



**WORLD
VALUES
DAY**

**Social Media Toolkit
2025**

#WorldValuesDay

World Values Day 2025

VALUES FOR THE FUTURE

Social Media Toolkit for Supporters
*Everything you need to get involved
on the 16th 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 For The Future**.

So on 16th 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

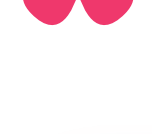
Sign up to our newsletter [here](#)

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

Click on a social media icon to follow





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Get Involved

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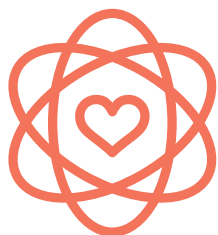
The basics



Choose a Value

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

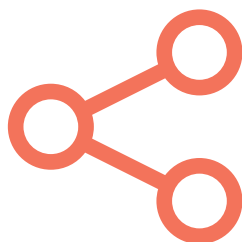
For help in choosing your important value take a look at our [Values Guides](#)



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 16th 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 16th. 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 2025

Huge range of events organized 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 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!





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Sample Content

Social Media content to copy, paste and share.



Pre-World Values Day

On October 16th, join me / us for #WorldValuesDay – a day to reflect on the #corevalues that guide us and the positive impact they can have on shaping the future.

Let's celebrate the values that inspire change and bring us closer to the world we want to create.

On October 16th, join me/us in celebrating #WorldValuesDay, where this year's theme is all about Values For The Future!

What values are you embracing to shape a better tomorrow?

Join the conversation with @ValuesDay

Values have the power to shape the future by inspiring action, fostering unity, and guiding us toward a better tomorrow. When we align our choices with our values, we can build a world that reflects what truly matters.

Let's celebrate the role values play in creating a brighter future.

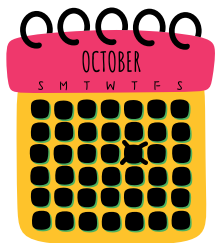
That's why the theme for #WorldValuesDay 2025 is "Values for the Future".

I'm / We're excited to take part on October 16th for #WorldValuesDay, but remember, living our values doesn't stop there. Embracing our core values every day is what truly shapes the future we want to create.

Let's continue to celebrate the positive impact values have, not just today, but in the way we lead our lives every day.



Social Media content to copy, paste and share.



On World Values Day | October 16, 2025

What are the values you hold most dearly, and how do they shape the future you want to create?

By embracing the values that matter most to us, we see their influence in the brilliant work happening all around us, today and in the future.

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

Get involved via @ValuesDay

When we share our values, we realize there's more that connects us than divides us.

Join us this #WorldValuesDay to celebrate the values that unite us and help build the future we aspire to.

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

This #WorldValuesDay is all about Values for the Future.

Our values inspire us to act with purpose, support one another, and build the future we envision.

We'd love for you to join us in celebrating how values shape tomorrow: www.worldvaluesday.com

Individuals and organizations across the world are celebrating the values that inspire them and unite them for a brighter future.

#WorldValuesDay gives us the chance to appreciate the impact of these values and the people who live them.

Happy World Values Day!





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