

Parenting Smart

Social media toolkit



Overview

Place2Be is proud to introduce **Parenting Smart**, our site for parents and carers of 4-11 year olds.

It's completely free to use and access. Developed by Place2Be's parenting experts, the site is full of tips and advice on a range of topics including transition to secondary school, meltdowns, and sleep difficulties. Learn more at parentingsmart.org.uk.

We'd love your support to help us spread the word, and help us reach as many parents as possible. We've created assets, example tweets and posts, to make it as easy as possible for you to show your support.

Don't forget to tag us on social media:

 @Place2Be

 @_Place2Be

 Place2Be

 Place2Be

Suggested copy for social media

Please note, these posts will work for any social media platform, but we have included the Twitter handles in our examples.

- Looking for free practical advice to help you support your child? #ParentingSmart, @Place2Be's site for parents and carers, is full of expert advice and tips on supporting children and managing their behaviour. Learn more at <https://bit.ly/3AVMPXi>
- We all want the best for our children, but parenting can be really tough sometimes. #ParentingSmart, a site from @Place2Be, offers free practical advice for parents and carers on how to support children and manage their behaviour. Learn more at <https://bit.ly/3AVMPXi>
- 52% of parents of 4-11 year olds have felt isolated during the pandemic. @Place2Be has launched #ParentingSmart, a website for parents and carers full of expert advice and tips on supporting children and managing their behaviour. Learn more at <https://bit.ly/3AVMPXi>

[Download graphics for social media](#)

