

# National Children's Day UK



## SOCIAL MEDIA TOOLKIT

15<sup>th</sup> May  
2022

## About NCDUK

National Children's Day UK (NCDUK) 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.

It's a day of celebration, but it's also a great opportunity for anyone involved with children and young people to raise awareness about the projects they have been running, or the things they care about.

We encourage everyone to run activities and events for the week up to and including the day

The logo for National Children's Day UK 2022. The letters 'N', 'C', 'D', and 'U' are in orange, pink, green, and blue respectively. The letter 'K' is white and is contained within a blue heart shape. Below the letters, the year '2022' is written in a purple, rounded font.

For NCDUK2022  
we are exploring  
how we need to create  
a kinder world

what makes people unkind

and how everyone can  
choose to be kind



# Things we are interested in exploring for NCDUK2022

Celebrating diversity  
Understanding difference/prejudice  
The Science and Biology of Unkindness  
Bullies - are they born or made?  
The lifelong benefits of Kindness  
The lifelong costs of Unkindness  
Unkindness and Technology  
Kindness and how we promote it



# Our 2022 Supportive Partners

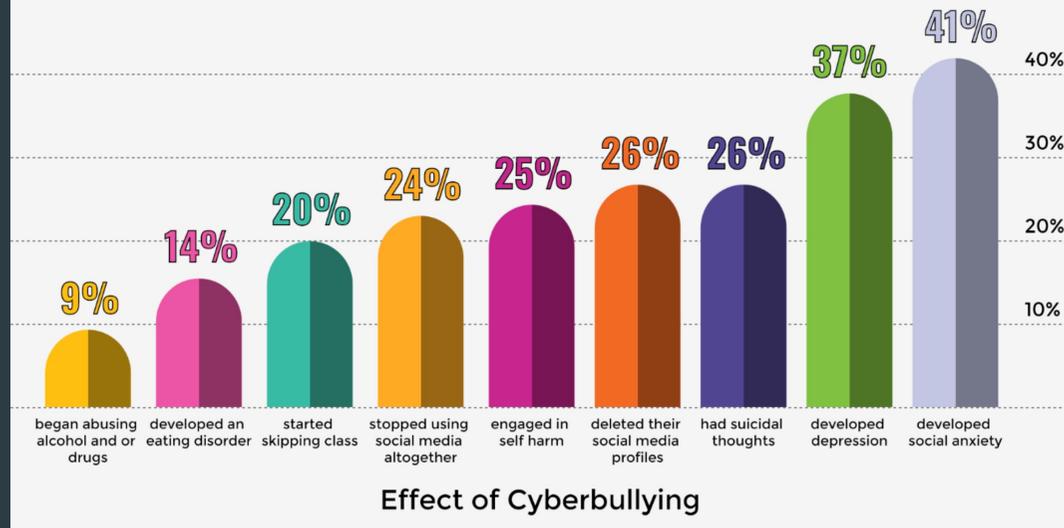


As an NCDUK2022 partner or supportive organisation

Let us know what great work you are doing in these areas, and we will share it on our website and social media platforms

Kindness towards Self  
Kindness toward Others  
Kindness towards the Planet

### Issues Kids Feel Result From Cyberbullying



[www.broadbandsearch.net](http://www.broadbandsearch.net)

We are @NCDUK2022 on Twitter and Facebook and #NCDUK2022 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](http://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

I know nothing of hatred, intolerance, racism, sexism, bigotry, indoctrination, homophobia, and prejudice.

I don't yet understand things like love, compassion, Integrity, tolerance, human decency and truth.

For the first, most important formative years of my life, all I will know IS WHAT YOU TEACH ME.

Choose well.



Sally Grindley, NCDUK Project Director  
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# 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](http://www.nationalchildrensdayuk.com/contact.html).

You can keep connected to us throughout the year via @NCDUK2022 on Twitter and Facebook.



# NCDUK 2022

[www.nationalchildrensdayuk.com](http://www.nationalchildrensdayuk.com)

## Get involved!!

### Help and resources

Our website will soon have lots of ideas to inform and inspire you - and you can also see some of the great social media posts from last year

[www.nationalchildrensdayuk.com](http://www.nationalchildrensdayuk.com)

