

National Playgroup Week 2025: The Power of Playgroups Social Media Guide

Thank you for supporting National Playgroup Week 2025, taking place from 17 to 23 March 2025! This year's theme, "**The Power of Playgroups**," highlights the incredible benefits of playgroups for families and communities across Australia. This toolkit provides all the resources and guidance you need to help amplify our message and celebrate the power of playgroups.

1. Key Messages

- Playgroups empower families by fostering social connections and providing support networks.
- Children benefit from early learning opportunities through play, exploration, and socialisation.
- Playgroups build stronger communities by bringing families together and encouraging volunteering.
- Over 35,000 people participate in playgroups nationwide every week – help us spread the word and grow this incredible network!

2. Social Media Guidelines

- Use the hashtag **#NationalPlaygroupWeek** to join the conversation.
- Tag Playgroup Australia: **@PlaygroupAustralia**.
- Post between 8 AM and 10 AM or 6 PM and 8 PM for optimal engagement.
- Include vibrant, family-focused images or videos to maximize reach.

3. Sample Posts

Post 1: "This #NationalPlaygroupWeek, we're celebrating **The Power of Playgroups!** Playgroups bring families together, support children's development, and strengthen our communities. Find out more: www.playgroupaustralia.org.au @PlaygroupAustralia"

Post 2: "Playgroups empower parents and create lifelong connections. Join us in celebrating #NationalPlaygroupWeek 2025! Learn how you can get involved: www.playgroupaustralia.org.au @PlaygroupAustralia"

Post 3: "Did you know over 35,000 kids, parents and carers go to playgroups across Australia every week? This #NationalPlaygroupWeek, let's spread the word about **The Power of Playgroups!** @PlaygroupAustralia"

4. Video Messaging Tips

- Keep it short and engaging (30 seconds to 1 minute).
- Highlight why playgroups are important to you and/or your community.
- End with a call to action, e.g., "Join me in celebrating National Playgroup Week 2025!"
- Record in a well-lit, quiet environment with minimal background noise.

5. Media and Visual Resources

- **Email Banner and Poster:** Download the official National Playgroup Week banner from the Playgroup Australia website <https://www.playgroupaustralia.org.au/national-playgroup-week/>



6. Contact Information

For further assistance, please contact:

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Thank you for helping us celebrate the transformative power of playgroups! Your support ensures that more families can benefit from the connections and opportunities that playgroups provide.