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**Holiday Activities and Food Programme**

**Social Media and Communications Toolkit**

We are delighted to be working alongside all our providers this year in ensuring that we get the required provision to the children who need it most over the school holidays.

We have created this Toolkit to ensure that collectively, we are able to make as many families and young people aware of your wonderful provision as possible.

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**Contact Details**

If you need help or have any questions, please get in touch with the Edsential Holiday Activity Fund team:

General questions should go to [HAF@edsential.co.uk](mailto:HAF@edsential.co.uk)

Central Co-ordinator – [heather.lewis@edsential.co.uk](mailto:heather.lewis@edsential.co.uk)

Wirral Co-ordinator – [adam.mellor@edsential.co.uk](mailto:adam.mellor@edsential.co.uk) | [kelli.hutton@edsential.co.uk](mailto:kelli.hutton@edsential.co.uk)

Cheshire West and Chester Co-ordinator – [bev.irvine@edsential.co.uk](mailto:bev.irvine@edsential.co.uk)

Marketing – [communications@edsential.co.uk](mailto:communications@edsential.co.uk)

**Social Media Posts**

To ensure that your social media posts get the most possible interactions, there are a few simple steps that we ask all providers to follow:

* Please ensure that you follow Edsential on [Facebook](https://www.facebook.com/EdsentialUK/), [X (Formerly Twitter)](https://twitter.com/EdsentialUK) and [Instagram](https://www.instagram.com/edsentialuk/) – ensure you tag **@EdsentialUK** in all your posts. We will be sharing as many of your posts as possible to maximise awareness of your provision.
* In addition to this, please ensure you tag your local council and the Department for Education in each post:
  + [@WirralCouncil](https://twitter.com/WirralCouncil) (X/Twitter) [@WirralCouncil](https://www.facebook.com/wirralcouncil/) (Facebook)
  + [@Go\_cheshirewest](https://twitter.com/Go_CheshireWest) (X/Twitter) [@CheshireWest](https://www.facebook.com/cheshirewest/) (Facebook)
  + [@educationgovuk](https://twitter.com/educationgovuk) (X/Twitter) [@Department for Education](https://www.facebook.com/educationgovuk) (Facebook)
* Make sure to use this year’s specific hashtag - **#HAF(Insert Year)**
* Remember to use photos and videos (where applicable, with people’s consent)
* Always ensure that any photos/media comply with recommended guidance for Healthy eating.

**HAF Website**

We have made it easier than ever for parents/carers to find the clubs in their local area with an interactive map. All clubs are available on our website here:

[HAF Wirral Council - Edsential](https://edsential.com/haf-wirral-council/)  
[HAF Cheshire West - Edsential](https://edsential.com/haf-cheshire-west/)  
[HAF - Edsential](https://edsential.com/haf/)

**Edsential’s social media tips for 2024**

* **Video is on the rise…**With the likes of Facebook videos, Instagram reels and TikTok being so popular, videos are becoming one of the best ways for companies to showcase what they do. Did you know users will retain [95% of a message](https://www.insivia.com/2023-saas-marketing-report/) watched on video as opposed to only 10% read in text? With half of social media users preferring video! But don’t think you have to get your film director chair out and go blockbuster style – social media users tend to only watch a video that is 1 minute or less. You can see a fantastic video that a provider has captured [here](https://www.facebook.com/watch/?v=1166860407128105&ref=sharing)
* **Less is more…**Showcasing your provision through photos is a great way for you to share what you have been up to. But don’t worry about showing every single moment – a good rule of thumb to follow is Instagram’s feature of 10 images uploaded at once. On Facebook you can normally only preview 4-6 images and Twitter only allows you to upload 4 at once.
* **Be clear and concise**With Facebook’s feature of cutting off text if it is too long with a ‘see more’ to expand the text, being clear and concise will ensure everyone can quickly see what you have been up to. According to research, [the ideal Facebook post length](https://blog.hootsuite.com/ideal-social-media-post-length/#The_ideal_Facebook_post_length) is somewhere in the 50 to 80 character region.
* **Use a ‘call to action’**A call to action refers to something you want your readers to do. Whether you are looking for extra volunteers or you are wanting parents to sign up for your holiday club – we have included on page 5 post ideas to support.
* **Do you want to increase engagement from parents?**If you are looking to engage parents in your social media posts, asking questions on your social media posts is a great way for parents to get involved. Why not share pictures and say how much of a fantastic day you have had and ask parents to tell you what their child’s favourite part of the day was? Not only will it be a great way of engaging parents but many people rely on word of mouth and by seeing the fantastic comments from other parents, they will be keen to see how they can be involved.

**Some Social Media tweets/captions.**

Below are some examples of tweets/captions for you to use when posting on social media about HAF2024, this will help increase engagement and make it easier for you!

***Please note – Depending on what area you are running your provision @LA Tags is either:***[***@Go\_cheshirewest***](https://twitter.com/Go_CheshireWest) ***(Twitter)*** [***@CheshireWest***](https://www.facebook.com/cheshirewest/) ***(Facebook)***

***or*** [***@WirralCouncil***](https://twitter.com/WirralCouncil) ***(Twitter)*** [***@WirralCouncil***](https://www.facebook.com/wirralcouncil/) ***(Facebook)***

**Social media captions:**

1. We are delighted to announce that we are a #HAF(Insert year) provider this Easter for @EdsentialUK @educationgovuk @LA tags
2. This Easter we are running a free holiday programme for all children who are eligible for free school meals, providing delicious food and fun activities across the school holidays! #HAF(insert year) @educationgovuk @LA Tag
3. Proud to announce we are partnering with @EdsentialUK this Easter to provide such an amazing experience for children in the local community! @educationgovuk #HAF( insert year) @LA Tag
4. We have an exciting programme of activities and food available over the Easter holidays which are completely FREE for free school meal children! #HAF(insert year)@EdsentialUK @educationgovuk @LA Tag
5. We are excited to be partnering with @EdsentialUK for the XX year running! We are looking forward to welcoming children and young people to our club during the Easter holidays. #HAF(insert year)@EdsentialUK @educationgovuk @LA Tag

**Captions building up to HAF**

Below are some tweets/captions you can use during the build-up to HAF2024 creating an exciting countdown for people to see.

1. 1 week to go until our free Easter holiday programme starts. Are you ready for the best Easter yet? #HAF(insert year)@EdsentialUK @educationgovuk @LA Tag

2. Our team are busy working their magic, preparing for the Easter fun! We can’t wait to welcome everyone next week #HAF(insert year)@@EdsentialUK @educationgovuk @LA Tag

3. Not long until our Easter #HAF(insert year)@programme starts! Comment below with what you are most excited for #HAF(insert year)@@EdsentialUK @educationgovuk @LA Tag

**Captions during HAF**

Below are tweets/captions you can use during HAF to help show off what amazing holiday camp you have provided.

1. #HAF(insert year)Easter is here and what a fantastic first day we have had!  
   Here are some highlights of our day below ⬇️ @EdsentialUK @educationgovuk @LA Tag

(Insert Picture/video)

1. We have had an amazing first week on our Easter holiday programme! It has been amazing to welcome so many children and young people to enjoy exciting activities and nutritious meals. Here are our highlights from our first week ⬇️ #HAF(insert year)@EdsentialUK @educationgovuk @LA Tag

(Insert Picture)

1. The second week of our Easter HAF programme is here! We are looking forward to everything this week has in store for children and young people #HAF(insert year)@EdsentialUK @educationgovuk @LA Tag
2. The second week of our Easter HAF programme is here! We have lots to look forward to including \*insert activities\* #HAF(insert year)@EdsentialUK @educationgovuk @LA Tag
3. We can’t believe it is nearly the end of our Easter HAF programme. We have had a fantastic time providing unforgettable experiences for children, young people and their families. #HAF(insert year)@EdsentialUK @educationgovuk @LA Tag

**General post ideas**

1. We are on the lookout for volunteers to come and join our team to help with our #HAF(insert year) club!  
   If you want to be a part of supporting children and young people in the community, we would love to hear from you.   
   Apply here: \*Insert link or add email\*
2. We are now taking bookings for our #HAF(insert year) club!   
   Want to secure your space? Be quick!   
   To book your space \*add in how they book their space e.g. Fill out our form or email us on\*

**Provider Training**

HAF training for all providers is ongoing and can be accessed [Here.](https://edsential.com/providers-portal/)

If there is training you are interested in but unfortunately cannot make the dates or times provided, please get in touch [haf@edsential.co.uk](mailto:haf@edsential.co.uk) and we will try to support.

**Nutrition Activities**

Some ideas of how to include light touch information around nutrition in your daily conversations around food and nutrition:

* Making your own food​ – pizzas, pasta dishes, fruit preparation
* Gardening and planting​ – understanding that seeds grow into food
* Where food has come from (Allotment visits) ​
* Budgeting for Food ​– using budgeting to help children think about the cost of food, food waste and how much to make cheap healthy meals
* Food waste at home/making the use of leftovers​
* Quizzes​ – food and nutrition quizzes over lunch time
* Food bingo​ – a game of Bingo (but just make it about food!!)
* Weighing/Measuring – discussing how much sugar and salt are in every day food items

**Mental Health Helpline**Cheshire and Wirral Partnership have launched a Freephone 24/7 all age urgent mental health helpline. The helpline is available for people of all ages, including children and young people, across Cheshire West, Cheshire East and Wirral who require urgent mental health support. The new Freephone number is to ensure completely free access for all people who require such support. The number for the service is: **0800 145 6485**.

Any support to promote the mental health helpline is greatly appreciated, and to this end [please find a comms toolkit at this link](https://webstore.cwp.nhs.uk/EP/NCV/CWPFreephonenumbertoolkit.pdf), that we hope may be of assistance if you are able to share the number in your internal channels, networks, social media, website etc.

The toolkit contains:

* Internal messaging
* Social media graphics
* Social media posts

This includes bespoke messaging for children and young people’s services.

**Wirral Sandbox**

Wirral Sandbox is an expanding risk assessment and service directory tool for anyone working with young people. It can be used to help inform risk assessment, help you to find the correct service to help you to support a young person.

Find out more here: [www.wirralsandbox.com](http://www.wirralsandbox.com/)