



**WORLD
VALUES
DAY**

**Social Media Toolkit
2026**

#WorldValuesDay

World Values Day 2026

VALUES AND VOLUNTEERING

Social Media Toolkit for Supporters
*Everything you need to get involved
on the 15th of 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 **Values and Volunteering**.

So on 15th 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 for our newsletter [here](#)

Check out our website [here](#)

Click on a
social media icon
to follow



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

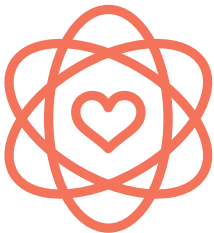
The basics



Choose a Value

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

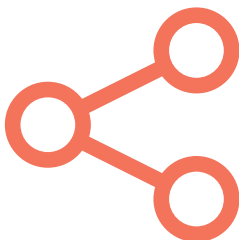
For help in choosing your important value take a look at our [Values Guides](#)



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 15th 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 15th. 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!



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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](#)



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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**



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Valuesthon 2026

Huge range of events organised for World Values Day.

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

Dozens of events organised 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 October 15, join me/us for #WorldValuesDay, a global day to reflect on the values that inspire volunteering and giving back.

Volunteering is more than action. It's values in practice.

Let's celebrate the values that move people to care, contribute, and connect.

On October 15, I'm/we're celebrating #WorldValuesDay, with this year's theme: Values and Volunteering.

What values motivate you to give your time, energy, or skills?

Join the conversation with @ValuesDay.

Volunteering doesn't start with a task. It starts with values.

Compassion, responsibility, dignity, and belonging are often what drive people to show up and give back.

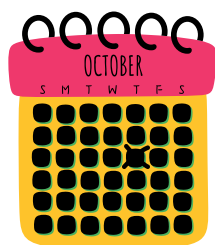
That's why the theme for #WorldValuesDay 2026 is Values and Volunteering.

I'm / we're taking part in #WorldValuesDay on October 15, celebrating the values that inspire volunteering in all its forms.

Living our values isn't limited to one day. It's something we practice through everyday choices and actions that support others.



Social Media content to copy, paste and share.



On World Values Day | October 15, 2026

What values inspire you to volunteer or support others?

Today on #WorldValuesDay, we're reflecting on how values like compassion, care, and community turn intention into action.

Get involved via @ValuesDay.

Volunteering looks different for everyone, but values are what connect us.

This #WorldValuesDay, let's celebrate the values that motivate people to give freely and strengthen communities around the world.

Learn how to take part: www.worldvaluesday.com

This #WorldValuesDay, we're focusing on Values and Volunteering.

When values guide our actions, volunteering becomes more meaningful, sustainable, and impactful.

Join us in celebrating values in action: www.worldvaluesday.com

Across the world, individuals and organizations are living their values through volunteering, service, and care for others.

#WorldValuesDay is a chance to recognize the values behind those actions and the people who bring them to life.

Happy World Values Day, October 15.





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