

National Children's Day 



**SOCIAL
MEDIA
TOOLKIT**

2020

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small
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NCDUK 2020

www.nationalchildrensdayuk.com

Introduction

NCDUK2020 will take place on Sunday 17th 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.

In 2020, while we are all dealing with the Coronavirus outbreak, it is a time when everybody can help raise awareness about the importance of our relationships, the need to protect the natural world and the **SMALL STEPS** that we can all take to protect future generations.

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

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www.nationalchildrensdayuk.com

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



Getting involved

As a family

Create a family NCDUK SMALL STEPS manifesto, painting, poem, song, dance, podcast, performance, video or magazine etc (that we can share with others). There are lots of ideas on our website!



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!



As an organisation

Let us know what you are already doing to promote the wellbeing of children and young people.

But also share what NCDUK SMALL STEPS you are taking to help create a kinder and more connected world.



We are @NCDUK2020 on Twitter and Facebook and #NCDUK2020 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

As a commercial sponsor or benefactor

We are always looking for people to support our ongoing development and activities.

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!) ...

CHILDREN'S DAY UK @NCDUK2019 · 18m

This is such wonderful news! IKEA UK & Barnardo's launch national child-centred partnership this National Children's Day UK [shar.es/a0XRJY](#)
[@AllBirminghams](#) [@UpstartScot](#) [@ncbtweets](#) [@Creative_Voices](#) [@childrensociety](#) [@barnardos](#) [@IKEAUK](#)



IKEA UK & Barnardo's launch national child-centred partnership this ...
IKEA UK and Barnardo's today announce a new three-year national partnership to support children and young people across the UK, with a f...
[politicshome.com](#)

YouthAdventureTrust @youth_adventure · 48s

To mark National Children's Day today we want to shout out all of the 3,980 young people we have worked with over the years. You have been a huge inspiration to us and we are so proud of the journey you have all been on!
[#NCDUK2019](#) [#inspiringyounglives](#) [#poweroftheoutdoors](#)



CHILDREN'S DAY UK Retweeted

Bedfordshire Police @bedspolice · 12m

Today is the National Children's Day UK and we want to thank all of our young followers for their support. You are our future and we want to wish you all a happy Children's Day!
[#NCDUK2019](#)



Worcestershire Children First @WorksChildren · 3m

Worcestershire Children First is committed and determined to improve the lives of children and young people. Visit our website for more info [worcestershirechildrenfirst.org.uk](#)
[#WCF](#) [#NCDUK2019](#) [#nationalchildrensday2019](#) [#worcestershire](#) [#children](#) [#worcestershirechildrenfirst](#)



Kilomathon @KilomathonScot · 12m

Today on [#NationalChildrensDay](#) we're celebrating the efforts of the amazing aspiring runners of all ages who get involved in our events every year! 🏃
[#NCDUK2019](#) [#Kilomathon](#) [#MiniKilomathon](#)



Scottish Government @scotgov · 15m

It's National Children's Day! 🇬🇧 [#NCDUK2019](#)

We want Scotland to be the best place in the world to grow up and learn, to ensure every child has an equal chance to succeed.



helping to give every child an equal start in life

Big Fun Run @BigFunRun · 2h

Happy National [#ChildrensDay](#) to all our youthful participants! ❤️

We'd love to see you again - and remember under 5's go FREE!

Find out more at: [bigfunrun.com](#)



Happy National Children's Day



Port of Tyne @Port_of_Tyne · 22s

Here at the Port, we're committed to supporting our local community. Read about our recent sponsorship of South Shields Football Club's Foundation, which aims to get our youngsters involved in the game [#NCDUK2019](#) [#PortofTyne](#) [#community](#)



Parent Gym @ParentGym · 21s

Happy National Children's Day. We hope that it's a day full of fun for all children [#NationalChildrensDayUK](#) [#NCDUK2019](#)



BCHC NHS FT @bhamcommunity · 47m

The Attwood Green paediatric dental team had lots of fun showing their support for [#NCDUK2019](#) [#NationalChildrensDay](#) & National [#SmileMonth](#).



CLNE @cinecic · 3h

Happy [#NationalChildrensDay](#)! We're developing our programmes in [#Teesside](#) to support children and young people to participate and create in the [#arts](#). [@NCDUK2019](#) [#Article31](#) [#ChildrensRights](#)



Convention on the Rights of the Child text

Read and download the Convention on the Rights of the Child – the most widely ratified human rights treaty [unicef.org](#)

CHILDREN'S DAY UK Retweeted



Streatley Primary School @StreatleySch · 3h

Super day in the sun ☀️ Lots of fun ☀️ [#nationalchildrensday](#) [#run](#) [#communityday](#) [@sports_solution](#) [@ClarityPhil](#)



Show this thread



Together for Children @tfcunderland · 44m

Look at all these textures at our Family Fun Day: soft play, sand, crafts, spaghetti [#NCDUK2019](#)



Stay in touch

The need to highlight children's rights and wellbeing is not all over in a day though.

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.

We will post information about all this year's activities on our website - and there is a contact form on the website, in case you want to get in touch www.nationalchildrensdayuk.com/contact.html.

You can keep connected to us throughout the year via @NCDUK2020 on Twitter and Facebook.





Get involved!!

Help and resources

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

www.nationalchildrensdayuk.com

