

## **NATIONAL ASSOCIATION OF CHILD CONTACT CENTRES (NACCC)**

### **SOCIAL MEDIA TOOLKIT**

#### **ABOUT THIS SOCIAL MEDIA TOOLKIT**

This toolkit provides resources and guidance to support members, stakeholders, and partners of NACCC in promoting their services and communicating the benefits of child contact centres on social media.

Read on for information, advice, and tips on publishing content on social media platforms such as Facebook and Twitter, including ready-made posts and links to our social media resources that you can use.

#### **About the National Association of Child Contact Centres (NACCC)**

The National Association of Child Contact Centres (NACCC) accredits 350 centres nationwide. Around 4,000 volunteers and 1,000 staff run these centres and over 17,000 children benefited from accredited services in the past year.

NACCC accredited child contact centres help parents and children in five main ways:

- Provide a safe, neutral, welcoming space for children to spend time with parents (or other people important to them, such as grandparents).
- Support parents to help them prioritise the needs of their children post separation.
- Promote mediation so that long-term solutions can be found to keep children in touch with both parents.
- Offer resources, information and advice for families dealing with separation.
- Provide specialist supervised interventions where children may be exposed to a higher level of risk.

For more information on the work of child contact centres, visit <https://naccc.org.uk>

#### **HOW TO ENGAGE AUDIENCES ON SOCIAL MEDIA**

##### **1. Follow us**

**Follow the official NACCC channels on social media** to keep up-to-date with the latest news and discussions relating to child contact centres.

Facebook: [@NACCCOFFICIAL](https://www.facebook.com/NACCCOFFICIAL)

Twitter: [@NACCCofficial](https://twitter.com/NACCCofficial)

##### **2. Share our social media materials**

We have produced a range of **social media resources** including infographics, animations, brand visuals, and more. The NACCC publishes these alongside regular content about our work and you can do the same. The social media resources and more facts and figures are available here:  
<https://naccc.org.uk/stakeholder-campaign>

We also have content about coronavirus online:

<https://naccc.org.uk/coronavirus-update>

You can share this link and a link to an article written for the Local Government Information Unit (*please note this article was published on 15/4/20 but promotes the remote contact model that has remained during the coronavirus outbreak*):

<https://lgiu.org/covid-19-child-contact-centres-during-the-pandemic/>

### 3. Create your own content

The best content is unique and tailored to you and your organisation. **Creating your own content is an effective way of promoting your own services, as well as raising awareness of the importance of child contact centres and reaching out to stakeholder groups.**

**Using common hashtags related to child contact centres and parenting** consistently within both your written and visual content will help to improve the searchability and reach of your posts, enabling a wider community of interested parties to interact with your content.

#### Key hashtags include

#ChildContactCentres

#parenting

#childsafety

#divorce

#mediation

#familycourts

#familylaw

Adding emojis, filters and photography is a great way to increase audience engagement. Always remember to keep your content appropriate to the setting and ask permission from any individuals that feature in photos and content.

### 4. Use visuals

**Images, videos and GIFs can improve the effectiveness of your content by making your audience more likely to receive your message.** In making your content more noticeable, they can also improve the likelihood of your audience interacting with your posts or responding to any call to action (click here/register, etc.).

GIFs are particularly popular at the moment and appeal as a short, attention-grabbing animation that usually automatically plays on people's feed to ensure attention is drawn to it. **There are a number of simple online tools that you can**

**use to create GIFs**, such as [Tenor](#) or [EZGif](#). [Giphy](#) is another good choice, and hosts one of the largest collections of GIFs online. Alternatively, you can use pre-made GIFs. Most social media channels, including Facebook and Twitter, have built-in GIF search options, or you can find GIFs to share or download from Google Images (there is an option to filter GIFs instead of images, but check the sharing permissions for this).

Posting film footage is also a great way of promoting your services, and a welcome change from static images. Use your smart phone to record footage and upload it to your social media channel of choice. It's a good idea to do some checks before you start filming – for example, is the lighting and sound quality good enough? – in order to ensure the footage you take is of good quality.

## 5. Go live

In the age of instant content, **Instagram Stories, Facebook Live, Snapchat, and TikTok** are effective ways of reaching core audiences. By integrating Facebook and Instagram Live into your content strategy, you will provide a unique, real-time source of content for viewers.

It's recommended that you plan out your live content as you would anything else. While live streaming has the benefit of providing authentic, unedited and unfiltered content, **it still requires a plan of action to be place in order to maximise its effectiveness.**

## SAMPLE POSTS

Here are some examples of content for social media that you can **share on your own channels** to help promote the benefits of child contact centres as well as your own centre's services and any other activities you may be involved with.

- Parenting shouldn't end when relationships do. Rather than relying on the courts when a relationship breaks down, parents can use #mediation, #ChildContactCentres and #parenting plans. Find out how NACCC accredited centres can help: <https://naccc.org.uk/get-help>
- Up to 1 million young people have lost contact with a parent due to #divorce or separation, according to @csjthinktank. But it doesn't have to be this way – places like child contact centres can help. Find out how: <https://naccc.org.uk/help-for-adults>
- Lack of parental contact or exposure to conflict negatively impacts a child's emotional health and educational wellbeing. Places like child contact centres can help reduce the impact. Find out more at: <https://naccc.org.uk>
- Over 110,000 young people every year see their parents #divorce according to @rcpsych data, and many risk losing contact with a parent within the first two years of separation. It doesn't have to be this way – places like child contact centres can help <https://naccc.org.uk/help-for-adults/types-of-contact>
- When parents #divorce or separate many children lose contact with a parent for good. Child contact centres can enable #parenting to continue after a relationship ends, ensuring children feel supported and safe. For more info, visit: <https://naccc.org.uk/kidsstuff> #childsafety

- Child contact centres enable #parenting to continue when a relationship ends by providing a safe, neutral, welcoming space for children to spend time with parents or other people important to them, such as grandparents. Find your nearest NACCC centre at: <https://naccc.org.uk/find-a-centre>
- Interested in becoming a #volunteer at a child contact centre? We accredit 350 centres nationwide that provide safe, neutral, welcoming spaces for children of separated families to spend time with their parents. Find an opportunity near you <https://naccc.org.uk/get-involved/volunteer>
- Parenting shouldn't end when relationships do, but courts telling parents what to do shouldn't be the default answer. Parents can use 'out of court pathways' such as #mediation, child contact centres and #parenting plans. Find out more at: <https://naccc.org.uk/get-help>
- Exposure to conflict when a relationship ends can have a negative impact on children's emotional health and educational wellbeing. NACCC accredited child contact centres can help parents prioritise the needs of their children post separation. More at: <https://naccc.org.uk/get-help>
- The NACCC accredits 350 #ChildContactCentres nationwide which are run by around 4,000 #volunteers and 1,000 staff. All NACCC accredited centres are required to meet national standards which ensure that families using the services are safe. More info at: <https://naccc.org.uk/standards>
- All NACCC accredited child contact centres are required to meet agreed and approved national standards which ensure that families using the services are safe. Read more about our standards at: <https://naccc.org.uk/standards>

## Top tips for content

- **Include a link to a website**, such as the NACCC website or your own, in order to provide more information for people who are interested.
- **Tag other relevant Twitter accounts** in posts by using '@' and then typing the account name. This ensures they see your content, which encourages them to interact with it and also brings it to the attention of their own audience.
- **Pin tweets** to the top of your feed to ensure ongoing visibility.
- Reply to, or **interact with other content** that uses relevant hashtags related to child contact centres and parenting.
- **Respond to comments** or replies to your content.
- **Create a social media content calendar** to plan and write your posts in advance. Find out if there are any relevant campaigns, events, or awareness days happening and plot them into your calendar so you can create posts that piggyback on topical issues.
- **Use automated scheduling tools**, such as [TweetDeck](#), [Sendible](#), [Hootsuite](#), [Buffer](#) or [Sprout](#) to schedule social media content in advance to ensure regular promotion.
- **Host live activities** via Facebook, Twitter or YouTube. These can be an effective way of communicating with your target audience in real-time, without the cost of organising a physical event.

## SOCIAL MEDIA BEST PRACTICE

### 1. Update your profile

A great way to show that you are an NACCC accredited child contact centre is to add a short sentence to your Facebook, Twitter and Instagram profiles to highlight it. Remember to tag the NACCC accounts so your followers will be able to make the direct connection.

### 2. Post at optimal times

The best times to be posting on social channels are shown below:

- **Facebook:** Between 12:00 and 15:00, Monday, Wednesday, Thursday, and Friday.
- **Instagram:** Between 14:00 and 15:00, Monday to Friday.
- **Twitter:** Between 12:00 and 15:00, Monday to Friday.
- **LinkedIn:** 07:45, 10:45, 12:45, and 17:45, Monday to Thursday.

### 3. Engage effectively with others

One of the most significant benefits of social media is that it gives your audience the opportunity to interact with you, and you with them in return. Here are some tips for making the most of this:

#### Top tips for engagement:

- **Always tag where applicable.** When referencing a particular company or organisation, always check if they are present on social media and tag them. This means they can see your content and choose to share or respond to it. In this way, your message will become visible to their audience as well as your own.
- **Make use of relevant hashtags.** Make sure your content is noticed at the most appropriate moments and incorporate popular/trending hashtags that are relevant to you.
- **Respond promptly to questions.** It is vital to respond to any comments and messages quickly. Responding within 24 hours indicates that you are present and readily available with answers (e.g. to questions about opening hours or appointments).
- **Comment and share/retweet content from your community.** Take advantage of mentions or comments on your feed. These are gateway opportunities for you to return the interaction and build relationships that can be developed further in the future.
- **Start a discussion.** Twitter, Facebook and Instagram have the option to create your own opinion poll. You could ask your community a question to increase engagement and use the results to educate them or provide a call to action.