

THE
READING
AGENCY



**Book Club Day UK
Communications Toolkit**

11 September 2025



Book Club Day UK — Communications Toolkit

An updated toolkit will be shared in August, with more image assets being provided.

Earlier this year, [Reading Groups for Everyone](#) was rebranded to **[Book Club Hub](#)**. As well as a more inclusive and welcoming site, we will be expanding news and offers to include opportunities for leaders of children's and young people's book clubs. This is to support [The Reading Agency](#)'s mission of getting more people fired up about reading because everything changes when you read.

To make the former National Reading Groups Day mirror this new focus, it will be rebranded as Book Club Day UK. Book Club Day UK will occur on **11 September 2025**.

We're delighted to have you involved in both celebrating and sharing the message of Book Club Day UK with your networks or book club.

Book Club Day UK

Join us in celebrating the power of shared reading on Book Club Day UK on 11 September 2025!

Book Club Day UK is a moment to share the joy of being part of a book club and to encourage new clubs to form so that even more people will discover how book clubs build stronger, more connected communities. It's your chance to promote your club, discover fresh resources from The Reading Agency, and welcome new readers into your circle.

In this Communications Toolkit

This Communications Toolkit will provide you with an overview of how we'd like book clubs to be involved with the day, an overview of the Book Club Hub website, plus key messaging to share and suggested social media posts.

In this toolkit you will find:

- Ideas of how your network or book club can get involved with Book Club Day UK
- Information about the Book Club Hub and how it can support book clubs
- Draft social media and newsletter posts, including links to digital assets
- Key stats on the power of reading and being in a book club
- Information about The Reading Agency

Contact bookclubhub@readingagency.org.uk with any questions.



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More about Book Club Day UK and why we celebrate it

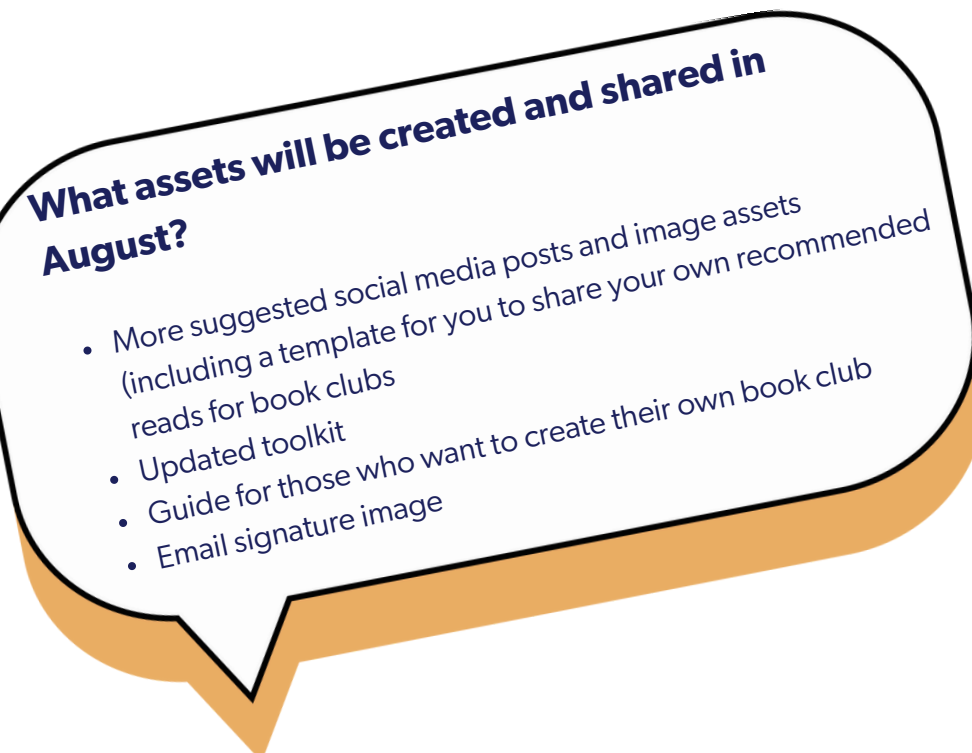
Book Club Day UK: Stories you love, people to meet, a day for book clubs.

The Reading Agency is a UK charity that inspires social and personal change through the proven power of reading. We work with individuals of all ages, communities and trusted partners to share the transformative benefits of reading for happy, healthy and thriving lives. Our work with Book Clubs and Book Club Day UK encompasses our value of being connectors and collaborators.

Celebrating communal reading and book clubs helps to create a nation of readers by highlighting the importance of social cohesion and the positive effects of being in a book club (as demonstrated through our [own research findings](#)). One focus of Book Club Day UK is to try and encourage those who may not already be part of a book club to join or even start their own club.

Our aims of Book Club Day UK are to:

- Provide libraries and book club leaders with the opportunity to promote their book clubs
- Encourage readers to either start their own book club or to invite new members to join a meeting in September
- Demonstrate how our Book Club Hub and the resources on the platform can help tackle life's big challenges
- To create a Book Club Hub Rep group where leaders of book clubs across the UK can join a WhatsApp Broadcast Group to help shape the book club offers on our platform and to hear more directly from The Reading Agency and our publisher partners



What is the Book Club Hub and why is it helpful for book clubs?

Book Club Hub (bookclubhub.co.uk) is a platform connecting readers and book clubs of all ages across the UK. It is managed by The Reading Agency.

For every book club, every genre, every reader.

Welcome to the Book Club Hub, where book clubs, librarians and teachers can:

- Discover the **latest book** news on releases and authors
- Share a **user guide** to book club members to help **make the most of the website**
- Apply for **exclusive offers** (such as sets of FREE books in return for reviews)
- Read other readers' reviews to help you **pick your next read** and tag the books you like the look of to create your own 'to-be-read' pile
- Check out amazing resources such as **discussion guides, extracts, book trailers** and more that can be used to enhance your meetings
- Share your **book club availability** so that those looking to join a book club can discover more about your group (if you'd like them to)
- Sign up to our monthly **Book Club Hub bulletin**, to be the first to hear the latest reading news and book club sets up-for-grabs from The Reading Agency and publishers
- Expert **support from national charity The Reading Agency**, with guides and articles to help run your book clubs

The Book Club Hub offers book club leaders access to free offers from publishers and prizes in return for reviews, gives them the chance to read the latest books and author news to help them pick their next read, and allows them to download resources to use with their club. Readers can also share reviews of the books they have read and find recommendations to help you pick your next read.

Throughout the year we would also like to highlight your book clubs, by creating a spotlight article for the website. If you would like to be involved, **fill in this form** and send to Kimberley at **bookclubhub@readingagency.org.uk**.

Book Club Hub sits within the 'Connecting Communities' area of The Reading Agency, using reading for pleasure as a way of bringing people together. You can read more about The Reading Agency on page 9.



What does the Book Club Hub look like?

- **Home Page:** A carousel displaying the most recent news and offers. This will also include offers for both children and young people, so there'll be constant news and offers for book clubs of all ages
- **News:** We will host news articles from our publisher and prize partners, spotlight book clubs, and share content from The Reading Agency. This is where we will also spotlight book clubs with the spotlight articles. Clubs can filter depending on whether it is adult, children's or young people's content
- **Find a Book:** A place for clubs to search for titles and read reviews from other readers. Booklists from The Reading Agency and prize lists are hosted on this page
- **Offers:** Clubs can search through the offers from our publisher and prize partners, receiving free copies in return for reviews (due approximately six weeks after they receive their copies). Clubs can also apply to read and review both published and upcoming titles
- **Resources:** Resources (e.g. discussion guides, downloadable booklists, library resources) can be filtered by their target audience (adult, children's or young people's content)
- **Find a Book Club:** The 'Find a Book Club' page allows readers to locate book clubs near them to join
- **My Group:** Accessible to registered book club members. Clubs can track their members and the books they've read. Clubs can tag what books they'd like to read as 'TBR pile', tag books they have read to keep track, and can leave their own reviews

What will be on the Book Club Hub for Book Club Day UK?

- Publisher partners will be sharing their suggested books that are perfect for book clubs to read together
- A spotlight on interesting book clubs and their recommendations
- A guide to start your own book club
- Giveaways



Draft social media and newsletter posts (Before Book Club Day UK)

Social media | Pre-launch

[Image assets can be found here.](#)

 Something exciting is coming for book clubs!

@readingagency, libraries and book clubs will be coming together on 11 September to celebrate #BookClubDayUK. More info coming soon 🗓️

#BookClubs

Thinking about joining a book club?

Now's the perfect time! #BookClubDayUK is coming on 11 September and we're welcoming new members to join the fun! Pop into the library to hear more.

 Come for the books, stay for the conversations.

Are you in a book club? Spread the word!

#BookClubDayUK is all about celebrating the power of shared reading. Lots more information to come soon but we'd love for you to Invite someone new to your September and help grow our reading community.

@readingagency #MyBookClub

 Save the Date

#BookClubDayUK is happening 11 September!

 Stories you love

 People to meet

 A day for book clubs

We hope you will join us to celebrating reading together and share how book clubs helps to create a nation of readers.

More information to come from us and @readingagency soon.



Newsletter copy

 Calling all book clubs!




Join us this September for Book Club Day UK – a national celebration of book clubs, connection, and community from The Reading Agency.

How can book clubs join in with the fun?

- Visit the library to hear how we can support your book club
- Add your book club to the #BookClubHub so that new members can join
- Share your book suggestions for other book clubs
- Invite readers to join your club in September
- Not part of a club? Start your own!

We will be sharing more details soon but put the date in your diary to help us build a nation of readers together.

For now, visit the [Book Club Hub](#) for:

-  Exclusive Book Club offers, including free books in exchange for reviews
-  The latest book news and booklists
-  Discussion guides, author insights, plus a range of other engaging resources

The Hub is open for ALL book clubs, from adult fiction lovers to children's and young people's reading groups.

As a reminder, an updated toolkit will be shared in August, with more image assets being provided.



About The Reading Agency

Everything changes when you read.

Welcome to The Reading Agency. We're a UK charity with a mission to inspire social and personal change through the proven power of reading. We work with individuals of all ages, communities and trusted partners to share the transformative benefits of reading for happy, healthy and thriving lives.

In the UK...

- 1 in 6 (8.5 million) adults struggle to read
- 1 in 4 children in England cannot read well by the age of 12

This limits life chances and choices.

Reading for pleasure and empowerment makes us more aware and informed. It helps us grow our imaginations. It makes us more empathetic and understanding of other people and cultures. It supports our health and wellbeing. It increases our ability to learn new skills. It helps us to communicate our ideas more effectively. It opens doors. It brings joy.

We know that not everyone has an equal start in life, so we support readers to create social connections and improve their reading skills. We help people manage their health and wellbeing through reading. Working with public libraries, prisons, hospitals and other community settings, last year our wide range of activities touched the lives of two million people. But with a UK population of over 67 million that isn't nearly enough. We want to get more people fired up about reading because everything changes when you read.

The Reading Agency is an Arts Council England National Portfolio Organisation.

Find out more at www.readingagency.org.uk

@readingagency

