

#30daysofplay

PlayTalkRead  
Partner Social Media Toolkit



playtalkread  
Have Fun From Day One

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# What is #30daysofplay ?

During November, we will be focusing on increasing parent engagement #30daysofplay.

PlayTalkRead has developed 30 different fun activities for parents to try as part of this campaign. During the month of November, we will offer families in Scotland the opportunity to win a family photo-shoot up to the value of £1000 by sharing a photo of themselves and their child participating in one of our suggest activities via our social media channels.

**1.** Go to [playtalkread.scot/30daysofplay](https://playtalkread.scot/30daysofplay) and choose an activity.

**2.** Take a pic of you and your tot doing the activity together.

**3.** Share it on [facebook.com/playtalkread](https://facebook.com/playtalkread) or post it on Twitter using [#30daysofplay](https://twitter.com/hashtag/30daysofplay)

# Key Messages



- The everyday things **YOU** do **TOGETHER** make a big difference.
- You can play, talk and read together at anytime and anywhere that suits you by fitting activities into your daily routine.

# PlayTalkRead Social Media Channels

- Website: [playtalkread.scot/30daysofplay](http://playtalkread.scot/30daysofplay)
- Facebook: [facebook.com/playtalkread](https://facebook.com/playtalkread)
- Twitter: [@playtalkread](https://twitter.com/playtalkread)
- **Hashtag:** #30daysofplay

# Suggested social media posts

- Facebook Posts:

- We're very happy to be supporting PlayTalkRead in their #30daysofplay! For full details on how you and your tot can be involved, visit [playtalkread.scot/30daysofplay](https://playtalkread.scot/30daysofplay).
- Join PlayTalkRead in #30daysofplay! Choose an activity, take a pic of you and your tot doing the activity together & share with the tag #30daysofplay for a chance to win a luxury photo shoot for your family.
- Out and about with your tot? Whether you're feeding the birds or smiling for a selfie, share a photo of your activity together and tag #30daysofplay for a chance to win a luxury family photo shoot.
- Looking for ideas of ways for you and your tot to play in November? Check out PlayTalkRead's #30daysofplay list at [playtalkread.scot/30daysofplay](https://playtalkread.scot/30daysofplay).
- Rainy day? Perfect chance for some play! Go jump in a puddle with your tot! Share a photo with #30daysofplay for a chance to win a luxury family photo shoot.

# Suggested social media posts

- **Twitter Posts:**

- We're happy to support @PlayTalkRead in #30daysofplay! For details on how to join in the fun, visit [playtalkread.scot/30daysofplay](https://playtalkread.scot/30daysofplay).
- Join @playtalkread in #30daysofplay! Share a pic of you & your tot doing an activity together with a chance to win a family photoshoot.
- Out & about with your tot? How about trying to spot a plane in the sky? Join @playtalkread in #30daysofplay.
- Looking for ways to play, talk & read with your tot in November? Check out @playtalkread's #30daysofplay for some inspiration.

# Campaign Contacts

## For Partnerships:

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