

# SOCIAL MEDIA PACK



**Wales and Northern Ireland Facebook Stay & Play Event**

**Friday 19<sup>th</sup> & 26<sup>th</sup> November 2021**

**Wales** Assets for Saturday 14<sup>th</sup> November - Friday 19<sup>th</sup> November 2021

**Northern Ireland** Assets for Saturday 20<sup>th</sup> November - Friday 26<sup>th</sup> November 2021

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This pack assigns a **bespoke asset** for each day of the week along with caption ideas, in the run up to the Stay & Play event. However, we know you have your own social media plans in place so we completely understand if you don't have the capacity to take part in our week long takeover! Feel free to **pick and choose what assets you prefer for your own audience**. Thank you!

# CONTENTS

# Thank you for supporting us!

## WALES VIRTUAL STAY & PLAY

On Friday 19<sup>th</sup> November, BBC Tiny Happy People will deliver a virtual Stay & Play event, which will be broadcast on Facebook at 11am from Wales. The virtual event will feature TV presenter, **Sarah-Jane Crawford** and Welsh influencer, **Erin Budina**. The session will focus on animals, singing along to songs like Three Little Ducks and having fun making animal sounds. It is a great opportunity to be involved with a community, all taking part in a stay and play from the familiar setting of your own home.

# Stay & Play Announcement



BBC TINY **Happy** PEOPLE

VIRTUAL  
**STAY & PLAY**

19  
NOV

26  
NOV

JOIN SARAH-JANE CRAWFORD, ERIN BUDINA,  
BROOKE VINCENT AND LEAH MCFALL  
Friday at 11AM on our Facebook Page

The graphic features a purple background with white abstract shapes. At the top, it says 'BBC TINY Happy PEOPLE'. Below that, 'VIRTUAL STAY & PLAY' is written in large, bold, yellow letters. There are two yellow boxes with dates: '19 NOV' and '26 NOV'. In the center, there are four small photos of people: a woman and a child, a woman and a child, a woman and a child, and a woman and a child. At the bottom, it says 'JOIN SARAH-JANE CRAWFORD, ERIN BUDINA, BROOKE VINCENT AND LEAH MCFALL Friday at 11AM on our Facebook Page'.



Come and join @bbctinyhappypeople for our Wales and Northern Ireland virtual Stay & Play sessions. It doesn't matter where in the country you are, we would love you to join us!

Find out more at: <https://bbc.in/3q7E7m7>



Come and join @bbctinyhappypeople for our Wales and Northern Ireland Stay & Play sessions. It doesn't matter where in the country you are, we would love you to join us! Visit the BBC Tiny Happy People Facebook page to join the fun 🍷



Come and join #TinyHappyPeople for our Wales and Northern Ireland virtual Stay & Play sessions. It doesn't matter where in the country you are, we would love you to join us!

Find out more at: <https://bbc.in/3q7E7m7>

You can download the asset [here](#).

# Stay & Play Introduction



You can download the asset [here](#).



A full range of assets.  
Download all or just your favourites.  
Click image to download.



There are loads of benefits of taking part in a virtual Stay & Play 🥰. Sound like fun? Why not join @bbctinyhappypeople Stay & Play! Find out more at: <https://bbc.in/3q7E7m7>



There are loads of benefits of taking part in a virtual Stay & Play 🥰. Sound like fun? Why not join @bbctinyhappypeople Stay & Play! Check out their Facebook page for the details!



There are loads of benefits of taking part in a virtual Stay & Play 🥰. Sound like fun? Why not join #TinyHappyPeople Stay & Play! Find out more at: <https://bbc.in/3q7E7m7>



Join celebrities Sarah-Jane Crawford and Erin Budina for @bbctinyhappypeople virtual Stay & Play this Friday at 11am. Be sure to join in the fun! 🥰 Find out more at: <https://bbc.in/3q7E7m7>



Join celebrities Sarah-Jane Crawford and Erin Budina for @bbctinyhappypeople virtual Stay & Play this Friday at 11am. Be sure to join in the fun! 🥰



Join celebrities Sarah-Jane Crawford and Erin Budina for #TinyHappyPeople virtual Stay & Play this Friday at 11am. Be sure to join in the fun! 🥰 Find out more at: <https://bbc.in/3q7E7m7>

# What You Need



You can download the asset [here](#).



You can download the asset [here](#).



Do you have everything ready to join in the fun at @bbctinyhappypeople virtual Stay & Play ? 🧸 Don't worry if you haven't! You can still join in, just remember to bring your little one! 😊

Find out more at: <https://bbc.in/3q7E7m7>



Do you have everything ready to join in the fun at @bbctinyhappypeople virtual Stay & Play ? 🧸 Don't worry if you haven't! You can still join in, just remember to bring your little one! 😊 Check out BBC Tiny Happy People's Facebook page for more details.



Do you have everything ready to join in the fun at #TinyHappyPeople virtual Stay & Play ? 🧸 Don't worry if you haven't! You can still join in, just remember to bring your little one! 😊

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# 3 Days To Go!



Instagram Story  
You can download the asset [here](#).



Are you ready? Just three days left to join Sarah-Jane Crawford, Erin Budina and families across Wales for @bbctinyhappypeople virtual Stay & Play.  
Find out more at: <https://bbc.in/3q7E7m7>



🙏🙏🙏 When posting this to your Instagram Story please tag us @bbctinyhappypeople 🙏🙏🙏



Are you ready? Just three days left to join Sarah-Jane Crawford, Erin Budina and families across Wales for #TinyHappyPeople virtual Stay & Play.  
Find out more at: <https://bbc.in/3q7E7m7>

# 2 Days To Go!



Instagram Story  
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@bbctinyhappypeople biggest ever virtual Stay & Play event coming from Wales. Be sure to get involved with your little one!

Find out more at: <https://bbc.in/3q7E7m7>



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# Thursday 18<sup>th</sup> November – 1 Day To Go!



Instagram Story  
You can download the asset [here](#).



Get ready to join @bbctinyhappypeople for tomorrow's virtual Stay & Play coming from Wales 🇬🇧  
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🙏🙏🙏 When posting this to your Instagram Story please tag us @bbctinyhappypeople 🙏🙏🙏



Get ready to join #TinyHappyPeople for tomorrow's virtual Stay & Play coming from Wales 🇬🇧  
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# Thursday 18<sup>th</sup> November – Final Reminder

Actual footage of me,  
enjoying Tiny Happy People's  
free Stay & Play way more  
than my child:

BBC TINY  
Happy  
PEOPLE



The fun begins tomorrow, be sure to join @bbctinyhappypeople and help us make it our best ever Stay & Play 😊 Find out more at: <https://bbc.in/3q7E7m7>



The fun begins tomorrow, be sure to join @bbctinyhappypeople and help make it our best ever Stay & Play 😊 Check out BBC Tiny Happy People's Facebook page for more details.



The fun begins tomorrow, be sure to join #TinyHappyPeople and help us make it our best ever Stay & Play 😊 Find out more at: <https://bbc.in/3q7E7m7>

You can download the video asset [here](#).

# Friday 19<sup>th</sup> November – Get Ready, Here We Go!



The big day is finally here! Join @bbctinyhappypeople at 11am today and be part of the fun! 🎉  
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The big day is finally here! Join @bbctinyhappypeople at 11am today and be part of the fun! 🎉



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You can download the asset [here](#).

# Friday 19<sup>th</sup> November – Join Us Now On Facebook

JOIN  
US  
RIGHT  
NOW

BBC TINY  
Happy  
PEOPLE

You can download the asset [here](#).



Ready? Steady? Let's Go! 🎉 Join @bbctinyhappypeople virtual Stay & Play event 📺  
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Ready? Steady? Let's Go! 🎉 Join @bbctinyhappypeople virtual Stay & Play event 📺 Happening now on BBC Tiny Happy People's Facebook page.



Ready? Steady? Let's Go! 🎉 Join @bbctinyhappypeople virtual Stay & Play event 📺  
Find out more at:  
<https://www.facebook.com/bbctinyhappypeople>

# Thank you for supporting us!

## NORTHERN IRELAND VIRTUAL STAY & PLAY

On Friday 26<sup>th</sup> November, Tiny Happy People will deliver a virtual Stay & Play event, which will be broadcast on Facebook at 11am from Northern Ireland. Join **Coronation Street star Brooke Vincent** and **musician and The Voice finalist Leah McFall** with their little ones for a virtual Stay & Play session. The session will be weather themed and will focus on getting little ones exploring the sounds that the weather makes. It's a great opportunity to be involved with a community all taking part in a Stay & Play from the familiar setting of your own home.

# Stay & Play Introduction



You can download the asset [here](#).



A full range of assets.  
Download all, or just your favourites.  
Click image to download.



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Join Coronation Street Star Brooke Vincent and musician and The Voice finalist Leah McFall with their little ones for @bbctinyhappypeople virtual Stay & Play 🤗 Find out more at: <https://bbc.in/3q7E7m7>



Join Coronation Street Star Brooke Vincent and musician and The Voice finalist Leah McFall with their little ones for @bbctinyhappypeople virtual Stay & Play 🤗 For more information visit BBC Tiny Happy People's Facebook page.



Join Coronation Street Star Brooke Vincent and musician and The Voice finalist Leah McFall with their little ones for #TinyHappyPeople virtual Stay & Play 🤗 Find out more at: <https://bbc.in/3q7E7m7>

# What You Need



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Do you have everything ready to join in the fun at @bbctinyhappypeople virtual Stay & Play? 🎉 Don't worry if you haven't! You can still join in, just remember to bring your little one! 😊

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🙏🙏🙏 When posting this to your Instagram Story please tag us @bbctinyhappypeople 🙏🙏🙏



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#TinyHappyPeople biggest ever virtual Stay & Play event coming from Northern Ireland. Be sure to get involved with your little one!  
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# Thursday 25<sup>th</sup> November – 1 Day To Go!



Instagram Story

You can download the asset [here](#).



Get ready to join @bbctinyhappypeople for tomorrow's virtual Stay & Play coming from Wales 🇬🇧  
Find out more at: <https://bbc.in/3q7E7m7>



🙏🙏🙏 When posting this to your Instagram Story please tag us @bbctinyhappypeople 🙏🙏🙏



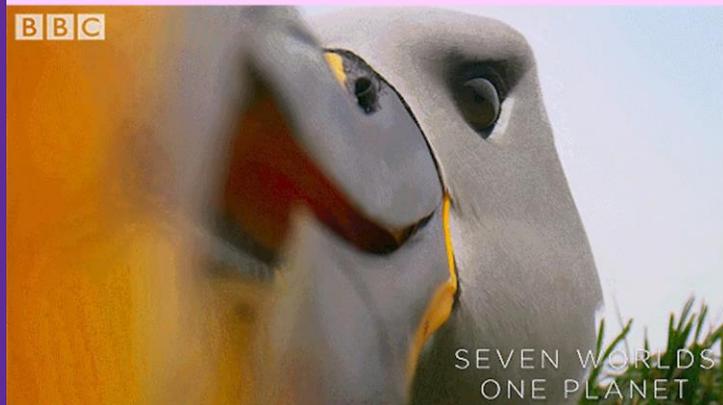
Get ready to join #TinyHappyPeople for tomorrow's virtual Stay & Play coming from Wales 🇬🇧  
Find out more at: <https://bbc.in/3q7E7m7>

# Thursday 25<sup>th</sup> November – Final Reminder

My child, on a video call, trying to give everyone one of their special 'kisses':

BBC TINY  
Happy  
PEOPLE

BBC



SEVEN WORLDS  
ONE PLANET



The fun begins tomorrow 🐘 be sure to join @bbctinyhappypeople and help make it their best Stay & Play ever! 🍌

Find out more at: <https://bbc.in/3q7E7m7>



The fun begins tomorrow 🐘 be sure to join @bbctinyhappypeople and help make it their best Stay & Play ever! 🍌 For more information check out BBC Tiny Happy people's Facebook page.



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You can download the video asset [here](#).

# Friday 26<sup>th</sup> November – Get Ready, Here We Go!



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It's finally here! 🎉 Join @bbctinyhappy people at 11am today and be part of the fun! Find out more at: <https://bbc.in/3q7E7m7>



It's finally here! 🎉 Join @bbctinyhappy people at 11am today and be part of the fun! Head over to BBC Tiny Happy People's Facebook page to join.



It's finally here! 🎉 Join @bbctinyhappy people at 11am today and be part of the fun! Find out more at: <https://bbc.in/3q7E7m7>

# Friday 26<sup>th</sup> November – Join Us Now On Facebook

BBC TINY  
Happy  
PEOPLE

JOIN  
US  
RIGHT  
NOW

You can download the asset [here](#).



Ready? Steady? Let's Go! 🎉 Join @bbctinyhappypeople virtual Stay & Play event 📺  
Find out more at:  
<https://www.facebook.com/bbctinyhappypeople>



Ready? Steady? Let's Go! 🎉 Join @bbctinyhappypeople virtual Stay & Play event 📺 Happening now on BBC Tiny Happy People's Facebook page.



Ready? Steady? Let's Go! 🎉 Join @bbctinyhappypeople virtual Stay & Play event 📺  
Find out more at:  
<https://www.facebook.com/bbctinyhappypeople>

# We would love for you to link to our website from yours!

If you are interested, below are the main sections and URLs.

Remember when linking to us it doesn't just have to be to our main sections, you can link to any page on the Tiny Happy People website that you want to!

If you have any questions please don't hesitate to get in touch via [email](#).

Homepage: [bbc.co.uk/tinyhappypeople](https://bbc.co.uk/tinyhappypeople)

Activities: [bbc.co.uk/tinyhappypeople/activities/zjh8hbk](https://bbc.co.uk/tinyhappypeople/activities/zjh8hbk)

Tips and advice: [bbc.co.uk/tinyhappypeople/tipsandadvice](https://bbc.co.uk/tinyhappypeople/tipsandadvice)

Child development: [bbc.co.uk/tinyhappypeople/scienceandfacts](https://bbc.co.uk/tinyhappypeople/scienceandfacts)

# Keep in touch with us!

Once again, a huge thank you for supporting us!

Also, please remember that there's no pressure to post all of these assets, please just choose what works for your channel and your audience.

If you have any questions about our social media pack, feel free to contact Zareena or Mark on [zareena.abdulla@bbc.co.uk](mailto:zareena.abdulla@bbc.co.uk) / [mark.rackstraw@bbc.co.uk](mailto:mark.rackstraw@bbc.co.uk)

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