

WORDS
GROW
MINDS

Social Media Schedule

MARCH 2024 - NOVEMBER 2024



Guideline for Services

Welcome to the **WGM Social Media Guidelines for Services!**

This guide serves as your go-to resource for sharing the Words Grow Minds campaign on social media with a coordinated approach. It provides informative and consistent campaign messaging you can use in posts, and it outlines the recommended timing for optimal sharing.

Services are also welcome to adapt the captions to suit your tone of voice and community.

The social media tiles can be downloaded here: <http://bit.ly/4c2rUEE>

Please tag us on social media and use #WordsGrowMinds to enhance campaign visibility.

Posting vs Sharing

Services are encouraged to promote the campaign by directly posting the content from your Instagram and Facebook pages.


Where services do not have capacity to do so, an alternative is to share posts from the official Words Grow Minds social media pages:

Facebook: Words Grow Minds
Instagram: @WordsGrowMinds

IMPORTANT: Services must wait to post content until after the Words Grow Minds campaign post has been published, as outlined in the timing columns below.

Post 1

CAMPAIGN LAUNCH

	What WGM will post	What your service can post
Timing	12 March	12 - 30 March
Caption	<p>INTRODUCING Words Grow Minds!</p> <p>Every time you talk, play, read and sing with your baby you are helping grow their mind.</p> <p>But how do you engage with your baby? That's where we come in!</p> <p>We'll be sharing activities and ideas to help you meaningfully engage with your little one in their early years. Stay tuned!</p> <p>Find out more here: wordsgrowminds.org.au</p>	<p>We're excited to be part of Words Grow Minds, to help parents engage with your little one in their early years.</p> <p>Every time you talk, play, read, and sing with your baby you are helping grow their mind. With up to 85% of your baby's brain developing in their first 3 years, it's important we interact and engage early on.</p> <p>We'll be sharing activities and ideas from the Words Grow Minds team to help you meaningfully engage with your child and grow their mind. Stay tuned!</p> <p>Find out more here: wordsgrowminds.org.au</p>
Content	 A video thumbnail featuring a yellow cartoon character with a single antenna, smiling and jumping. The background is a red-to-white gradient with a play button icon in the bottom left corner.	 A video thumbnail featuring a yellow cartoon character with a single antenna, smiling and jumping. The background is a red-to-white gradient with a play button icon in the bottom left corner.

Post 2

TALK - RESEARCH

	What WGM will post	What your service can post
Timing	1 April	2 - 16 April
Caption	<p>Why talk with your baby? 🤔</p> <p>Talking with your baby not only promotes communication and language, but also nurtures their social and emotional growth.</p> <p>Even more important than simply talking at your baby, is the idea of simple back-and-forth conversation with your child (referred to as conversational turns, in the research world). 🗣️</p> <p>To learn more, please visit wordsgrowminds.org.au.</p>	<p>Why talk with your baby? 🤔</p> <p>Talking with your baby not only promotes communication and language, but also nurtures their social and emotional growth.</p> <p>Even more important than simply talking at your baby, is the idea of simple back-and-forth conversation with your child (referred to as conversational turns, in the research world). 🗣️</p> <p>To learn more, please visit wordsgrowminds.org.au.</p> <p>#WordsGrowMinds</p>
Content		

Post 3

TALK ACTIVITY

	What WGM will post	What your service can post
Timing	16 April	17 - 30 April
Caption	<p>Simple back-and-forth conversation is important for brain structure and function, reading skills, and socio-emotional development.</p> <p>Start a conversation with this activity:</p> <p>Spot the colour 🍌</p> <p>Name all of the colours in the room and the objects they apply to. "Yellow cup, green ball, blue sock, pink flower."</p>	<p>Simple back-and-forth conversation is important for brain structure and function, reading skills, and socio-emotional development.</p> <p>Start a conversation with this activity:</p> <p>Spot the colour 🍌</p> <p>Name all of the colours in the room and the objects they apply to. "Yellow cup, green ball, blue sock, pink flower."</p> <p>#WordsGrowMinds</p>
Content		

Post 4

PLAY - RESEARCH

	What WGM will post	What your service can post
Timing	1 May	2 - 16 May
Caption	<p>Why play with your baby? 🧠</p> <p>Each time you play with your baby, you boost their brain development and help them explore the world around them.</p> <p>It's the natural way a child learns and is crucial to building pathways in the brain! 🧠</p> <p>To learn more, visit wordsgrowminds.org.au.</p>	<p>Why play with your baby? 🧠</p> <p>Each time you play with your baby, you boost their brain development and help them explore the world around them.</p> <p>It's the natural way a child learns and is crucial to building pathways in the brain! 🧠</p> <p>To learn more, visit wordsgrowminds.org.au.</p> <p>#WordsGrowMinds</p>
Content		

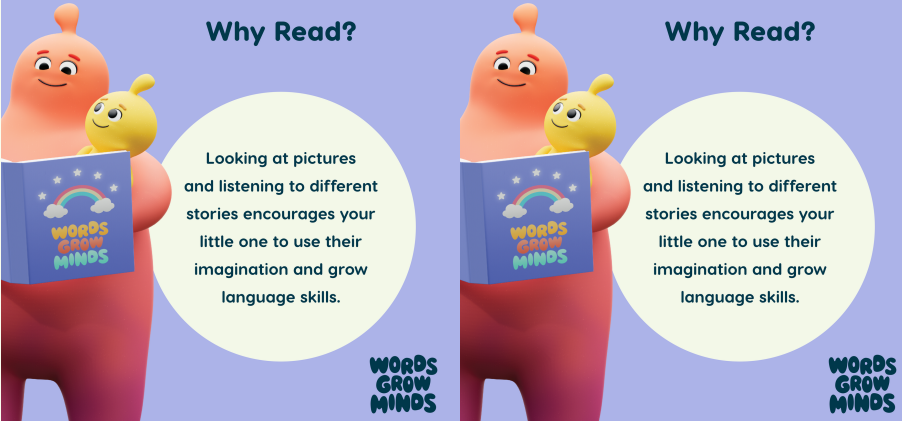
Post 5

PLAY ACTIVITY

	What WGM will post	What your service can post
Timing	16 May	17 - 30 May
Caption	<p>Parents are a child's first teacher and there is so much that children can do at home to follow their interests, have fun and learn new skills!</p> <p>Get chatting with this fun activity:</p> <p>Toy picnic 🧸</p> <p>A teddy bear's picnic, brunch with the dolls, or dinner with Mr or Mrs Potato Head will provide an early understanding of the ways people communicate in a fun, safe space.</p>	<p>Parents are a child's first teacher and there is so much that children can do at home to follow their interests, have fun and learn new skills!</p> <p>Get chatting with this fun activity:</p> <p>Toy picnic 🧸</p> <p>A teddy bear's picnic, brunch with the dolls, or dinner with Mr or Mrs Potato Head will provide an early understanding of the ways people communicate in a fun, safe space.</p> <p>#WordsGrowMinds</p>
Content		


Post 6

READ - RESEARCH

	What WGM will post	What your service can post
Timing	1 June	2 - 16 June
Caption	<p>Why read with your baby? 📖</p> <p>Looking at pictures and listening to different stories encourages your little one to use their imagination and grow language skills.</p> <p>It also sets children on a path to develop a lifelong appreciation and love of reading!</p> <p>To learn more, please visit wordsgrowminds.org.au.</p>	<p>Why read with your baby? 📖</p> <p>Looking at pictures and listening to different stories encourages your little one to use their imagination and grow language skills.</p> <p>It also sets children on a path to develop a lifelong appreciation and love of reading!</p> <p>To learn more, please visit wordsgrowminds.org.au.</p> <p>#WordsGrowMinds</p>
Content	 <p>Why Read?</p> <p>Looking at pictures and listening to different stories encourages your little one to use their imagination and grow language skills.</p> <p>WORDS GROW MINDS</p>	


Post 7

READ ACTIVITY

	What WGM will post	What your service can post
Timing	16 June	17 - 30 June
Caption	<p>Did you know that children who have someone read to them every day when they are very young learn to speak, read and write more easily?</p> <p>Try this easy activity during your next reading session:</p> <p>Let them choose the book 📖</p> <p>Whenever there's a chance to read, give your baby or toddler a choice of a few books. You'll quickly find out which ones excite them and which ones don't!</p>	<p>Did you know that children who have someone read to them every day when they are very young learn to speak, read and write more easily?</p> <p>Try this easy activity during your next reading session:</p> <p>Let them choose the book 📖</p> <p>Whenever there's a chance to read, give your baby or toddler a choice of a few books. You'll quickly find out which ones excite them and which ones don't!</p> <p>#WordsGrowMinds</p>
Content		



Post 8

SING - RESEARCH

	What WGM will post	What your service can post
Timing	1 July	2 - 16 July
Caption	<p>Why sing with your baby? 🤗🎵</p> <p>Singing with your baby can help grow their language and speech skills.</p> <p>Listening to music and singing also helps babies and toddlers to learn to regulate their emotions and supports their auditory processing or hearing sense, helping them gather information about their world!</p> <p>To learn more, please visit wordsgrowminds.org.au.</p>	<p>Why sing with your baby? 🤗🎵</p> <p>Singing with your baby can help grow their language and speech skills.</p> <p>Listening to music and singing also helps babies and toddlers to learn to regulate their emotions and supports their auditory processing or hearing sense, helping them gather information about their world!</p> <p>To learn more, please visit wordsgrowminds.org.au.</p> <p>#WordsGrowMinds</p>
Content		

Post 9

SING ACTIVITY

	What WGM will post	What your service can post
Timing	16 July	17 - 30 July
Caption	<p>Not everyone has the talent of Beyonce or The Wiggles, but we can all sing! 🎤</p> <p>It's time to get your vocal cords ready and try this singing activity:</p> <p>Sing... and stop!</p> <p>On the change table or at the dinner table, start singing their favourite song... stop... and wait for your child's reaction before singing again.</p>	<p>Not everyone has the talent of Beyonce or The Wiggles, but we can all sing! 🎤</p> <p>It's time to get your vocal cords ready and try this singing activity:</p> <p>Sing... and stop!</p> <p>On the change table or at the dinner table, start singing their favourite song... stop... and wait for your child's reaction before singing again.</p> <p>#WordsGrowMinds</p>
Content	 A graphic with a light blue scalloped border on a white background. The word 'SING' is written in large, bold, black letters. Below it, 'AND STOP!' is written in smaller black letters. In the bottom right corner, the 'WORDS GROW MINDS' logo is displayed in black.	 A graphic with a light blue scalloped border on a white background. The word 'SING' is written in large, bold, black letters. Below it, 'AND STOP!' is written in smaller black letters. In the bottom right corner, the 'WORDS GROW MINDS' logo is displayed in black.

Post 10

TALK - RESEARCH

	What WGM will post	What your service can post
Timing	1 August	2 - 16 August
Caption	<p>Talking with your baby is widely considered one of the most important things a parent can do with their child. 🗣️</p> <p>To date, it has been shown that back-and-forth conversation is important for brain structure and function, reading skills, socioemotional and language development, and IQ scores in middle school!</p> <p>Here's a simple activity that you can do:</p> <p>Talk about what you are doing and thinking - turn daily routines into opportunities for talk. 🗣️</p> <p>For more tips, visit wordsgrowminds.org.au.</p>	<p>Talking with your baby is widely considered one of the most important things a parent can do with their child. 🗣️</p> <p>To date, it has been shown that back-and-forth conversation is important for brain structure and function, reading skills, socioemotional and language development, and IQ scores in middle school!</p> <p>Here's a simple activity that you can do:</p> <p>Talk about what you are doing and thinking - turn daily routines into opportunities for talk. 🗣️</p> <p>For more tips, visit wordsgrowminds.org.au.</p> <p>#WordsGrowMinds</p>
Content		


Post 11

TALK ACTIVITY

	What WGM will post	What your service can post
Timing	16 August	17 - 30 August
Caption	<p>Babies and toddlers need time to practice new skills. The more words a child hears, the more they will know when they can understand and later use them.</p> <p>It doesn't always have to be an exercise in imagination, try our recommended talking activity:</p> <p>What's inside the fridge? ❄️</p> <p>Opening the fridge and talking about the food that's in there is a fun learning experience. Have a taste test too and talk about the flavours!</p>	<p>Babies and toddlers need time to practice new skills. The more words a child hears, the more they will know when they can understand and later use them.</p> <p>It doesn't always have to be an exercise in imagination, try our recommended talking activity:</p> <p>What's inside the fridge? ❄️</p> <p>Opening the fridge and talking about the food that's in there is a fun learning experience. Have a taste test too and talk about the flavours!</p> <p>#WordsGrowMinds</p>
Content		

Post 12

PLAY - RESEARCH

	What WGM will post	What your service can post
Timing	1 September	2 - 16 September
Caption	<p>Play is an essential part of every child's life and vital to the processes of human development. 🧸</p> <p>It is essential for physical, emotional, cognitive and educational development, and acquiring social and behavioural skills.</p> <p>Here is a simple activity:</p> <p>Set up a special play space at home, indoors and outdoors. Make cubby houses, a special area for young babies to explore and practice motor skills such as sitting up, rolling and crawling! 🧸</p> <p>For more tips, visit wordsgrowminds.org.au.</p>	<p>Play is an essential part of every child's life and vital to the processes of human development. 🧸</p> <p>It is essential for physical, emotional, cognitive and educational development, and acquiring social and behavioural skills.</p> <p>Here is a simple activity:</p> <p>Set up a special play space at home, indoors and outdoors. Make cubby houses, a special area for young babies to explore and practice motor skills such as sitting up, rolling and crawling! 🧸</p> <p>For more tips, visit wordsgrowminds.org.au.</p> <p>#WordsGrowMinds</p>
Content		


Post 13

PLAY ACTIVITY

	What WGM will post	What your service can post
Timing	16 September	17 - 30 September
Caption	<p>Did you know that play is crucial to building pathways or "neurons" in the brain?</p> <p>Try this activity, under close adult supervision:</p> <p>Tummy time 🧘</p> <p>There's nothing like getting down to your baby's level and joining them for some tummy time. You could even set small challenges, like reaching for an object or rolling over, to create new connections in the mind and develop motor skills!</p>	<p>Did you know that play is crucial to building pathways or "neurons" in the brain?</p> <p>Try this activity, under close adult supervision:</p> <p>Tummy time 🧘</p> <p>There's nothing like getting down to your baby's level and joining them for some tummy time. You could even set small challenges, like reaching for an object or rolling over, to create new connections in the mind and develop motor skills!</p> <p>#WordsGrowMinds</p>
Content		


Post 14

READ - RESEARCH

	What WGM will post	What your service can post
Timing	1 October	2 - 16 October
Caption	<p>It's never too late to read with your baby. 📖</p> <p>Books are a wonderful tool for creating positive moments, for making connections, learning about communication, expressing emotions and hearing sounds and words as part of your child learning to speak.</p> <p>It can be common for parents or family members to lack confidence with reading or using books, so instead, we can try this simple activity:</p> <p>You don't have to read the words. Talk about the pictures - point and describe what you see! 🔍</p> <p>For more tips, visit wordsgrowminds.org.au.</p>	<p>It's never too late to read with your baby. 📖</p> <p>Books are a wonderful tool for creating positive moments, for making connections, learning about communication, expressing emotions and hearing sounds and words as part of your child learning to speak.</p> <p>It can be common for parents or family members to lack confidence with reading or using books, so instead, we can try this simple activity:</p> <p>You don't have to read the words. Talk about the pictures - point and describe what you see! 🔍</p> <p>For more tips, visit wordsgrowminds.org.au.</p> <p>#WordsGrowMinds</p>
Content		

Post 15

READ ACTIVITY

	What WGM will post	What your service can post
Timing	16 October	17 - 30 October
Caption	<p>Reading aloud builds nurturing relationships, stimulates brain growth and encourages language skills.</p> <p>Try this simple and fun reading activity:</p> <p>Explore your voice 🗣️</p> <p>Read stories in a different voice to your own. Go deep. Go wobbly. Go whispery. Surprise your child with funny character voices.</p>	<p>Reading aloud builds nurturing relationships, stimulates brain growth and encourages language skills.</p> <p>Try this simple and fun reading activity:</p> <p>Explore your voice 🗣️</p> <p>Read stories in a different voice to your own. Go deep. Go wobbly. Go whispery. Surprise your child with funny character voices.</p> <p>#WordsGrowMinds</p>
Content		

Post 16

SING - RESEARCH

	What WGM will post	What your service can post
Timing	1 November	2 - 16 November
Caption	<p>Babies thrive on human interaction, and singing is an easy way to have fun together and build strong bonds! 🗣️🎤</p> <p>Listening to music and singing helps babies and toddlers learn how to regulate their emotions, and supports their auditory processing or hearing sense, which helps them gather information about their world.</p> <p>For more tips, visit wordsgrowminds.org.au.</p>	<p>Babies thrive on human interaction, and singing is an easy way to have fun together and build strong bonds! 🗣️🎤</p> <p>Listening to music and singing helps babies and toddlers learn how to regulate their emotions, and supports their auditory processing or hearing sense, which helps them gather information about their world.</p> <p>#WordsGrowMinds</p>
Content		

Post 17

SING ACTIVITY

	What WGM will post	What your service can post
Timing	16 November	17 - 30 November
Caption	<p>Singing is a gentle way to bond with babies. 🎵</p> <p>Give your best shot at this singing activity:</p> <p>Rhyme time ✨</p> <p>Find things that rhyme with your child's name and make up silly songs. "Rory, do you want to read a story?" "Ellie, let's tickle your belly."</p>	<p>Singing is a gentle way to bond with babies. 🎵</p> <p>Give your best shot at this singing activity:</p> <p>Rhyme time ✨</p> <p>Find things that rhyme with your child's name and make up silly songs. "Rory, do you want to read a story?" "Ellie, let's tickle your belly."</p> <p>#WordsGrowMinds</p>
Content	