

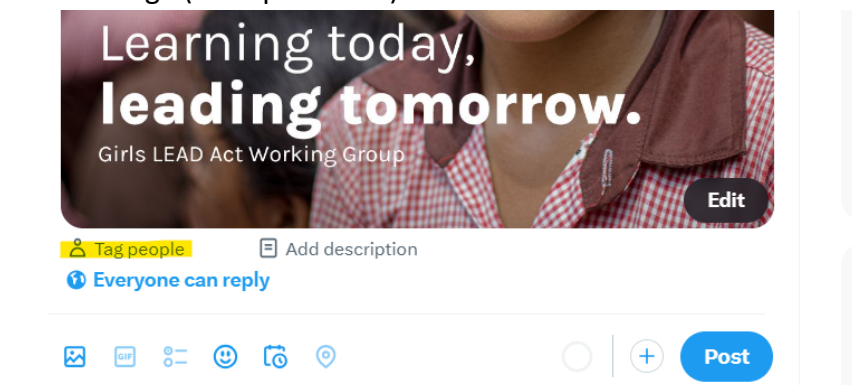
## READ Act Reauthorization, World Literacy Day 2023 & Ready, Set, READ! Social Media Toolkit

**Introduction:** Introduced by Representatives Chris Smith (R-NJ) and Grace Meng (D-NY), and Senators Dick Durbin (D-IL) and Marco Rubio (R-FL), the READ Act Reauthorization Act of 2023 is a reauthorization of the original READ Act of 2017. It would reauthorize the READ Act for an additional five years, continuing current U.S. efforts to ensure equal access to quality education for children throughout the world. The READ Act Reauthorization ensures that the U.S. government updates their strategy to improve foundational literacy and numeracy in basic education. It also requires rigorous monitoring and evaluation efforts and a yearly report to Congress and the public.

**Please post from the toolkit below and help spread the word** about the September 13, 2023, event promoting U.S. support for global education, International Literacy Day (September 8), impact from the READ Act of 2017, the importance of READ Act Reauthorization, and the month-long September 2023 literacy campaign.

### Tips:

- Use the hashtag #READActReauthorization to search for partner posts, so you can like, comment on, and repost other READ Act Reauthorization related posts.
- You can tag Twitter/X handles, such as those of elected officials and partners, in an image (example below):



This toolkit includes suggested posts, tweets, and accompanying [graphics in this shared social media visuals folder](#). Please feel free to adapt to your branding, messaging, and platforms.

### **Hashtags:**

#### **Primary Hashtag:**

**#READActReauthorization**

#### **Supporting Hashtags:**

#ReadySetREAD

#USAIDLiteracy

#EducationForAll

#WorldLiteracyDay

#InternationalLiteracyDay

#GlobalLiteracy

### **Original Bill Sponsors:**

1. @SenatorDurbin
2. @SenMarcoRubio (twitter) @senatormarcorubio (instagram)
3. @repchrissmith (instagram only)
4. @RepGraceMeng

### **Partners:**

- Basic Education Coalition
  - Twitter/X: @BasicEdtweets
  - Instagram: @basicedcoalition
  - Facebook: @basiceducationcoalition
  - LinkedIn: @basic-education-coalition
- Building Tomorrow
  - Twitter/X: @BldgTomorrow
  - Instagram: @bldgtomorrow
  - Facebook: @buildingtomorrow
  - LinkedIn: @building-tomorrow-inc
- ChildFund
  - Twitter/X: ChildFund
  - Instagram: @childfund
  - Facebook: @ChildFundInternational
  - LinkedIn: @childfund-alliance
- Global Campaign for Education-US
  - Twitter/X: @GCE\_US
  - Instagram: @GCE\_US
  - Facebook.com/campaignforeducationusa
  - LinkedIn.com: @Global Campaign for Education-US
- Humanity & Inclusion-US
  - Twitter: @HI\_UnitedStates
  - Instagram: humanity\_inclusion\_us
- International Rescue Committee
  - Twitter/X: @RESCUEorg
  - Instagram: @rescueorg
  - Facebook: @InternationalRescueCommittee
  - LinkedIn: @international-rescue-committee
- Jesuit Refugee Service/USA
  - Twitter/X: @jrsusa
  - Instagram: @jrs\_usa
  - Facebook: @jrsusa
  - LinkedIn: @jesuit-refugee-service-jrs-usa
- Kenya Education Fund
  - Twitter/X: @KEeducationfund

- Instagram: @kenyaeducationfund
- Facebook: @kenyaeducationfund
- LinkedIn: @kenya-education-fund
- NABU
  - Twitter/X: @nabuorg
  - Instagram: @nabuorg
  - Facebook: @nabuusa
  - LinkedIn: @nabu-org
- RESULTS
  - Twitter/X: @RESULTS\_Tweets
  - Instagram: @voices4results
  - Facebook: @RESULTSEdFund
  - LinkedIn: @results-educational-fund
- The Borgen Project
  - Twitter/X: @theborgenproject
  - Instagram: @borgenproject
  - Facebook: @borgenproject
  - LinkedIn: @the-borgen-project
- Together for Girls (and Brave Movement)
  - Twitter/X: @together4girls
  - [Instagram: @bebraveglobal](#)
  - Facebook: @togetherforgirls
  - LinkedIn: @together-for-girls
- UNICEF USA @UNICEFUSA
- World Learning @WorldLearning
- World Vision @WorldVisionUSA
- Youth Alliance Working Group of the Children's Policy and Funding Initiative
  - Twitter/X: @cpfi\_yawg
  - Instagram: @cpfi\_yawg
  - LinkedIn: @the-youth-alliance-working-group

### **Speakers and Congressional Leaders:**

- [Senator Dick Durbin](#) @SenatorDurbin
- [Senator Mark Rubio](#)
  - Twitter/X: @SenMarcoRubio
  - Instagram: @senatormarcorubio
  - Facebook: @MarcoRubio
- [Rep. Lois Frankel](#)
  - Twitter/X: @RepLoisFrankel
  - Instagram: @reploisfrankel
  - Facebook: @RepLoisFrankel
- [Chairman Ed Royce](#), former member of Congress, Chair of House Foreign Affairs Committee, and champion for the READ Act

- Former Congresswoman and Chairwoman [Nity Lowey](#), original sponsor of READ Act 2017 and global education champion
- [LeAnna Marr](#), USAID | @leannajoon @USAID @USAIDEducation
  - Twitter/X: @USAID & @USAIDEducation
  - Pages to tag on Facebook: @USAID @USAIDEducation
- [Laura Denham](#), Government Relations Adviser, Malala Fund
  - Twitter/X: @lddenham22 | [@MalalaFund](#)
  - Instagram: @laura.denham | [@malalafund](#)
  - Facebook: [@MalalaFund](#)
  - LinkedIn: [@Laura Denham](#) | [@Malala Fund](#)
- [Dr. Joanne Carter](#), Executive Director, RESULTS
  - Twitter/X: [@RESULTS Tweets](#)
  - Instagram: [@voices4results](#)
  - Facebook: [@ResultsEdFund](#)
  - LinkedIn: [linkedin.com/in/joanne-carter-3201525](https://www.linkedin.com/in/joanne-carter-3201525)
- [Carol Jenkins](#), President and CEO, World Learning
  - Twitter/X: [@CarolJenkins\\_WL](#) | [@WorldLearning](#)
  - Instagram: [@worldlearning](#)
  - Facebook: [@worldlearning](#)
  - LinkedIn: [@CarolJenkins](#) | [@World Learning](#)
- [Ngozi Lawal](#), Principal, Early Actions
  - LinkedIn: [linkedin.com/in/ngozi-lawal](https://www.linkedin.com/in/ngozi-lawal)
- [Maha Shoaib](#), a Fulbright Scholar from Pakistan, former teacher, and current GCE-US student fellow who was recognized by the Teacher Task Force at the UN Transforming Education Summit 2022
  - Twitter/X: @mahashoaib4 | @GCE\_US
  - Instagram: @mahaashoaib | @GCE\_US
  - Facebook: @Global Campaign for Education-US
  - LinkedIn: [linkedin.com/in/maha-shoaib-327087189](https://www.linkedin.com/in/maha-shoaib-327087189) | @Global Campaign for Education-US
- [Dr. Alison Bryant](#), Chief Research, Data, and Impact Officer at Sesame Workshop
  - Twitter/X: @JAlisonBryant | @SesameWorkshop
  - Instagram: [@sesameworkshop](#)
  - Facebook: [@Sesame Workshop](#)
  - LinkedIn: [@J. Alison Bryant](#) | [@Sesame Workshop](#)
- [Francine Niyomuhoza](#), a Global Partnership for Education Youth Leader and student originally from Rwanda who has lived for most of her life in a refugee camp in Malawi
  - Twitter/X: @\_\_\_\_\_Francine | @GPforEducation
  - Instagram: [@gpforeducation](#)
  - Facebook: [@global partnership for education](#)
  - LinkedIn: [@Francine Niyomuhoza](#) | [@Global Partnership for Education](#)





Photo Credit: Lawrence Mtimauneneni/Feed The Children from USAID's Education Early Grade Reading Program in Malawi

Please join leading education and international organizations for:

## Ready, Set, READ!

*a breakfast reception*

In celebration of International Literacy Day and promoting U.S. support for global education

**Wednesday, September 13, 2023**  
**8:30–10:00 am**  
**Russell Senate Office Building, Room 385**

.....  
Please RSVP at:  
<https://bit.ly/RSVP-Ready-Set-READ>

*This is a widely attended event and has been organized to comply with ethics requirements.*



Photo Credit: Lawrence Mtimauneneni/Feed The Children from USAID's Education Early Grade Reading Program in Malawi

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*Please join leading education and international organizations for:*

# Ready, Set, READ!

## *a breakfast reception*

*In celebration of International Literacy Day and  
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### **September 13, 2023, Event Promotion:**

- This #WorldLiteracyDay, celebrate the power of literacy and education in transforming lives by joining us on September 13th for a Capitol Hill event titled “Ready, Set, READ.” #EducationForAll  
RSVP now: <https://bit.ly/RSVP-Ready-Set-READ>  
(insert invitation visual)
- Join us this September 13th for “Ready, Set, READ” a Hill event to celebrate the power of global literacy and education in transforming lives, communities, and the world. #WorldLiteracyDay #EducationForAll  
RSVP now: <https://bit.ly/RSVP-Ready-Set-READ>  
(insert invitation)
- Join us September 13th to celebrate the power of global literacy and education in transforming lives. With distinguished speakers including: @RepGraceMeng, @SenMarcoRubio, Former Rep. Ed Royce, Former Rep. Nita Lowey, @Idenham22 from @MalalaFund, Dr. Allison Bryant from @SesameWorkshop & more!

**Countdown posts:**

0 3

**DAYS LEFT UNTIL WE  
READY, SET, READ!**



Please join leading education and international organizations for

**Ready, Set, READ!**

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Photo Credit: Leonardo Mironchuk/Alamy/Photo Disc/Getty Images for USAID's Essential Early Grade Reading Program in Malawi

0 2

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Photo Credit: Leonardo Mironchuk/Alamy/Photo Disc/Getty Images for USAID's Essential Early Grade Reading Program in Malawi

01

DAY LEFT UNTIL WE  
READY, SET, READ!



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### Ready, Set, READ!

In celebration of International Literacy Day and promoting U.S. support for global education

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\*\*\*\*\*  
Please RSVP at: <https://bit.ly/RSVP-Ready-Set-READ>  
\*\*\*\*\*

This is a widely attended event and has been organized to comply with ethics requirements.



Photo Credit: Learning Measurements - Read The Children from USAID's Measuring Early Grade Reading Program in Malawi

1 HOUR

LEFT UNTIL WE READY,  
SET, READ!



Please join leading education and international organizations for

### Ready, Set, READ!

In celebration of International Literacy Day and promoting U.S. support for global education

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Please RSVP at: <https://bit.ly/RSVP-Ready-Set-READ>  
\*\*\*\*\*

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Photo Credit: Learning Measurements - Read The Children from USAID's Measuring Early Grade Reading Program in Malawi



**Countdown posts captions**

- Instagram, Facebook, and LinkedIn:
  - Instagram/Facebook/LinkedIn: 📖 **\_ days left/ ⌚ 1 hour left/ 🙌 HAPPENING NOW!** - celebrate the #READAct with us! GCE-US and our wonderful partners including @childfund, @unicefusa, Together for Girls, @worldvisionusa, @humanity\_inclusion\_us, @kenyaeducationfund (KEF), @cpfi\_yawg Youth Alliance Working Group, World Learning, @rescueorg, @theborgenproject, @jrs\_usa, the @basedcoalition, @voices4results and RESULTS Educational Fund, and @nabuorg.

🎓 We are excited to hear remarks from notable individuals such as J. Alison Bryant, Ph.D. (Chief Research, Data, and Impact Officer @sesameworkshop), @mahaashoab (GCE-US Student Fellow), Ngozi Lawal (Principal of Early Actions), @leannamarr (Deputy Assistant Administrator for Education @usaid), Francine Niyomuhoza (@gpforeducation Youth Leader), Former Rep. @nitalowey, Former Chairman Ed Royce, Laura Denham (Government Relations Advisor at @malalafund, @senatormarcorubio, Carol Jenkins (CEO of World Learning), Dr. Joanne Carter (Executive Director of @voices4results) and @RepLoisFrankel.

🔗 Please RSVP at: <https://lnkd.in/g/eRtKPC6N>

👉 We look forward to hearing about the power of #literacy from US elected officials and our colleagues on September 13th!

🏠 We encourage you to take action now to support #READActReauthorization: <https://lnkd.in/gGqU5HUK>

(Alt text: \_ day(s)/1hour until GCE-US and partners' "Ready, Set, READ" event on September 13th celebrating the power of the READ Act! Photo shows young girl smiling.)

- Twitter: 📖 \_ days left/ ⏰ 1 hour left/ 🙌 HAPPENING NOW! - celebrate the #READAct with us!

👉 We look forward to hearing about the power of #literacy from US elected officials and our partners on September 13th!

🏠 We encourage you to take action this month to Reauthorize the #READAct: [bit.ly/ReauthorizeREAD](https://bit.ly/ReauthorizeREAD)

### **Instagram/Facebook:**

- ATTN: Congressional contacts in Washington, DC!

Please join leading #education and international organizations for “Ready, Set, READ!” Wednesday, September 13, 2023, from 8:30-10:00 a.m. in the Russell Senate Office Building, Room 385. Breakfast will be served.

“Ready, Set, READ!” will highlight the power of #literacy and education in transforming lives in celebration of #InternationalLiteracyDay and the significance of U.S. foreign assistance to education, particularly for children & youth who face higher barriers to education, including girls, children with disabilities and those affected by crises and conflict.

With distinguished speakers invited from #Congress, USAID, partners, and youth advocates, our shared goal is to promote the reauthorization of the READ Act before it expires at the end of September 2023, ensuring that the momentum for quality, inclusive education for all and literacy remains unwavering.

Please RSVP today: <https://bit.ly/RSVP-Ready-Set-READ>

#READActReauthorization #EducationForAll #WorldLiteracyDay #ReadySetREAD  
#GlobalLiteracy #USAIDLiteracy

[Tag involved organizations]

- The READ Act prioritizes education for students around the world. With increased funds allocated towards education, more initiatives to make sure students stay in school, and more, the READ Act is critical to bringing education for all.

Currently, READ is up for Reauthorization until September 30. It’s critical to take action now so that no child is left behind. Contact your elected officials to ensure that education for all learners is prioritized.



Check out this OPEd in The Hill, authored by Former Representatives Nita Lowey and Ed Royce:

<https://thehill.com/opinion/congress-blog/4087349-congress-must-reauthorize-the-read-act-and-keep-international-education-a-priority/>

#READActReauthorization #ReadySetREAD #GlobalLiteracy

- No child should be left behind!

Half of the entire world's population are people under 30, and we have a responsibility to ensure that they are educated and empowered to become global leaders. For children to reach their full potential, they must have quality education!

It's imperative to Reauthorize READ while it's still up for discussion. Timing is critical! Contact your representatives before September 30th to ensure that the READ Act will continue to help students worldwide.

Check out this OPEd in The Hill, authored by Former Representatives Nita Lowey and Ed Royce:

<https://thehill.com/opinion/congress-blog/4087349-congress-must-reauthorize-the-read-act-and-keep-international-education-a-priority/>

#READActReauthorization #EducationForAll #WorldLiteracyDay

- According to the United Nations, we are 300 years away from achieving gender equality around the world. Education is one powerful tool that can change a girl's life for the better and pave the way to a more equal world.

Girls who are in school are less vulnerable to gender-based violence and other horrific forms of hate. Reauthorizing the READ Act, a titular law that prioritizes education for all, is essential in helping bring girls to school.

Check out this oped in The Hill, authored by former Representatives Nita Lowey and Ed Royce:

<https://thehill.com/opinion/congress-blog/4087349-congress-must-reauthorize-the-read-act-and-keep-international-education-a-priority/>

#READActReauthorization #USAIDLiteracy #EducationForAll

**LinkedIn:**

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Please RSVP today: <https://bit.ly/RSVP-Ready-Set-READ>

#READActReauthorization #EducationForAll #WorldLiteracyDay #ReadySetREAD  
#GlobalLiteracy #USAIDLiteracy

[Tag involved organizations]

### **General & Thank You Tweet Ideas:**

- Thank you Chris Smith and @RepGraceMeng for introducing and leading on the #READActReauthorization. The power of education is clear: brighter futures, healthier communities, and increased economic growth for individuals and countries. #EducationForAll via #WorldLiteracyDay
- Thank you @SenatorDurbin and @SenMarcoRubio for introducing and leading on the #READActReauthorization. The power of education is clear: brighter futures, healthier communities, and increased economic growth for individuals and countries. #EducationForAll #WorldLiteracyDay
- For children to reach their full potential, they must have quality education! The #READActReauthorization supports international basic education and helps to create a more stable and prosperous world for us all. #EducationForAll #WorldLiteracyDay
- 8 out of 10 children in low-income countries are experiencing “learning poverty” and many children do not have access to education materials. #READActReauthorization helps to provide these resources and addresses key barriers to school attendance, retention, and completion. #EducationForAll #ReadySetREAD #WorldLiteracyDay



- It is time to pass the #READActReauthorization before it sunsets at the end of this month. The power of education is clear: brighter futures, healthier communities, and increased economic growth for individuals and countries. #EducationForAll #WorldLiteracyDay #ReadySetREAD

# REAUTHORIZE THE READ ACT

This reauthorization will  
prioritize education for all  
and strengthen access to  
schools.

**This ensures that  
no child is left  
behind.**



Alt. Text: Reauthorize the READ Act: This reauthorization will prioritize education for all and strengthen access to schools. This ensures that no child is left behind, with a picture of children at school.

# REAUTHORIZING THE READ ACT

(H.R.681/S.41)




is critical  
to ensure  
quality  
education  
for all.

Alt. Text: Reauthorizing the READ Act (H.R.681/S.41) is critical to ensure quality education for all, with a picture of children learning to read in school.

Accompanying Program Photos:

**For the photos below from World Vision, please give credit such as:**

 Photo by @WorldVision



Alt. Text: A young girl practicing writing from a workbook.



Alt. Text: A young boy reading outside.



Alt. Text: Four young girls excitedly showcasing books.



Alt. Text: Students raising their hands and smiling in a classroom.






Alt. Text: Two young children smiling while reading together.

**For the photos below from USAID-funded projects in Nepal, please credit Humanity & Inclusion-US:**

Twitter: @HI\_UnitedStates

Instagram: humanity\_inclusion\_us

- *Example:*

 Photo by @HI\_UnitedStates



Alt text: A teacher leans over to help a young boy with a school assignment in a classroom in Nepal.





Alt text: Two girls sit at their school desk smiling. The girl on the right is writing in her notebook.



Alt text: A learning facilitator helps two students with an assignment learning the English alphabet in a classroom in Nepal.

**UNICEF USA Digital Activation**

This resource is a public platform that connects advocates to the offices of their members of Congress by sending letters requesting their support for particular legislation. Feel free to share this out with your supporters and encourage them to complete the action and urge their members to co-sponsor the reauthorization of the READ Act

- <https://act.unicefusa.org/READActReauthorization2023>

**UNICEF USA Social Press Kit**

This resource is a public library of downloadable social shareables and captions for posting on social channels. Some also include a link to the digital activation.

- <https://socialpresskit.com/unicefusa>