



**WORLD
VALUES
DAY**

**Social Media Toolkit
2024**

#WorldValuesDay

World Values Day 2024

BRINGING VALUES TO LIFE

Social Media Toolkit for Supporters

Everything you need to get involved on 17th October



#WorldValuesDay

Theme



Values are what matter most to us. They motivate and guide us. They are the passion in our hearts, the reason we do the things we do.

In a world that can feel increasingly divided, values help unite us. They are the glue holding together our communities and wider society.

Our theme this year is **Bringing Values To Life**.

So on 17th October, World Values Day, let's bring our values to life, reaching past all the hostility and negativity that divide us to change the world for the better.

To maximise the impact of World Values Day, there is a digital campaign on social media with a network of wonderful individuals and organisations taking part, including you of course!

This document is designed to help you and/or your organisation to make the most of the campaign online.

If you have any feedback or would like further support, contact: info@worldvaluesday.com



#WorldValuesDay

Stay in the loop

We post regular updates and opportunities to interact with us online before and on World Values Day.

To stay up to date with everything going on, make sure to check out the links below, follow us on our social media and encourage others to join the conversation too.

Follow on Social Media

Click on the icons to the right to follow and participate online. Don't forget to tag @ValuesDay in your post and use the hashtag #WorldValuesDay

Useful Links

Sign up to our newsletter [here](#)

Set-up a reminder for World Values Day [here](#)

Check out our website [here](#)

Become a supporter: We're proud to be supported by a range of different groups, businesses and individuals. Drop us an email to become one too: info@worldvaluesday.com





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Get Involved

#WorldValuesDay

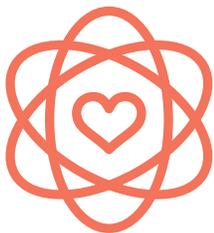
The basics



Choose a Value

Choose a value that's important to you. Are you really living that value to the full?

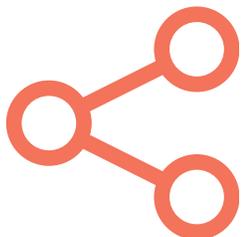
For help in choosing your important value take a look at our [Values Guides](#)



Act on that Value

Bring that value to life! Do something to make the world a better place.

For inspiration and ideas on how to do this take a look at our [Values Guides](#)



Tell the World

Spread the love and bring us all a bit closer by sharing your story.

Post to social media using #WorldValuesDay on 17th October & don't be afraid to get creative. You could even include a [selfie with our pre-made template.](#)



#WorldValuesDay

Values Templates & Guides

Whether you are an individual, family, group, school or organisation, there are plenty of ways to get involved on October 17th. Here are some resources to help you reconnect with your values for World Values Day:

How do I choose a Value?

Values are important and personal. That's why we've put together a handy guide to help you **choose a value** that best fits you.

What do I share online?

What you share can be as simple as a selfie with a caption saying what you value and how you are putting that value into action.

Just make sure to use the hashtag **#WorldValuesDay**

Our **pre-made template** is perfect for selfie-taking!



#WorldValuesDay

Resources For Schools



World Values Day Schools Pack

Hundreds of schools around the world already take part in World Values Day, but we want to encourage many more to join in this annual exploration and celebration of values.

We now have a range of 15 different resources in our updated Schools Pack which will help your school do that. There are resources for all age groups, all kinds of schools, and all countries and cultures.

Learn more about the schools pack [here](#) and download the “Values Guide for Schools” [here](#)



#WorldValuesDay

Other ways to get involved

Values Challenge for Groups and Organizations

When organisations and groups look after the values and wellbeing of their people, they perform better and have higher levels of engagement and satisfaction.

You can put values into action together, or take the **Values Challenge**, specifically designed for larger groups.

Dig Deeper

You can use our **tools and resources** to take a deeper dive into values and actions.

Join our Events and Activities

There are events and activities being held all over the world to join, or you can host your own! Email info@worldvaluesday.com to list events on our website.

Feeling generous? World Values Day is a charitable cause, run entirely for the love of sharing and celebrating values. Please consider making a donation **here**



#WorldValuesDay

Valuesthon 2024

Huge range of events organized for World Values Day 2024.

Our all-day online values festival spans New Zealand, Australia, Asia, India, Africa, Europe and Canada and the United States.

Dozens of events organized by various supporters and Ambassadors of World Values Day open to public participation.

Register for as many event as you would like and connect with others from around the world.

[Click here](#) for more details.

Regardless of how you get involved this year, please make sure to share, share, share!

Document how you're participating and share to your preferred social media channel.

Make sure to tag us and use the #WorldValuesDay hashtag so we can share it for you too!





**WORLD
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Sample Content

Social Media content to copy, paste and share.



Pre-World Values Day

On 17th October celebrate #WorldValuesDay. It's an opportunity to acknowledge our #corevalues and celebrate those who embody and uphold them.

Join the conversation by voicing your appreciation for the brilliant people in your life. www.worldvaluesday.com

On 17th October join me / us in celebrating #WorldValuesDay and this year it's all about bringing our values to life!!

What are the #values you hold most deeply?

Who is applying those values to overcome division and build a better world?

Join the conversation with @ValuesDay

#Values have the power to connect us, to bring us closer together, and to inspire us to do better.

That's why the theme for #WorldValuesDay 2024 is "Bringing Values To Life".

We're going to be taking part on 17th October, and we'd love for you to join us in celebrating the positive impact #values have on the world and our communities.

Learn more on @ValuesDay www.worldvaluesday.com



Social Media content to copy, paste and share.



Pre-World Values Day

🌍 On October 17th, the world comes together to celebrate #WorldValuesDay.

It's a reminder that our values are the glue that binds us as a global community.

Who in your life exemplifies the values you cherish? Share their story at www.worldvaluesday.com.

This #WorldValuesDay, let's reflect on the values that unite us and make our communities stronger.

Whether it's kindness, empathy, or resilience, our values have the power to bring us closer.

Join us in celebrating the ties that bind at @ValuesDay!

🌟 Values shape who we are and how we connect with others.

As we approach #WorldValuesDay, take a moment to think about the values that drive you.

Who inspires you with their commitment to these values? Share their impact with us.

#Values have the power to connect us, to bring us closer together, and to inspire us to do better. But we need to put them into action! That's why this year's theme for #WorldValuesDay is 'Bringing Values To Life'

We're going to be taking part on 17th October, and we'd love for you to join us in celebrating the positive impact #values have on the world.

Learn more on @ValuesDay www.worldvaluesday.com



Social Media content to copy, paste and share.



On World Values Day | October 17, 2024

💬 On this #WorldValuesDay, let's engage in meaningful conversations about the values that matter most to us.

Share your core values and the positive changes they've brought into your life and / or your community.

Together, we can inspire others to embrace their values too.

🌐 Values know no borders. They transcend differences and bring us closer.

Today, let's come together and celebrate #WorldValuesDay by recognising those who make our world better through their values.

Join the conversation with @ValuesDay today for #WorldValuesDay

What are the #Values you hold most dearly? And how do they help you live your life for the better?

By connecting with the values we hold most dearly, we recognise their presence in so many people doing brilliant things around us.

That's why today we're taking part in #WorldValuesDay

Get involved via @ValuesDay

#community #togetherness #love

#Values have the power to inspire us to live more authentically, to create positive change and to be kinder to the people in our lives.

Today on #WorldValuesDay, we're celebrating the values and people we most admire.

Why don't you join us? www.worldvaluesday.com



Social Media content to copy, paste and share.



On World Values Day

What are the #Values you hold most dearly? And how do they help you live your life for the better?

By connecting with the values we hold most dearly, we recognise their presence in so many people doing brilliant things around us.

That's why today we're taking part in #WorldValuesDay.

Get involved via @ValuesDay

#community #togetherness #love

When we share our values, we start to realise that there's more that unites us than divides us.

Join us in celebrating this #WorldValuesDay!

Find out how you can get involved: www.worldvaluesday.com

This #WorldValuesDay is all about Bringing Values To Life.

They inspire us to behave selflessly and support one another.

We'd love for you to join us in celebration: www.worldvaluesday.com

Individuals and organisations across the world are celebrating the #Values that inspire them and bring them together.

#WorldValuesDay gives us the opportunity to let people know we appreciate their good work.

Interested in getting involved? Follow @ValuesDay





If you have any further questions, comments, or would like to get more involved, then please contact one of the following:

General Enquiries and Feedback:

info@worldvaluesday.com

Influencer Enquiries and Further Support:

info@worldvaluesday.com