**Social Media Kit**

**Parenting in the time of COVID-19**

The coronavirus disease (COVID-19) pandemic has upended family life around the world. School closures, working remote, physical distancing — it's a lot to navigate for anyone, but especially for parents. A group of partners teamed up with the Parenting for Lifelong Health initiative to bring parents and caregivers a set of handy tips to help manage this new (temporary) normal.

**Note:** These messages can be adapted for various social media platforms including Instagram, Facebook, Twitter, WhatsApp, Viber, etc; tags can also be adapted to fit your target audience as long as the images remain constant with reference to further information either on the WHO, UNICEF, or Parenting for Lifelong Health COVID-19 websites.

**Tag partners:** @WHO @UNICEF @USAID @CDCgov @ParentingLH @GPtoEndViolence @accelerate\_hub

**Hashtag:** #COVID19Parenting #COVID19 

**Websites:**

* Resources in over 100 languages - [www.covid19parenting.com](http://www.covid19parenting.com)
* UNICEF link [here](https://www.unicef.org/coronavirus/covid-19-parenting-tips)
* WHO link [here](https://www.who.int/emergencies/diseases/novel-coronavirus-2019/advice-for-public/healthy-parenting)

**Link to evidence base:** [here](https://www.acceleratehub.org/plh-research-outputs)

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| **Visual** | **Message for Twitter/Facebook/Instagram** |
| **A picture containing drawing  Description automatically generated** | School closures have impacted 1.5 billion children.  Check out these parenting tips to help you adjust during #COVID19:  ✅Keep it positive  ✅Create daily routines  ✅Spend time one-on-one  ✅Manage stress  ✅Talking about COVID19  [www.covid19parenting.com](http://www.covid19parenting.com) - in 100+ languages.  #COVID19Parenting |
| A picture containing drawing, sign  Description automatically generated | Talk to your child about #COVID19.  They will already have heard something. Silence and secrets do not protect our children. Honesty and openness do. Think about how much they will understand. You know them best.  #COVID19Parenting tips: www.covid19parenting.com |
| **A picture containing drawing, sign  Description automatically generated** | Spend one-on-one time with your kids!  School shutdown is also a chance to make better relationships with our children. One-on-One time is free & fun: draw, dance and no phone or TV. It will help them feel safe and loved.  #COVID19Parenting tips: www.covid19parenting.com  #COVID19 |
| **A close up of a sign  Description automatically generated** | Keep it positive!  It's hard to feel positive when our kids driving you crazy. We often end up saying “Stop doing that!” But they will listen better to your positive instructions & praise for what they do right.  #COVID19Parenting tips: www.covid19parenting.com  #COVID19 |
| **A picture containing drawing  Description automatically generated** | Kids at home driving you crazy?  Feeling like you are going to scream? All children misbehave - it is normal. Catching bad behaviour early can help. Try to redirect them to a positive behaviour. Prevent, protect, and praise!  #COVID19Parenting tips: www.covid19parenting.com  #COVID19 |
| **A picture containing drawing  Description automatically generated** | Keep calm & manage stress.  Crowded house? Stressed out? #COVID19 is a stressful time. Share your feelings. Take a break. Take care of yourself so you can take care of your children. You can do it!  #COVID19Parenting tips: www.covid19parenting.com  #COVID19 |
| **A picture containing drawing  Description automatically generated** | Create a routine!  A structured day helps kids feel secure and makes it easier to manage them.  Try making a timetable with schoolwork, games, free time, exercise, and handwashing. Take charge of your days.  #COVID19Parenting tips: www.covid19parenting.com  #COVID19 |
| **A picture containing drawing  Description automatically generated** | Keep children safe online!  Children now spending a lot of time online. It helps them to be connected and cope with #COVID19 but it also presents risks. What are they? What tech fixes you can use to protect your children?  Check #COVID19Parenting tips: [www.covid19parenting.com](http://www.covid19parenting.com) |
| **A picture containing drawing  Description automatically generated** | Parenting in a crowded home?  It can feel even harder to keep your family healthy & safe from #COVID19. To make easier try to:  ➡️Share the load  ➡️Exercise daily  ➡️Take a Pause  ➡️Make social distancing & hygiene a fun routine  #COVID19Parenting tips: [www.covid19parenting.com](http://www.covid19parenting.com) |
| **A picture containing drawing, sign  Description automatically generated** | Stressed about money because of #COVID19?  You are among the millions. Children asking for things can cause arguments, but this can help:  ➡️Look for support  ➡️How much you spend?  ➡️Needs & wants?  ➡️Make a family budget with kids  #COVID19Parenting tips: [www.covid19parenting.com](http://www.covid19parenting.com) |
| **A picture containing drawing  Description automatically generated** | Family harmony is on you!  The more we practice modelling peaceful, loving relationships for our children the more secure and loved they will feel. Positive language, active listening and empathy will do magic💫  #COVID19Parenting tips: [www.covid19parenting.com](http://www.covid19parenting.com) |
| **A picture containing drawing  Description automatically generated** | Millions of children face school closure & isolation in their own home.  Have you tried learning through play? It can be both fun and educational for all ages! There are so many different types of games, see which one you like👉#COVID19Parenting tips: [www.covid19parenting.com](http://www.covid19parenting.com) |
| **A picture containing drawing  Description automatically generated** | When we get angry...  We love our children but the stresses of #COVID19, money and lockdown can make us angry. Here are some tips on how to prevent it from happening and take control of your next steps➡️ [www.covid19parenting.com](http://www.covid19parenting.com)  #COVID19Parenting |
| **A close up of a logo  Description automatically generated** | Parenting a new baby in the #COVID19 pandemic can be especially challenging. You are not alone. ➡️these science-based resources can help you. https://www.covid19parenting.com/  🎶Sing songs  👄Talk and tell stories  😝Play games like peek-a-boo  😊Manage stress  📱Connect with loved ones |
| **A drawing of a face  Description automatically generated** | Parenting teens has always been tough. #COVID19 just made it harder. These #COVID19Parenting resources explain how to support them https://www.covid19parenting.com/  🕒Spend time together  🗓️Create routines  💕Show kindness  😊Manage stress  👄Talk about challenging behaviour, feelings & COVID |
| **A picture containing drawing  Description automatically generated** | #COVID19 puts parents under extreme stress - especially parents with disabilities & parents of children with disabilities. You are not alone. ➡️These science-based resources can help #COVID19Parenting [www.covid19parenting.com](http://www.covid19parenting.com)  ✅Manage stress  ✅Create daily routines  ✅Spend time one-on-one  ✅Praise |