud: Join the countdown to World Read Aloud Day on 2/24. litworld.org/wrad #wrad16

January 3-9: Belonging Week

Sample Posts

World Read Aloud Day is 2/24! Reading aloud lets us all belong to a community of readers. #belongingweek #wrad16 litworld.org/wrad

Suggested Actions to Take on Social Media

Post a photo of you or a loved one with a book that helps you feel connected to the world, and that you belong to a community. Add the hashtags #wrad16 #belongingweek to your post.

Tag or mentions friends or followers who inspire you as a reader to let them know that they are an important part of your personal reading community. Add the hashtags #wrad16 #belongingweek to your post.

January 10-16: Curiosity Week

Sample Post

Celebrate World Read Aloud Day on 2/24! What kind of reading makes you curious? #curiosityweek #wrad16 litworld.org/wrad

Suggested Actions to Take on Social Media

Share the top three things that you are most curious about right now, and ask your friends and followers for reading recommendations to help you discover more about your list of wonderings. Add the hashtags #wrad16 #curiosityweek.

Share a photo related to a book that embodies curiosity and fills you with wonder. Add the hashtags #wrad16 #curiosityweek.

January 17-23: Friendship Week

Sample Post

We find some of our best friends in books. Celebrate them & World Read Aloud Day on 2/24! #friendshipweek #wrad16 litworld.org/wrad

Suggested Actions to Take on Social Media

It's simple: read aloud with a friend and post about it! Who did you read with? What book did you read? Why did you choose that book? Add the hashtags #wrad16 #friendshipweek to your post.

Post a photo of your best book friends! Either the cover of the book they are in or another creative rendering that you think up. Add the hashtags #wrad16 #friendshipweek to your post.

January 24-30: Kindness Week

Sample Post

Kindness Week of #wrad16 7 Strengths countdown is here! Reading stories makes a compassionate world. litworld.org/wrad

Suggested Actions to Take on Social Media

Think about the fictional characters who inspire you to be kind. Dedicate a post to one of these special characters, and ask your followers to post their kindness inspirations. Add the hashtags #wrad16 #kindnessweek to your post.

Post a photo of you with a book that inspires you to be kind. Ask your followers to do the same. Add the hashtags #wrad16 #kindnessweek to your post.

January 31-February 6: Confidence Week

Sample Post

Welcome to #confidenceweek of the #wrad16 countdown. Reading the world empowers us to own our strengths. litworld.org/wrad

Suggested Actions to Take on Social Media

It takes confidence to share about ourselves. Think about a book or character that feels personal to you and share it with your followers. Ask them to do the same and add the hashtags #wrad16 #confidenceweek.

Strike a confident pose with a book you love. Take a picture and post it with the hashtags #wrad16 #confidenceweek.

Bonus confidence action: read in a place you normally wouldn't. Take a picture to share with your followers and dare them to do the same. Don't forget the hashtags #wrad16 #confidenceweek.

February 7-13: Courage Week

Sample Post

When we read we practice & prepare for life experiences that demand our courage. Celebrate #wrad16 #courageweek litworld.org/wrad

Suggested Actions to Take on Social Media

It takes courage to speak up. Be brave and share about an issue that matters to you with your followers. Ask them to do the same and add the hashtags #wrad16 #courageweek.

Find your voice. Be loud. Post a video of yourself naming a character who inspires you to be brave. Ask your followers to do the same and add the hashtags #wrad16 #courageweek.

Bonus courage action: dress up like your favorite character for a day. Post a picture to share with your followers. Add the hashtags #wrad16 #courageweek.

February 14-20: Hope Week

Sample Post

Reading is about sharing hope for the world & humanity. Join World Read Aloud Day Hope Week. #wrad16 #hopeweek

Suggested Actions to Take on Social Media

What kinds of books do you hope for in the next year? What kinds of characters do you hope to meet? Post about your reading hopes and ask your followers to do the same. Add the hashtags #wrad16 #hopeweek.

Post a photo of you with a book that fills you with hope. Ask your followers to do the same and add the hashtags #wrad16 #hopeweek.