

# DIGITAL TOOLKIT

## Bringing up children can be tough at times.

Children First support line is here to help.



**CHILDREN  
FIRST** Protecting  
Scotland's  
Children



**SUPPORT LINE**  
08000 28 22 33  
[childrenfirst.org.uk](https://childrenfirst.org.uk)

# CHILDREN FIRST SUPPORT LINE

**Bringing up children can be tough at times. Our Children First Support line is here to support.**

Every day we hear from parents and carers across Scotland that raising their babies, children and teenagers is harder than ever. Many feel overwhelmed and at a loss, not knowing where to turn for support.

All stages of growing up bring their own unique challenges. From baby milestones to toddler tantrums. Making friends to bullying. Struggles at school to coping with exams. Mobile phones to harmful online content. Social media to peer pressure. Bonding with your baby to understanding teenagers. The list is endless and it can be exhausting!

Sadly, today's generation are facing new and worrying challenges and carefree, precious childhoods are getting shorter. Across Scotland, children's mental health is suffering.

To make matters worse, a staggering one in four children in Scotland are living in poverty. Feeling isolated and alone, thousands of parents and carers are stressed every day just trying to make ends meet. Too many are struggling to provide the basics for their children, put food on the table and keep them warm.

It doesn't need to be this way. Our support line offers emotional, practical and financial help to any family in Scotland.

# HOW YOU CAN HELP SPREAD THE MESSAGE

This toolkit provides assets and captions to use and share on your social media channels. We would appreciate your support using these resources and planning these marketing assets into your social media activity.

We have also provided suggested copy for e-newsletters and websites for you to communicate directly with people who may benefit from our support line.

You can also request posters and flyers to display in your local community.

All resources can be downloaded here; [www.childrenfirst.org.uk/digital-toolkit](http://www.childrenfirst.org.uk/digital-toolkit).

Together, we can spread the word!



**Children First is Scotland's national children's charity. We stand up for every child because all children should have a safe childhood.**

We protect children from harm, keep them safe, and support them to recover from trauma and abuse through our national support line and in their homes, schools and communities.

# SOCIAL MEDIA ASSETS

## Caption 1



“ Bringing up children can be tough at times. All stages bring challenges. But you are not alone, the Children First support line is here for you. For emotional, practical and financial support call free on **08000 28 22 33** or start a webchat at [www.childrenfirst.org.uk/supportline](http://www.childrenfirst.org.uk/supportline). ”

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## Caption 2



“ Calling all parents in Scotland! Are you feeling overwhelmed with your baby, child or teenager? The Children First support line is here for you. For emotional, practical and financial support call **08000 28 22 33** or start a webchat at [www.childrenfirst.org.uk/supportline](http://www.childrenfirst.org.uk/supportline). ”

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## Caption 3



“ Toddler tantrums, bullying, school, online harm, peer pressure - bringing up children can be tough! The Children First support line is here for you. For emotional, practical and financial support call **08000 28 22 33** or start a webchat at [www.childrenfirst.org.uk/supportline](http://www.childrenfirst.org.uk/supportline). ”

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## Caption 4



“ From bonding with your baby to understanding teenagers, bringing up children can be tough! The Children First support line is here for you. For emotional, practical and financial support call **08000 28 22 33** or start a webchat at [www.childrenfirst.org.uk/supportline](http://www.childrenfirst.org.uk/supportline). ”

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## Caption 5



“ Struggling to make ends meet? 1 in 4 children in Scotland live in poverty. The Children First support line can ensure you receive all your entitlements. For emotional, practical and financial support call **08000 28 22 33** or start a webchat at [www.childrenfirst.org.uk/supportline](http://www.childrenfirst.org.uk/supportline). ”

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## Caption 6



“ There is no such thing as a perfect family. We all need a little help at times. The Children First support line offers emotional, practical and financial support. Call **08000 28 22 33** or start a webchat at [www.childrenfirst.org.uk/supportline](http://www.childrenfirst.org.uk/supportline). ”

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## Caption 7



“Money worries? Every year, the Children First support line helps put millions of pounds back into the pockets of families who desperately need it. For emotional, practical and financial support call free on **08000 28 22 33** or start a webchat at [www.childrenfirst.org.uk/supportline](http://www.childrenfirst.org.uk/supportline).”

## Caption 8



“If you have concerns about a child's wellbeing, please don't leave it to chance. The Children First support line will listen and help you work through what's best for the child. Call **08000 28 22 33** or start a webchat at [www.childrenfirst.org.uk/supportline](http://www.childrenfirst.org.uk/supportline).”

## Caption 9



“The Children First support line is a lifeline we wish we had known about sooner.” For emotional, practical and financial support call free on **08000 28 22 33** or start a webchat at [www.childrenfirst.org.uk/supportline](http://www.childrenfirst.org.uk/supportline).”



## Caption 10



“Worried your child is being bullied? The Children First support line is here for you. For emotional, practical and financial support call **08000 28 22 33** or start a webchat at **[www.childrenfirst.org.uk/supportline](http://www.childrenfirst.org.uk/supportline)**.”

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## Caption 11



“Worried about your child’s mental health? The Children First support line is here for you. For emotional, practical and financial support call **08000 28 22 33** or start a webchat at **[www.childrenfirst.org.uk/supportline](http://www.childrenfirst.org.uk/supportline)**.”

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## Caption 12



“Worried about online harm? The Children First support line is here for you. For emotional, practical and financial support call **08000 28 22 33** or start a webchat at **[www.childrenfirst.org.uk/supportline](http://www.childrenfirst.org.uk/supportline)**.”

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# E-NEWSLETTER AND WEBSITE COPY

## Long copy



### **Children First support line**

Bringing up children can be tough at times! All stages of growing up bring their own unique challenges. From baby milestones, toddler tantrums, friends, bullying, school, exams, mobiles, harmful online content, social media, peer pressure to mental health. The list is endless.

To make matters worse, a staggering one in four children in Scotland are living in poverty. If you are struggling you are not alone.

**The Children First support line** offers emotional, practical and financial support. Call free on **08000 28 22 33** or start a webchat at **[www.childrenfirst.org.uk/supportline](http://www.childrenfirst.org.uk/supportline)**.

You can also call if you are worried about a child's wellbeing in your local community.

## Short copy

### **Children First support line**

Bringing up children can be tough at times! The Children First support line offers emotional, practical and financial support. Call free on **08000 28 22 33** or start a webchat at **[www.childrenfirst.org.uk/supportline](http://www.childrenfirst.org.uk/supportline)**.

You can also call if you are worried about a child's wellbeing in your local community.



# POSTERS AND FLYER

Can you help spread the word and display a Children First poster or leaflets in your premises?

We would be delighted to supply these. To request copies, contact [communications@childrenfirst.org.uk](mailto:communications@childrenfirst.org.uk) or call **0131 297 3227**.

Thank you!



## Scotland's children need your support

We believe that every child should have a safe and happy childhood. Every child should have hopes, dreams, prospects and opportunities. But, for many, they simply do not exist. Scotland's children urgently need your support.

Make a  
**DONATION**

Leave  
a gift  
in your  
**{Will}**

**VOLUNTEER**

Sign up  
to our  
**NEWSLETTER**

      
Follow us on  
social media

Take part  
in a  
fundraising  
event

You can make a real difference to the lives of children and families across Scotland. Please help us to protect Scotland's children and ensure they grow up safe and happy.

Visit [childrenfirst.org.uk](http://childrenfirst.org.uk) to find out more.

“The Children First support  
line is a lifeline we wish we had  
known about sooner.”

Support line caller

**Support line 08000 28 22 33 | General enquires 0131 446 2300 | [childrenfirst.org.uk](https://childrenfirst.org.uk)**

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