

National Children's Day UK



SOCIAL MEDIA TOOLKIT

2021

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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 councils, local services, hospitals, community groups, sports clubs, schools, charities, families, carers - anyone involved with children - 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.



Introduction

In 2021, apart from championing all the great work that is always going on, we will be particularly focusing the day on the impact of COVID on children's health and wellbeing and sharing some of the solutions that are being put forward.

Children and young people are currently really struggling, so it's important that we all do as much as possible to understand and support them.

Mental Health Statistics

Young people's mental health and wellbeing has never been so important. These statistics show just how big – and growing – the problem is for young people in the UK

4 million

children live in poverty in the UK, but this is set to reach five million this year

9

children in a classroom of 30 live in poverty

107%

increase in children receiving emergency food this year



Mental Health Statistics

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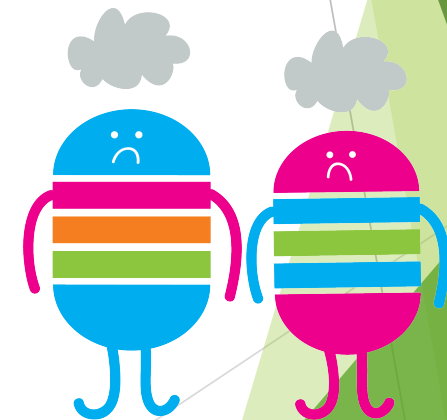
Half of child psychiatrists surveyed say patients have environment anxiety

Research finds young people in England feel growing distress about the future of the planet

The Observer Coronavirus

Coalition of child experts urge inquiry into UK's Covid crisis

“More than a third of children interviewed were worried about getting Covid-19 and dying. Of the 1,000 children asked, 47% said they were experiencing anxiety.”



Introduction

In partnership with **The Children's Voice** platform and its supporters, we will also be sharing the Voices of Children and Young People themselves, and what they feel we should be doing to create a more caring and sustainable world.



Getting involved

As a family

Help us to share the
voices of children
and young people
through their writing, drawings,
videos, poems, paintings, songs,
dances, podcasts etc, etc

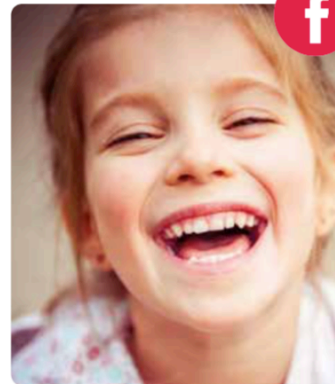
Sharing your ideas and activities



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
THANK YOU!

Let us know what great work
you have been doing to
protect the wellbeing of
children and young people

and we will share it on our
website and social media
platforms.



We are @NCDUK2021 on Twitter and Facebook and
#NCDUK2021 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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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 @NCDUK2021 on Twitter and Facebook.



NCDUK Media stats

Like everyone else, COVID has significantly disrupted the annual activities that would normally be taking place around the UK, but these are our current and previous stats

- ▶ Dedicated website - linked to our main SCM site
- ▶ NCDUK Facebook page with 21,000 followers
- ▶ NCDUK Twitter page with 5,000 followers
- ▶ Maximum Facebook reach during NCDUK - 3.2 million
- ▶ Estimated pre-COVID annual social media supporter reach - 5 million+





www.nationalchildrensdayuk.com

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

