One Million Gifts of Reading



Help spread the word

NOVEMBER 2026

HOW DO I SPREAD THE WORD ON SOCIALS?

1. Pick It

Choose the person you'd like to gift to, and something you know they will genuinely love. Tell us why you picked it for them.

2. Gift It

Share your gift on socials, tag them and tell them it's on its way – or capture the moment you give it to them.

3. Pass It On

Challenge them to choose someone else, make their own gift and keep the chain going.

GO ALL IN.
National Year of Reading 2026

Ready to start the chain?

Share the campaign with your friends, family and followers

POST

Celebrate your gift, who it's for, why you've chosen it, and invite them to pass it on, across Instagram, Facebook, TikTok and YouTube Shorts.

TAG

The person you're gifting to and invite them to pass it on.
Please also tag @go_all_in_2026 so your followers can find out more about the campaign.

Our social channels
Instagram @go_all_in_2026
TikTok @go_all_in_2026
Facebook @go_all_in_2026

SHARE

#OneMillionGifts
#NationalYearOfReading2026

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Social media copy

If you're taking part on behalf of an organisation, here is some example social media copy you can use to celebrate your involvement in One Million Gifts and encourage others to do the same.

Remember to tag @go_all_in_2026 and use the campaign hashtags #OneMillionGifts and #NationalYearOfReading 2026.



I'm proud to be part of One Million Gifts of Reading!

We're contributing by [insert activity], helping more people discover books and stories they'll love. Every gift brings us one step closer to one million.



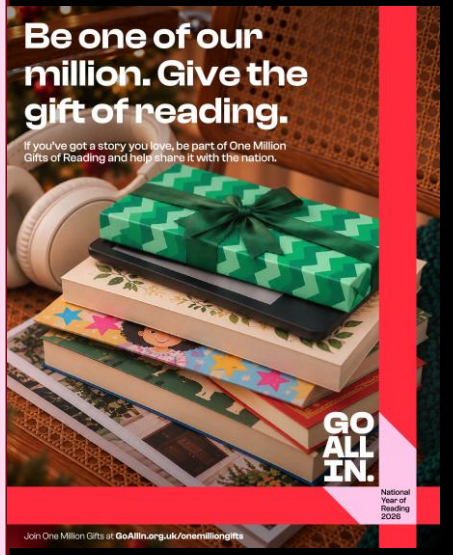
I'm proud to be part of One Million Gifts by [insert activity].

You can be part of it too. Whether it's gifting a book, passing on a recommendation or finding another way to spread the joy of reading.



We're Going All In on One Million Gifts of Reading!

As part of this nationwide campaign, we're [insert activity] to help more people share the joy of stories.



We have been sharing our favourite reads at our all-staff monthly meeting. Here are some of our recommendations.

Join us in giving the gift of reading.