

National Children's Day



SOCIAL MEDIA TOOLKIT

2019

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Introduction

NCDUK2019 will take place on 12th May (and the week leading up to it)

National Children's Day UK is all about the importance of a healthy childhood and how we need to protect the rights and freedoms of children in order to ensure that they can grow into happy, healthy adults.

From small family and community get-togethers to city celebrations and county-wide events, it's a day when everybody can help raise awareness and funding for great local projects and the things that they care or are concerned about - so it's a day to both play and have your say!

Are you ready to become part of a national celebration of childhood?



children are the future
exploration
innovation
play let's create
a better world



Getting involved

As a participant

An astonishing diversity of organisations, groups and individuals have taken part in National Children's Day. They come from all parts of the UK, they're involved in multiple aspects of child rights and wellbeing and they include cities, schools, national and local charities, government bodies, local community groups, hospitals, hospices, theatres, shopping malls, mums, dads, children and grandparents!!

The range of activities and events they have run are creative, wide-ranging and fun - and they definitely haven't had to be costly or complicated.

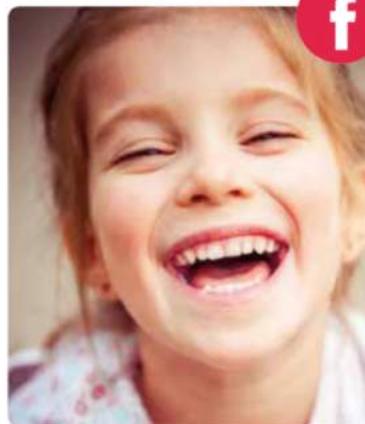
Sharing your ideas and activities



Spreading the fun with social media



We love sharing great ideas with people - so please remember to send us in copies of any promotional items that you produce for NCDUK along with your photos and videos!



Getting Involved

NCDUK is not only about running activities and events, but also about using the day to champion all the great work with children that's going on nationwide.

Not only that, but it's a time for discussing all the issues challenging children's health and wellbeing.

As a supporter

If you can't be actively involved, we hope that you will support the day by posting about it on your website, social media, press, etc. We're very happy to give you coverage too, where appropriate, on our website and via social media.



We are @NCDUK2019 on Twitter and Facebook and #NCDUK2019 for posts on the day. You can use any of the material in our online media pack to help promote the day

www.nationalchildrensdayuk.com/media-pack.html

Getting Involved

As a sponsor or benefactor

We're always looking for like-minded people who want to help us protect and promote the health and wellbeing of children in the UK. If you would like to offer your support please get in touch with our Project Director.



Sally Grindley, NCDUK Project Director
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m: 07766 201102

Here are just a few of last year's social media posts (there are lots more on the website!) ...

CHAS @supportCHAS · 17m
Happy #NationalChildrensDay!
Childhood should be a chance to pack a life full of joy. We're make this possible at CHAS, no matter how short that time is.
#KeepTheJoyAlive

CHILDREN'S DAY UK Retweeted
Academy of FUN! @AcademyOfFun · 49m
It's #NationalChildrensDay. So here is a big celebratory salute to all imaginative, funny, curious children that we know! Enjoy your day!

MND Education @mndeducation · 47s
See our information for children and young people affected by #MND this #NationalChildrensDay
bit.ly/MNDCYPInfo @NCDUK2018 #NCDUK2018

CHILDREN'S DAY UK Retweeted
Sea Cadets @SeaCadetsUK · 1m
At Sea Cadets we're preparing young people for their future, enabling them to harness their own powers, skills and attributes, to help them realise their fullest potential #NCDUK2018 #NeverOrdinary

We're supporting NCDUK 2018 www.nationalchildrensdayuk.com

MacmillanNewquay @MacmillanNewquay1 · 10m
Today is #NationalChildrensDay.
Talking to children about cancer can be challenging. We have information and tips to help you with difficult conversations: macmillan.org.uk/information-an-...

CHILDREN'S DAY UK Retweeted
Goals Reading @goals_reading · 33m
It's National Children's Day! To celebrate we are offering all children a pay and play rate for JUST £2.50 PP Sunday 13th May! No need to call just turn up on the day! Celebrate the day with Goals Reading! #nationalchildrensday #football #5aside #proturf #goalsfootball

GOALS

MacmillanCancerInfo @mac_cancerinfo · 2m
If you've been diagnosed with cancer during pregnancy, getting the support you need is important for you and your baby.
We've partnered with @MummysStar to provide you with information on practical and emotional issues: macmillan.org.uk/information-an-...
#NationalChildrensDay #NCDUK2018

Living Streets @livingstreets · 4m
We have a big ambition: every child that can, walks to school. Pa teachers - we can all play a part.
#NationalChildrensDay #WalkToSchool #WalkToSchoolWeek @NCT @TeacherToolkit livingstreets.org.uk/walktoschool

Cheshire East @cheshireeast · 1m
Happy National Children's Day!
Groups, after school clubs, and more...
Lliverwell site provided
goo.gl/xzvks5 #NCDUK2018

The St Michael Steiner School
warmly invites you to a:
Free Family Outdoor Play Day
Sunday 13th May 2018
11am to 1pm
for children up to 8 years old and their families to celebrate National Children's Day UK
Creative Play
Nature Crafts
Maypole Dancing
Campfire Puppet Show
Venue: The St Michael Steiner School
Park Road, Hanworth Park, TW13 6PN
Please ring or email school by Friday 11th May to let us know you are coming.
020 8892 1288 / info@stnicholsteiner.tounslow.sch.uk
www.stnicholsteiner.tounslow.sch.uk
The St Michael Steiner School is a registered charity no 2094301



Action for Children @actnforchildren · 13m
 From before they're born until their 20's, we help disadvantaged children across the UK. We intervene early to stop neglect and abuse. We make life better for children with disabilities. We influence policy and advocate for change.
bit.ly/2IO6T19 #NationalChildrensDay



1 4



WOW Yorkshire @wow_yorkshire · 3m
 #NCDUK2018



1 1



Neasden Temple @NeasdenTemple · 2m
 Today we celebrated #NationalChildrensDay! The young play a vital part in the activities at #NeasdenTemple as well as in the UK as a whole. Together we celebrate the invaluable contribution children make to our country 🇬🇧
 #NCDUK2018



1 1



The Woodland Trust @WoodlandTrust · 37s
 Access to #GreenSpace can improve children's #health, improve wellbeing, and increase social skills woodlandtrustru.st/Ld4hv #NationalChildrensDay



1 1



STEAMinionsOG @OGSTEMinions · 5m
 For #nationalchildrensday we celebrate the achievements of our ambassadors this year: Team MosquiNO @BigBangFair & @BritSciAssoc Youth grand challenges, Mithun in year 10 for MiSAC Competition and all our Olympiad winners and participants @overtongrangesc



1 1



Barnardo's Scotland @BarnardosScot · 2m
 This #NCDUK2018 we're gearing up to start a conversation with you all around #TraumaInformed practice and #ACEs throughout #MentalHealthAwarenessWeek kicking off tomorrow - follow it here using #KeepChildrenInMind



1 1

Let us know what you're doing

As soon as your plans are firm, please, please share them with us so that we can promote them and you through our website and social media

(it would be great if you could also fill in the details on our website form 👍 😊)

www.nationalchildrensdayuk.com/share-your-plans.html

Come out and Play on NCDUK



Creating a world
fit for children

Sunday 12th May **NCDUK 2019** www.nationalchildrensdayuk.com

Have your say on NCDUK



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Stay in touch

The need to highlight children's rights and wellbeing is not all over in a day though, and our team is active all year round, drawing people's attention to the latest issues and supporting and promoting organisations that work day-in and day-out to help children flourish.

You can keep in touch with us via @NCDUK2019 on Twitter and Facebook (*which will change to @NCDUK once this year's day has passed*).

We will post information about all this year's celebrations on our website – www.nationalchildrensdayuk.com

and there is a contact form on the website, in case you want to get in touch

www.nationalchildrensdayuk.com/contact.html.





How will you celebrate NCDUK
2019?



Help and resources

Our website is full of ideas to inform and inspire you - and you can also see lots of the amazing social media posts from last year



NCDUK2018
What went on?

www.nationalchildrensdayuk.com