

THE
READING
AGENCY



Book Club Day UK

READING REBELS

Communications Toolkit

11 September 2026

Book Club Day UK — Communications Toolkit

Book Club Day UK is an annual celebration of books and shared reading, run by national reading charity, [The Reading Agency](#), on **11 September 2026**.

This toolkit is for book club leaders, members, librarians and others who would like to take part and encourage more people to discover the power of reading together.

Book Club Day UK

Book Club Day UK celebrates the joy, connection and impact of shared reading, while supporting more people to start or join book clubs in their communities.

For 2026, the campaign invites people to **be a reading rebel and join a book club**. The messages are get your books out, find your people and build stronger communities. The day is a chance to bring people together to enjoy the power of reading and book talk, apply for [book club sets to read and review](#), discover [resources](#) and welcome new readers into your circle.

2026 is the **National Year of Reading**, a campaign designed to reignite a culture of reading for pleasure across the UK. It aims to make reading joyful, relevant and visible for all—in homes, classrooms, workplaces and communities. The campaign invites people to **Go All In** on their passions. Whatever you're into—sport, music, food, gaming, film, fashion, or creativity—read into it. By starting with passions not pressure, we can create a stronger, more connected reading culture.

On Book Club Day UK, we're inviting you to **Go All In** on your passions with your book club.

The communications toolkit

In this Book Club Day UK Communications Toolkit you will find:

- Ideas of how your network or book club can get involved with Book Club Day UK 2026
- Information about the Book Club Hub and how it can support book clubs
- Draft social media and newsletter posts, including links to digital assets
- Stats on the power of reading and being in a book club that you can use in your comms
- Information about The Reading Agency

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

Important tags and links

Book Club Hub website - bookclubhub.co.uk/

The Reading Agency social media tags - @readingagency

Hashtags - #BookClubDayUK/ #BCDUK



Contents

More about Book Club Day UK 2026, including theme	3
How to join in with Book Club Day UK	4
Find out more about our Book Club: The Original Social Network virtual event	5
What is the Book Club Hub and why is it helpful for book clubs?	6
Draft social media, newsletter posts and image assets	7
The power of reading and being in a book club	11
About The Reading Agency	13

More about Book Club Day UK 2026

The Reading Agency is a UK charity that inspires social and personal change through the proven power of reading. We work with 2.5 million individuals of all ages as well as communities and trusted partners to share the transformative benefits of reading for happy, healthy and thriving lives.

Demonstrated through our [own research findings](#), we are celebrating communal reading and book clubs to highlight the importance of social cohesion and the positive effects of being in a book club. Book Club Day UK encourages those who may not already be part of a book club to join or even start their own club in September, supporting The Reading Agency's aim to create a nation of readers!

Book Club Day UK aims 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
- **Make reading visible!** We know through [National Year of Reading](#) data that books and reading are becoming invisible, with more people using digital devices or feeling too distracted to read. We want to put books and reading back into view and are asking book clubs to get their books out in public for Book Club Day UK 2026

Book Club Day UK: Be a Reading Rebel, join a book club.

On Book Club Day UK (11 September), we are asking people to show their book to the world, find their people and discover why book clubs have been bringing readers together for generations.

The biggest rebellion starts on a single page.

Wider themes:

- **Join the reading rebellion:** book clubs have a rich and rebellious history! Being part of a book club is a simple, joyful act of connection, curiosity and challenge
- **Get your books out!:** on Book Club Day UK, readers are encouraged to show their books to the world and share what they are reading
- **Find your people:** book clubs help readers meet others, start conversations and turn strangers into friends
- **Read in public:** clubs are invited to hold meetings or mini-events in visible, unexpected places such as libraries, parks, trains, cafés, pubs, festivals or community spaces
- **Book Clubs, the original social network:** reading together supports social connection and helps communities feel more welcoming, creative and connected



How to join in with Book Club Day UK

Key Messages

- The biggest rebellion starts on a single page. Get your books out on #BCDUK/#BookClubDayUK
- Being in a book club is joining the reading rebellion: book clubs make books visible, spark debate, generate new ideas, turn strangers into friends and build communities
- Libraries and book club leaders are at the heart of Book Club Day UK. By opening up your spaces, sharing your club and inviting new readers in, you can help more people experience the joy of reading together
- Help encourage others to join your club or start their own so that they can find their people and discover why book clubs have been bringing readers together for generations
- Join the Book Club Hub community to help your club apply for free book club sets and keep up-to-date with the latest bookish news and opportunities

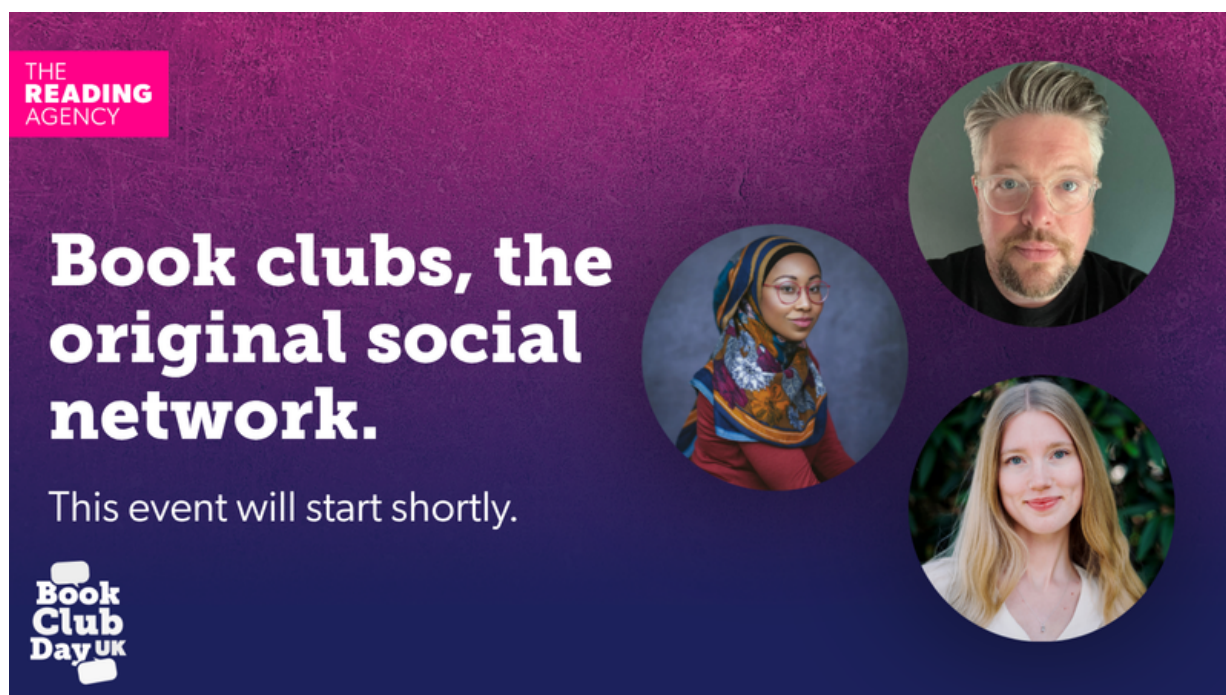


Ideas for joining in this September (if you are unable to join in on the day, we'd still love to see your engaging throughout the rest of the month)

- Host a Book Club Day UK event or share photos of your book club on 11 September. Take your club somewhere visible and public and share photos or short videos on social media
- Invite someone who is not part of your book club to your September meet up so that they can experience being part of a club - we have a fantastic [online event](#) you may want to join!
- If you are not already part of a book club, why not start one! We have a [guide](#) to help you. Don't forget to join the Book Club Hub to apply for free book club sets!
- If you work in an office space, why not run a one-off book club where everyone is invited to read together on 11 September (workplace toolkit to come soon)
- Create a library display celebrating local book clubs and the books that bring people together
- Use Book Club Hub to discover resources and connect with other readers



Book Clubs: The Original Social Network event



Online event

Friday, 11 September • 6:15 PM - 7 PM

On Book Club Day UK, this event will be a special discussion exploring the history — and future — of book clubs and shared reading.

Book Club Day UK is on 11 September and to celebrate we have a fantastic, free online event that book clubs or individuals who love reading can join to take part in the celebration.

Ruby Gray will host a special conversation with author Yassmin Abdel-Magied and historian Dr Michael Durrant exploring the history — and future — of book clubs. In conversation, they will share their thoughts about the importance and history of shared reading and book clubs and how this may have affected personal and social change over time.

To book your place, register via the [Zoom link](#).

Who is this event for?

Book club members, librarians, educators and members of the public who have an interest in reading.



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.

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** with your 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 **information about your book club** so that people looking to join 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
- Access expert **support from national charity, The Reading Agency**

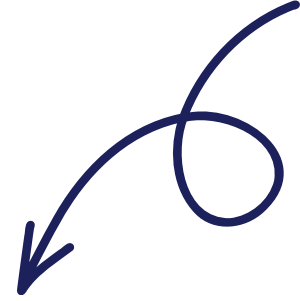
The Book Club Hub offers book club leaders access to free offers from publishers and prizes in return for reviews, gives them the chance to read the latest books and author news to help them pick their next read, and allows them to download resources to use with their club. Readers also share reviews 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 it to Kimberley at **bookclubhub@readingagency.org.uk**.

You can read more about The Reading Agency's work to bring communities together through the power of reading on page 13.



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



Social media | Pre-launch

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

 The biggest rebellion starts on a single page.

This Book Club Day UK, we're celebrating the joy and the rebellious history of reading together. On 11 September, show your book to the world, find your people and discover why book clubs have been bringing readers together for generations.

Whether you meet in a library, café, pub, park, workplace or living room, it's time to join the reading rebellion.

#BCDUK #GetYourBooksOut @readingagency

A book club is about more than the book. It's a place to meet people, exchange ideas, hear different perspectives and turn strangers into friends.

This Book Club Day UK, celebrate the people who make your reading life richer or take the first step towards finding them.

Who's in your book club? Tag your reading people below. 

#BCDUK #GetYourBooksOut @readingagency

 Calling all book clubs!

Wherever you meet, however you read, you're invited to celebrate #BCDUK on 11 September. Gather your group, make reading visible and join the reading rebellion. @readingagency

Get your books out! 

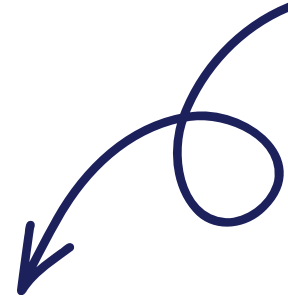
On Book Club Day UK, we want to fill feeds, streets and shared spaces with books. Show us what you or your book club are reading on 11 September. Share a photo, tell us what you think and invite others into the conversation.

Because every reading rebellion begins with someone opening a book.

#BCDUK #GetYourBooksOut #ReadingRebellion @readingagency



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



Social media | Pre-launch

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

Take your book club somewhere unexpected this Book Club Day UK. 📖🌍
Meet in a park, café, pub, library, community centre or even on a train. Hold a full meeting, host a mini-event or simply sit and read together.

On 11 September, let's make reading visible and show the world that books bring people together.

Where will your club be reading?

#BCDUK #GetYourBooksOut @readingagency

Long before likes, follows and group chats, there were book clubs.

Book clubs are the original social network: places where people share recommendations, debate ideas, discover new perspectives and build lasting friendships.

On 11 September, we're celebrating the enduring power of reading together.

#BCDUK #GetYourBooksOut @readingagency

Reading together has always been a quietly rebellious act.

For generations, book clubs have created spaces for people to gather, question, learn, challenge ideas and imagine something different.

Joining the reading rebellion is simple: pick up a book, bring people together and start a conversation. Celebrate Book Club Day UK on 11 September.

#BCDUK #GetYourBooksOut @readingagency

You don't need a membership card, a long reading list or a room full of people to start a book club.

Choose a book. Invite someone to read it with you. Decide when you'll talk about it. That's it you've started something! This Book Club Day UK, find your people and join the reading rebellion.

#BCDUK #GetYourBooksOut @readingagency



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

Social media | Launch day

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

Today is Book Club Day UK! 🎉📚

It's time to:

- 📖 Show your book to the world
- 👋 Celebrate your reading people
- 💬 Start a conversation
- 🌐 Take your reading into public
- 🔥 Join the reading rebellion

Share what you're reading or where your book club is meeting and tag us so we can celebrate with you.

The biggest rebellion starts on a single page.
#BCDUK #GetYourBooksOut @readingagency

📢 Book Club Day UK is here!

Let's make today a celebration of books, conversation and community.

Meet somewhere unexpected, enjoy your latest read and help make reading visible.

📷 Share your photos using #BCDUK @readingagency

📖 Happy Book Club Day UK!

Today, book clubs across the UK are making reading visible.

Take your books beyond your usual meeting place, celebrate reading together and inspire others to discover the joy of book clubs.

📷 Share your celebrations using #BCDUK @readingagency



🚩 Join the Reading Rebellion this Book Club Day UK!

This 11 September, join us for Book Club Day UK—a national celebration of book clubs, connection and community from The Reading Agency.

This year's theme is Be a Reading Rebel, celebrating the power of book clubs to bring people together, spark conversations and make reading visible.

How can your book club join the reading rebellion?

📖 Meet somewhere unexpected—whether that's a park, café, train, festival or another public space.

📷 Share photos and videos of your celebrations using #BCDUK.

💬 Show the world that book clubs are about more than just books—they build friendships, communities and new ideas.

❤️ Help inspire more people to discover the joy of reading together.

Every book club is different, but together we can make reading impossible to ignore.

In the lead-up to Book Club Day UK, we'll be sharing ideas and inspiration to help you celebrate, so keep an eye on our channels.

In the meantime, visit Book Club Hub for:

📖 Exclusive book club offers, including free books in exchange for reviews.

📰 Book news, recommendations and themed booklists.

💬 Discussion guides, author interviews and resources for book clubs.

Whether you're already part of a book club or thinking of starting one, Book Club Hub is home to adult, children's and young people's reading groups across the UK.



The power of reading and being in a book club

46% of UK adults don't regularly read for pleasure, rising to over 3 in 5 (**61%**) of young people aged 16-24. [i]

That's why, more than ever, book clubs are an important step to fostering a love for reading, building local networks and inspiring people to pick up a book and feel the proven power of reading.

The need

- Reading increases our knowledge of the world. Adults who read for just 30 minutes a week are 57% more likely to have better awareness of other cultures. [ii]
- Readers are more empathetic and skilled at understanding how others think and feel. Reading fiction is associated with better social cognition. [iii]
- Book readers are more likely to volunteer or to donate money or goods to charities and non-profits than non-readers. [iv]
- Reading groups and shared reading have also been found to improve wellbeing, concentration, quality of life, and to alleviate mental and physical health conditions (depression, dementia, chronic pain). [v]
- Book clubs have an economic impact, too! Loneliness reduction activities in libraries, such as book clubs, generated an estimated £913,000 each year in health, productivity and wellbeing value across just six library services, meaning their true savings may be much greater. [vi]

We believe book clubs have the power to continue to encourage and foster a community of readers.

Our latest nationally representative data show that book club members are far more likely to be both regular readers and active library users:

- Compared with those who are not in a book club, members are 48% more likely to identify as regular readers and more than twice as likely to have used a library in the last six months (126%).
- Book club members are also 183% more likely to read regularly with family members, and 139% more likely to talk about reading with others at least once a week. [viii]

Book clubs are also found to provide friendship, confidence, and a shared sense of purpose, supporting people of all ages to feel included and connected. [vii]



Previous national research conducted by The Reading Agency reinforces these findings. Book club members are 86% more likely to say reading helped them to feel connected, and 55% more likely to say reading helped them to feel less lonely than those who aren't currently in a book club. [ix]

We recently spoke with book club members across the UK, who shared the personal impact their clubs have had on them. 94% of book club members told us they read more widely as a result of being in their book club, and 91% said they find reading more enjoyable when they can discuss the book with others.

Book clubs are more than books – they're about connection, discovery and the joy of reading together. So why not pick up a book and find a club that interests you? You never know where the next story might take you...

Discover a book club near you on our 'Find a Book Club' page and find out more about our [reading research](#) and the [benefits of joining a book club](#).

References:

- [i] The Reading Agency (2025) The State of the Nation's Adult Reading: 2025 Report
- [ii] Billington (2015) Reading Between the Lines: The Benefits of Reading for Pleasure
- [iii] Tamir et al. (2015) Reading fiction and reading minds: the role of simulation in the default network
- [iv] Hill Strategies Research (2008) Social Effects of Book Reading
- [v] Billington, J and Steenberg, M. (2021) Literary Reading and Mental Wellbeing; Milani et al. (2025) Shared reading Interventions to promote psychosocial wellbeing in older adults: a systematic review
- [vi] Shared Intelligence and Moresight (2025). The power of prevention: The economic and wellbeing impact of library activities for mental health and older adults
- [vii] Milani et al. (2025) Shared reading Interventions to promote psychosocial wellbeing in older adults: a systematic review
- [viii] The Reading Agency (2026) The State of the Nation's Adult Reading: 2026 Report (forthcoming)
- [ix] The Reading Agency (2024) The State of the Nation's Adult Reading: 2024 Report



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 2.5 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

