



Suggested social copy:

Use and adapt these captions for your graphics or your own videos:

Post option 1:

 Don't just mind the gap - help close it.

Every year, thousands of children fall through the literacy gap — the divide between children who learn to read well and those who don't.

Without the right support early on, the gap gets bigger leaving children months or years behind. As they grow older, this gap affects much more than schoolwork.

Children with poor literacy skills are more likely to go onto experience unemployment, poor mental health, and even a shorter life expectancy.

2026 is the National Year of Reading and our chance to change that story for thousands of children. Find out more  bookmarkreading.org/closethegap

#CloseTheGap #NationalYearOfReading @BookmarkReading

Post option 2:

2026 is the National Year of Reading and @BookmarkReading are shining a light on one of the biggest challenges facing children today: the literacy gap.

1 in 4 children in England leave primary school unable to read well.*

When a child struggles to read, every subject becomes harder. They lose confidence, fall out of love with learning, and feel left out in school. And children from disadvantaged communities are most affected.

You might have noticed the misspelt words in the graphic - a small glimpse of the confusion many children face every day.

Help ensure every child has the foundational reading skills they need to thrive. Get involved  bookmarkreading.org/closethegap

#CloseTheGap #NationalYearOfReading @BookmarkReading

* Department for Education, 2022. KS2 attainment: National headlines.

Post option 3:

✨ My love for reading started with bedtime stories. Those simple moments sparked my imagination, curiosity and shaped who I am today.

I was shocked to learn that more than 1 in 10 children and young people (aged 8 to 18) do not have a book of their own at home.

Even worse, this figure jumps to almost 1 in 6 when it comes to children and young people in disadvantaged communities.

Children who own a book at home are far more likely to become confident, motivated readers. They are almost 4 times more likely to read every day, far more likely to enjoy reading, and much more likely to see themselves as good readers than children who don't have a book of their own.

That's why I'm supporting @BookmarkReading to help every child access the joy of reading. Find out how you can get involved 📖 bookmarkreading.org/closethegap

#CloseTheGap #NationalYearOfReading

*National Literacy Trust, 2025. Book Ownership in 2025.