**Social Media Kit**

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

Parenting for Lifelong Health has created these social media squares for use by partners to provide parents with helpful materials during COVID-19. These can be adapted for various social media platforms including Instagram, Facebook, Twitter, WhatsApp, Viber, etc. The messages can also be adapted to fit the particular 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 (see below).

**Suggested tags:**

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

**Hashtag:** #COVID19PARENTING #COVID19 #Coronavirus

**Website with resources:**[www.covid19parenting.com](http://www.covid19parenting.com)[bit.ly/COVID19parenting](https://bit.ly/COVID19parenting)<https://www.unicef.org/coronavirus/covid-19-parenting-tips>

**Link to evidence:**<https://www.acceleratehub.org/plh-research-outputs>

Note: Tags and websites can be adjusted to meet the target audience.

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| --- | --- |
| **Visual** | **Message for Twitter/Facebook/Instagram** |
| **A picture containing book, text  Description automatically generated** | ! :s"n aGb ePsf sf/0f tgfju|:t x'g'x'G5< o; ;donfO{ ;DaGw lgdf{0f ug{ / nIox¿df k'Ug k|of]u u/f}+. ;'emfjx¿ kfpg jf cg';/0f ug{ oxfF lSns ug{'xf];\ #COVID19PARENTING  [www.covid19parenting.com](http://www.covid19parenting.com)  #COVID19PARENTING  @WHO @UNICEF @USAID @CDCgov @ParentingLH@GPtoEndViolence #COVID19 #Coronavirus @accelerate\_hub |
| **A close up of a sign  Description automatically generated** | @ 5f]/f 5f]/L ;+u 3/d} al;/xg' ePsf] 5< k|To]s lbg aL; ldg]6sf] ;do 5'6\ofpg' xf];\ clg To; ;do s] ug]{ eg]/ /f]Hg -5gf}6 ug{\_ pgLx?nfO{ g}+ lbg'xf];\ . tkfO{+n] s]xL ljrf/ jf ljsNkx¿ eg] lbg ;Sg'x'G5 . tkfO{+sf] k'/f Wofg pgLx¿ k|lt /xf];\ eg]/ l6le jf df]jfO{n af6 cnUu} a:g'xf];\ . o;/L pgLx?;+u latfOg] o; ;don] plgx?nfO{ ;'/lIft clg dfofsf] cfef; u/fpg d2t ub{5 . tkfO{sf] ;do /dfOnf] /xf];\ .  [www.covid19parenting.com](http://www.covid19parenting.com)  #COVID19PARENTING @WHO @UNICEF @USAID @CDCgov @ParentingLH@GPtoEndViolence #COVID19 #Coronavirus @accelerate\_hub |
| **A drawing of a cartoon character  Description automatically generated** | # Jofofdn] aRrfx¿nfO{ -/ jo:sx¿nfO{\_ 3/ leq /xg' kbf{sf] tgfjnfO{ x6fpg d2t ub{5 . tkfO{+sf] aRrfnfO{ ;+uLt 5gf}6 ug{ lbg'xf];\ / kfFr ldg]6 g[To kf6L{ ug{'xf];\ Û tkfO{+ cfˆgf] -g[To\_ rfnn] ltgLx¿nfO{ k|efljt klg ug{ ;Sg'x'g]5 . ;'emfjx¿ kfpg jf kmnf] ug{ oxfF lSns ug{'xf];\ #COVID19PARENTING  [www.covid19parenting.com](http://www.covid19parenting.com)  #COVID19PARENTING @WHO @UNICEF @USAID @CDCgov @ParentingLH@GPtoEndViolence #COVID19 #Coronavirus @accelerate\_hub |
| **A picture containing text  Description automatically generated** | $ k|z+;f zlQmzfnL 5 . tkfOFsf] aRrf jf lszf]/ lszf]/Ln] pgLx¿n] /fd|f] u/]sf] s] xf] eg]/ k|z+;f ug]{ k|of; ug{'xf];\ . of] ;fFrf] t/Lsfn] ug{'xf];\ . ltgLx¿n] of] gb]vfpg ;S5g\, t/ tkfO{+ ltgLx¿nfO{ km]l/ Tof] /fd|f] s'/f u/]sf] b]Vg'x'g]5 . of] Wofg lbg'xf];\ / Vofn ug{'xf];\ eg]/ ltgLx¿nfO{ cfZjf;g klg lbG5 . ;'emfjx¿ kfpg jf k5\ofpg ug{ oxfF lSns ug{'xf];\ #COVID19PARENTING  [www.covid19parenting.com](http://www.covid19parenting.com)  #COVID19PARENTING @WHO @UNICEF @USAID @CDCgov@ParentingLH@GPtoEndViolence #COVID19 #Coronavirus @accelerate\_hub |
| **A picture containing text  Description automatically generated** | % :ki6, ;sf/fTds lgb]{zgx¿n] xfdLn] rfx]sf] Jojxf/ kfpg d2t ub{5 . Úu8a8 gu/Ú eGgsf] ;§f Ús[kof ltd|f] sndx¿ /fvÚ eGg'xf];\. ha ltgLx¿n] eg]sf] dfGb5g\ ltgLx¿sf] k|z+;f ug{'xf];\ . o;n] !)) % sfd ub}{g t/ of] /fd|f] ;'?jft eg] kSs} xf] Û ;'emfjx¿ kfpg jf cg';/0f ug{ oxfF lSns ug{'xf];\ #COVID19PARENTING  [www.covid19parenting.com](http://www.covid19parenting.com)  #COVID19PARENTING @WHO @UNICEF @USAID @CDCgov @ParentingLH@GPtoEndViolence #COVID19 #Coronavirus @accelerate\_hub |
|  | ^ k|z+;f Ps zlQmzfnL pks/0f / cf}hf/ xf] . /fd|f] Jojxf/nfO{ Wofg lbg''xf];\ Û aRrfx¿ emu8f gu/L ;Fu} v]ln/x]sf 5G< tkfO{+n] c?;Fu kmf]gdf s'/fsfgL ubf{ pgLx¿ zfGt a:5g\< pgLx¿sf] /fd|f] Jojxf/sf] nflu k|z+;f u/]/ pgLx¿nfO{ rlst ug{'xf];\ / pgLx¿ cem al9 ug]{5g\ Û of] k|efjsf/L Kof/]lG6+u xf] . ;'emfjx¿ kfpg jf cg';/0f ug{ oxfF lSns ug{'xf];\ #COVID19PARENTING  [www.covid19parenting.com](http://www.covid19parenting.com)  #COVID19PARENTING @WHO @UNICEF @USAID @CDCgov @ParentingLH@GPtoEndViolence #COVID19 #Coronavirus @accelerate\_hub |
| **A picture containing text, book  Description automatically generated** | & 3/df aRrfx?n] tkfO{+nfO{ tgfj lbO/x]sf 5g\ < tkfO{nfO{ lrRofpg jf 7"nf] :j/n] s/fpg dgnfu]sf] 5 < cfkm}nfO{ ! ldg]6 lj>fd lbg'xf];\ . kfFr k6s ;f; km]g{'xf];\ . To; kl5 hjfkm lbg'xf];\ . nfvf}+ cleefjs eG5g\ ls o;n] d2t ub{5 - w]/} xb ;Dd \_ ;'emfjx¿ kfpg jf cg';/0f ug{ oxfF lSns ug{'xf];\ #COVID19PARENTING  [www.covid19parenting.com](http://www.covid19parenting.com)  #COVID19PARENTING @WHO @UNICEF @USAID @CDCgov @ParentingLH@GPtoEndViolence #COVID19 #Coronavirus @accelerate\_hub |
|  | \* tkfO{+ k|z+;f of]Uo x'g'x'G5 . COVID-19 sf] avt aRrfx?sf] @$/& -rf}la;} 306f / ;ft} lbg\_ x]/rfx ;lhnf] 5}g . tkfO{+n] cfh s] /fd|f] ug{'eof] eg]/ cfkm}nfO{ ofb u/fpg'xf];\ . /fd|f If0fx¿sf] af/]df ;f]Rg'xf];\ . tkfO{+ tf/f -lx/f]\_ x'g'x'G5 . ;'emfjx¿ kfpg jf k5\ofpg ug{ oxfF lSns ug{'xf];\ #COVID19PARENTING  [www.covid19parenting.com](http://www.covid19parenting.com)  #COVID19PARENTING @WHO @UNICEF @USAID @CDCgov @ParentingLH@GPtoEndViolence #COVID19 #Coronavirus @accelerate\_hub |
| **A picture containing text, book  Description automatically generated** | ( 3/df eL8ef8 5 - 3/el/ dfG5]x¿ 5g\ \_< tgfju|:t x'g'x'G5< ;fdflhs - ;~hfn \_ ldl8of / /S;Ln] Tolt d2t ub}{g. cfˆgf efjgfx¿ ;femf - afF8r'8 \_ ug{'xf];\. cf/fd ug{'xf];\ . cfˆg} nflu s]lx ug{'xf];\ . cfˆgf] Vofn /fVg'xf];\ tfls tkfO{+ cfˆgf aRrfx¿sf] b]vefn ug{ ;Sg'x'g]5 . tkfO{+n] of] ug{ ;Sg'x'G5 Û ;'emfjx¿ kfpg jf k5\ofpg ug{ oxfF lSns ug{'xf];\ #COVID19PARENTING  [www.covid19parenting.com](http://www.covid19parenting.com)  #COVID19PARENTING@WHO @UNICEF @USAID @CDCgov @ParentingLH@GPtoEndViolence #COVID19 #Coronavirus @accelerate\_hub |
| **A screenshot of a cell phone  Description automatically generated** | !) tflnsf agfpg'xf];\ Û of]hgfa4 lbgn] aRrfx¿nfO{ ;'/lIft dx;'; ug{ d2t ub{5 / ltgLx¿nfO{ Jojl:yt ug{ ;lhnf] agfpFb5 . :s'nsf] sfo{, v]nx¿, vfnL ;do, Jofofd / xft w'g] lqmofsnfkx?sf] 6fOd 6]an agfpg] k|of; ug{'xf];\ . tkfOFsf] lbgx¿sf] lhDdf -cu'jfO{\_ lng'xf];\ . ;'emfjx¿ kfpg jf k5\ofpg ug{ oxfF lSns ug{'xf];\ #COVID19PARENTING  [www.covid19parenting.com](http://www.covid19parenting.com)  #COVID19PARENTING @WHO @UNICEF @USAID @CDCgov @ParentingLH@GPtoEndViolence #COVID19 #Coronavirus @accelerate\_hub |