



Social Media Posting Guidelines

Thank you for supporting our *Tiny Happy People* social media campaign!

In this pack you'll find images and captions for posting about Tiny Happy People on your social media channels. Please read the advice carefully so you can choose the right post for the right platform.

Parent Facing Organisations



Page 2 - Instagram



Page 3 - Facebook



Page 4 - Twitter

Professional Facing Organisations



Page 5 - Instagram



Page 6 - Facebook



Page 7 - Twitter

Tiny Happy People Films

Page 8 - Both videos

Page 9 - BBC Terms of Use

PARENT FACING ORGANISATIONS

INSTAGRAM FEED & STORY



November Post

Date:

Anytime after Saturday 16th November

Caption:

Can you believe #TinyHappyPeople has been live for over a month? 🤔 From daily activity inspiration, to expert advice and a load of fun stuff, #TinyHappyPeople is here to help you raise a chatty, happy baby! Head over to @bbctinyhappyypeople to get involved 🧡

FACEBOOK



November Post

Date:

Anytime

Please note: There is also a Tiny Happy People Facebook cover photo for November within the digital asset suite. Feel free to use this throughout the month!

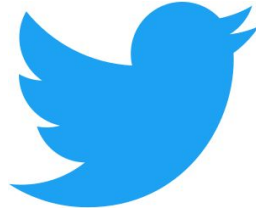
Post Text:

GUESS WHAT? Tiny Happy People has free activities for you and your baby to enjoy, no matter the weather 🎉

They even break down all their activities by the age of your baby, so you can find a new and super fun activity really easily!

Head over to the website to find out more: bbc.co.uk/tinyhappypeople

TWITTER



November Post

Date:

Anytime

Post Text:

CALLING ALL PARENTS! #TinyHappyPeople is offers free activities and advice for you and your baby 🥰 Find out more at: bbc.co.uk/tinyhappyypeople

PROFESSIONAL FACING ORGANISATIONS

INSTAGRAM FEED & STORY



November Post

Date:

Anytime after Saturday 16th November

Caption:

Can you believe #TinyHappyPeople has been live for over a month? 🤔 From daily activity inspiration, to expert advice and a load of fun stuff, #TinyHappyPeople is a great and trusted resource for you and any parents you're working with 😊

Head over to @bbctinyhappypeople to get involved 🧡

FACEBOOK



November Post

Date:

Anytime

Please note: There is also a Tiny Happy People Facebook cover photo for November within the digital asset suite. Feel free to use this throughout the month!

Post Text:

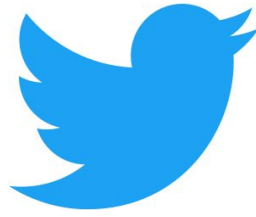
CALLING ALL HEALTH CARE PROFESSIONALS! Have you checked out Tiny Happy People yet? * 🥳

If not, you're missing out!

From activity inspiration to tips and advice, Tiny Happy People is a great and trusted resource for you and any parents you're working with 😊

Find out more at bbc.co.uk/tinyhappyypeople

TWITTER



November Post

Date:

Wednesday 16th October


Post Text:


CALLING ALL HEALTH CARE PROFESSIONALS! Have you heard of #TinyHappyPeople yet? If not, you're missing out 🥳 Check out the website for trusted tips and advice for you and any parent you're working with 👶
bbc.co.uk/tinyhappypeople


TINY HAPPY PEOPLE VIDEOS

How do you bond with your baby?

Post text:


 Singing, dancing, reading books, having a cuddle 😊 #TinyHappyPeople wants to know how you bond with your baby 🧒 And if you're in need of inspiration, head over to @bbctinyhappyypeople for daily activity ideas!


 "They don't really need anything, all they really need is you." 🙌
#TinyHappyPeople is asking how you bond with your baby 🧒 If you're in need of inspiration, you can check out bbc.co.uk/tinyhappyypeople for loads of activity ideas!


 "They don't really need anything, all they really need is you." 🙌
#TinyHappyPeople is asking how you bond with your baby 🧒 If you're in need of inspiration, you can check out bbc.co.uk/tinyhappyypeople for loads of activity ideas!

What's one thing no one ever told you about becoming a parent?

Post text:

 "I'd say pretty much everything!" 😂 What's one thing you wish you'd known about becoming a parent? #TinyHappyPeople is here to help you answer these questions and get through the big confusion that is parenting 🧒 Head over to @bbctinyhappyypeople to get involved!

 "I'd say pretty much everything!" 😂 What's one thing you wish you'd known about becoming a parent? #TinyHappyPeople is here to help you answer these questions and get through the big confusion that is parenting 🧒 Check out bbc.co.uk/tinyhappyypeople to get involved!

 "When does it get easier?" 😂 #TinyHappyPeople wants to know what's one thing you wish you'd known about becoming a parent? 🧒 Check out bbc.co.uk/tinyhappyypeople to get involved!

BBC Terms of Use

While this is not an exhaustive list, when using and or sharing BBC content, you must comply with the [BBC's Terms of Use](#), ensuring that:

- a)** there aren't any advertisements on or around the BBC content;
- b)** there aren't any charges for access and or charges associated with the content (clearly stating that the content is free to access); and
- c)** you do not state or imply (in any way) that there is a relationship and/or any endorsement from the BBC to you.

We ask that you read the said terms before using any of our services. When you use our services and content, you're agreeing to these terms of use and any other terms we've let you know about (replacing any other terms you may have in place with us).