

STEP INTO OUR WORLD



SPREAD THE WORD: SOCIAL MEDIA TOOLKIT

Social media is a brilliant way to spread the word about **Children's Mental Health Week**. You can use it to raise awareness about this year's theme and Place2Be's mission, encourage others to download resources and get involved, and share ways to support and fundraise.

We've created images and captions to make it as easy as possible for you to spread the word both before and during the week itself.

KEY INFORMATION

If you're posting about Children's Mental Health Week, please tag Place2Be in your posts and use the hashtags **#ChildrensMentalHealthWeek** and **#StepIntoOurWorld**.



@_Place2Be



@Place2BeCharity



@Place2Be



@_Place2Be

SUGGESTED COPY



BEFORE CHILDREN'S MENTAL HEALTH WEEK

I'm/We're proud to be supporting @_Place2Be's **#ChildrensMentalHealthWeek** 2027!

This year's theme, **#StepintoOurWorld**, is all about seeing the world through children's eyes and helping them feel safe, valued and supported.

Join **me/us** from 1-7 February as we come together to support children's mental health. Share this post and find out how to get involved www.childrensmentalhealthweek.org.uk.



DURING CHILDREN'S MENTAL HEALTH WEEK

It's officially **#ChildrensMentalHealthWeek**!

I'm/We're supporting @_Place2Be and this year's theme, **#StepintoOurWorld**, which is all about seeing the world through children's eyes and helping them feel safe, valued and supported.

I/We will be [insert plans].

Join **me/us** in supporting children's mental health. Share this post and get involved or donate: www.childrensmentalhealthweek.org.uk.

DOWNLOAD OUR
SOCIAL MEDIA
GRAPHICS

CLICK HERE

EXPRESS YOURSELF



EXPRESS YOURSELF DAY FUNDRAISER: SOCIAL MEDIA TOOLKIT

If you are hosting an **Express Yourself Day** or other fundraising activity, social media is an excellent way to share your plans and encourage your friends, family community and colleagues to donate.

We've created images and captions to make it as easy as possible for you to spread the word both in the lead up to and on the day itself.

KEY INFORMATION

If you're posting about Children's Mental Health Week, please tag Place2Be in your posts and use the hashtags **#ChildrensMentalHealthWeek** and **#ExpressYourselfDay**.

 @Place2Be

 @Place2BeCharity

 @Place2Be

 @Place2Be

SUGGESTED COPY



BEFORE EXPRESS YOURSELF DAY

Join **me/us** for **my/our** **#ExpressYourselfDay** fundraiser on Friday 5 February 2027!

To mark **@Place2Be's** **#ChildrensMentalHealthWeek**, I am hosting a fundraiser to raise vital funds for children's mental health.

I/we will be **[insert your plans!]**.

To support **me/us**, you can donate here: **[insert your JustGiving link]**.



ON EXPRESS YOURSELF DAY

Today is **#ExpressYourselfDay** as part of **@Place2Be's** **#ChildrensMentalHealthWeek** 2027!

To celebrate I/we will be **[insert your plans!]**

By raising these vital funds, we can support Place2Be's mission and ensure that no young person has to face mental health problems alone.

To support **me/us**, you can donate here: **[insert your JustGiving link]**.

DOWNLOAD OUR
SOCIAL MEDIA
GRAPHICS
CLICK HERE