



#WithAHandFromParentline: campaign supporter pack

Dear Friend,

Please give families a helping hand by sharing our new social media campaign!

From **3 February**, Children 1st will be launching a new campaign to raise awareness that our national Parentline service offers free, confidential support for Scotland's parents and carers, 365 days a year.

As a valued friend, we're asking you to use your social media channels, websites and networks to let your audiences and any families you support know that Parentline is there for them.

The campaign creatives show the positive difference Parentline makes to families it supports:

- "With a helping hand from Parentline I feel we're a family again."
- "With a helping hand from Parentline I know we're not alone."
- "With a helping hand from Parentline I'm able to cope."

How can you help?

On the next page you will find some suggested social media text and images. Feel free to use your own words (or simply share and retweet our pinned posts).

Please use the hashtag: **#WithAHandFromParentline** and tag **@children1st** on Twitter and Facebook.

The campaign will last until the end of March 2020, so we'd be pleased if you could share the materials at any time – or times – that suit you during this period.

Thank you. I look forward to seeing lots of helping hands for Scotland's families during the campaign.

Mary Glasgow

Chief Executive

Children 1st

Share our images and posts on social media

Images sized for Facebook, Twitter and Instagram are attached and available to download from: www.children1st.org.uk/parentline-campaign



Facebook

- Every family needs a helping hand sometimes. From moments of crisis, to everyday challenges, Parentline can help.

Parentline is free and confidential, 365 days a year, 7 days a week.

For advice and support, visit: <http://ow.ly/QQNr50xXPEN>

#WithAHandFromParentline

- #Parentline is a helping hand for any family in Scotland needing support, at the touch of a button.

Whatever affects your family, Parentline can help.

Visit: <http://ow.ly/4nVA50xXPI7>

#WithAHandFromParentline

Twitter

- #Parentline is a helping hand for families across Scotland, at the touch of a button.

For advice and support, visit: <http://ow.ly/LHfn50xXPK0>

#WithAHandFromParentline @children1st

- Every family needs a helping hand sometimes.

Whatever the issue, Parentline can help with confidential advice, 365 days a year.

Find out more: <http://ow.ly/B6yP50xXPMb>

#WithAHandFromParentline @children1st

Put a link to Parentline on your website

Add a link to Parentline on your website, or amend any existing links, text and logos.

Logos are available to download from: www.children1st.org.uk/parentline-campaign

Here's some suggested wording:

Parentline is a helping hand for any family in Scotland needing support.

Whatever affects your family, Parentline can help.

- Call free: 08000 28 22 33
- Chat or find advice: children1st.org.uk/parentline
- Email: parentlinescotland@children1st.org.uk

We're here 7 days a week, 365 days a year:

Monday to Friday, from 9am-9pm

Saturday and Sunday, from 9am-12noon

Share information about Parentline in your newsletter

Add information about Parentline to your newsletter or amend any existing information you might already be using.

Logos are available to download from: www.children1st.org.uk/parentline-campaign

Here's some suggested wording:

Every family needs a helping hand sometimes. From moments of crisis, to everyday challenges, Parentline can help. You can get free and confidential support from Parentline 365 days a year, 7 days a week. For advice and support at the touch of a button visit: children1st.org.uk/parentline

Get in touch

If there are other ways you could support our Parentline campaign, or you would like to share any feedback about the campaign, we would love you to get in touch.

Email Iain or Karima at communications@children1st.org.uk or call 0131 446 2334.