

Ontario Public Library Week (OPLW) Social Media Toolkit

Ontario Public Library Week (OPLW) takes place October 19–24, 2026. This year’s theme, Loud for Libraries / Haut et fort pour les bibliothèques, invites communities across Ontario to move beyond appreciation and show visible, meaningful support for their public libraries during a municipal election year.

The theme “Loud for Libraries / Haut et fort pour les bibliothèques” is an opportunity to lean more explicitly into advocacy and encourage Ontarians to consider what they are willing to do **for libraries**. The theme centers on a set of open-ended prompts that libraries and community members can adapt in ways that feel appropriate and authentic:

- Will you be **loud** for libraries?
- Will you **vote** for libraries?
- Will you **stand up** for libraries?
- Will you **speak up** for libraries?

This toolkit includes sample social media posts and engagement tips to help libraries of all sizes participate confidently.

Digital Assets

All digital assets and graphics can be downloaded [here](#).

Sample Social Media Posts

Please feel free to modify as appropriate to your library. Just don’t forget to use the hashtags **#OPLW** and **#LoudForLibraries / #HautEtFortPourLesBiblios** to increase visibility and make it easier for others to find and engage with your content.

Being Loud for Libraries

Sample 1:



We’re #LoudForLibraries this Ontario Public Library Week!

Libraries are essential community spaces that support learning, connection, and well-being.

 As municipal elections approach, let's make sure libraries are part of the conversation. Will you be #LoudForLibraries?

Sample 2:

Celebrate #OPLW by being #LoudForLibraries 

 Fill in the blank in the comments:
"My library is important to me because ____."

Sample 3:

 We're building a list of ways to be #LoudForLibraries this Ontario Public Library Week!

Being loud for your library can look like:

 Checking out materials

 Attending programs & events

 Sharing your love on social media

 Voting for candidates who support the library

What would you add to the list? How do you show up for your library? 

Demonstrating the Value of Your Library

These social media posts are intended to showcase the value you bring to your local community. To fill in the blanks, you can use data from the [Annual Survey of Public Libraries](#). Need help pulling your data? Connect with your staff member who fills out the survey each year. Or email lkwok@accessola.com for assistance.

Sample 1:

 In [YEAR], our library ran ____ programs to our community. From early literacy to business development programs, we're proud to serve you.

 What's a library program that's made a difference for you? #LoudForLibraries #OPLW

Sample 2:

💡 We're #LoudForLibraries because access matters.

Did you know we offer:

🧠 _____ databases

👤 _____ programs

💻 _____ e-learning courses

📖 _____ physical & digital items (books, eBooks, audiobooks)

There's so much waiting for you at your library.

💬 What's one resource you love (or want to try)?

Get your library card this Ontario Public Library Week! 📖 #OPLW

TIP: If your library offers a unique collection or program, this is a good opportunity to highlight it. E.g., Did you know we offer: a musical instrument lending library / a monthly technology repair cafe / snowshoe rental.

Sample 3:

📍 [NAME OF COMMUNITY] is #LoudForLibraries

👥 _____ cardholders

🏢 _____ visits to our branches

🪑 _____ meeting room bookings

📖 _____ items borrowed

❤️ _____ program attendees

🤝 _____ community partnerships

Libraries thrive because of community support. #VoteForLibraries at this upcoming municipal election. #OPLW

TIP: If your library has a report highlighting these stats (e.g., annual report or return on investment (ROI) report), feel free to link to it as part of the social media post.

Tips & Tricks for Engagement

- Along with engaging with people interacting with your own posts, remember to engage with posts from other libraries, as well as your own community. Show your support by liking, commenting, or sharing posts with the #OPLW or #LoudForLibraries / #HautEtFortPourLesBiblios hashtags. Re-share testimonials, photos, and stories from patrons and staff alike! Real voices = real impact.
- Highlight local stories – adapt the sample social media posts as much as possible to best reflect your community. Highlight your best attended programs or branch-specific achievements. **What local impact stories can you share?** People love seeing themselves and their communities reflected in posts.
- Turn your posts into conversations by asking a question.
 - What does your library mean to you?
 - How has the library supported you or your family?
 - What would your community lose without libraries?
 - Do you have a favourite library memory?
- Tag your municipality and other relevant organizations for more reach.
- Remember to use the official OPLW visuals to help your posts stand out on social media.
- **Ideas for Engagement:**
 - Partner with a local library champion, media personality, author, or a community organization (e.g., local arts centre) to create content and promote the library through their networks.
 - Invite a community member to do a social media takeover and share the library from a patron's perspective.
 - Connect with Bookstagrammers, BookTokers, bloggers, or other online creators to highlight library services or collections. Invite them to your OPLW event!
 - Encourage community advocates to share stories on social media about how the library has supported them or their community.