



**Social Media Copy for Partners
Parent Club and Scottish Government
Get into Summer Campaign
21.06.21**

Four social media posts have been created for partners to use as part of the Get into Summer campaign. These can be adapted or amended to better fit the usual tone of your social media, or your brand. You can also update these posts to make them more specific to your Get into Summer offering, if applicable.

Please pair your social post with a relevant Get into Summer image, ensure to use #GetIntoSummer, and tag Parent Club in all posts.

POST 1

Facebook

After the year we've had, families are in need of a little boost. Make the most of the summer holidays and #GetIntoSummer. Check out the Parent Club website at Parentclub.scot/summer to see what summer activities are on in your area.

You can also find lots of ideas for your own fun summer family activities on the Parent Club website and on Parent Club's Facebook page.

Instagram

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You can also find lots of ideas for your own fun summer family activities on the Parent Club website and [@ParentClubScotland](https://www.instagram.com/ParentClubScotland).

#ParentClub #ParentClubTips

Twitter

After the year we've had, families are in need of a little boost. Check out parentclub.scot/summer to see what summer activities are on in your area to help you #GetIntoSummer. You can also find ideas for your own summer family activities on the website and [@parentclubscot](https://twitter.com/parentclubscot)!

POST 2

[Please note, you can find a range of tips and ideas on Parentclub.scot/summer, please feel free to update the tip with one from the Parent Club website, or one of your own!]

Facebook

#GetIntoSummer with fun tips and ideas to boost your family's wellbeing!

There are some great suggestions at [Parentclub.scot/summer](https://parentclub.scot/summer) to help boost your family's wellbeing after the year we've all had. We will definitely be trying this one...

Tip#7: Shadow chasers:

On a sunny day, pop outside with your kids and try chasing each other's shadows. Make someone the 'chaser' and give them a point for each time they catch someone's shadow by jumping on it. Take it in turns and see who can collect the most points.

Check out the Parent Club's Facebook page for more ways to #GetIntoSummer!

Instagram

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Check out [@ParentClubScotland](https://www.instagram.com/ParentClubScotland) for more ways to #GetIntoSummer!

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Tip#7: Shadow chasers: On a sunny day, pop outside with your kids and try chasing each other's shadows. Take it in turns to be the 'chaser' and jump on each other's shadows to see who can collect the most points. Check out [@ParentClubScotland](https://www.twitter.com/ParentClubScotland) for more ways to #GetIntoSummer!

POST 3

Facebook

Looking for ways to #GetIntoSummer?

Check out [Parentclub.scot/summer](https://parentclub.scot/summer) to get all kinds of tips and ideas, and find out what activities are available in your area.

#GetIntoSummer

Instagram

Looking for ways to #GetIntoSummer?

Check out @ParentClubScotland to get all kinds of tips and ideas, and find out what activities are available in your area at [Parentclub.scot/summer/](https://parentclub.scot/summer/)!

#GetIntoSummer #ParentClub #ParentClubTips

Twitter

Looking for ways to #GetIntoSummer?

Check out @ParentClubScot to get all kinds of tips and ideas, and find out what activities are available in your area at [Parentclub.scot/summer/](https://parentclub.scot/summer/)!

POST 4

Facebook

Do your kids like adventure? How about being an explorer for a day?

At [Parentclub.scot/summer](https://parentclub.scot/summer/), you can find all kinds of fun activities for your kids to do at home and out and about!

Like this tip for a hot lava game:

When you're out and about pretend the lines on the pavement are an obstacle course of hot lava. Get them to skip and jump over the lines and cracks and see who can get the furthest without stepping on any.

If you need to hurry them along, why not pretend that a volcano is going to go off soon?

Check out @ParentClubScotland for more tips and activities and #GetIntoSummer!

Instagram

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