

Childcare Parent Communications Toolkit

2022

Social Assets

Childcare

The logo for 'Childcare Choices' features the word 'Choices' in a playful, rounded font. Each letter is a different color: 'C' is blue, 'h' is pink, 'o' is yellow, 'i' is green, 'c' is purple, 'e' is orange, and 's' is purple. The letters have a white outline and a slight drop shadow.

Help for
Households

Introduction

Countries around the world are facing rising goods and energy prices, inflation and cost of living pressures. We know people are worried, so the government is offering [help for households](#).

Over a million families in the UK are entitled to some form of government childcare support, but many are missing out because they aren't aware of available support or do not realise they are eligible.

Help your families access support by informing them of Tax-Free Childcare, Universal Credit for Childcare and 30 hours Childcare support. Direct your parents to [Childcare Choices](#) where they can easily find the right offers of childcare support for them.

Government Childcare financial support is not limited to just nurseries and childminders, depending on eligibility criteria, this support could help boost business for **breakfast clubs**; **after-schools clubs**; **activity clubs**; **holiday clubs**; **home care workers** and **play schemes** or children up to 11 or 17 if disabled with Tax-Free Childcare and children 0-16 with Universal Credit for Childcare.

With the school Christmas and Easter holidays approaching, it is more important than ever that parents and carers are able to access the financial aid they qualify for. It can reduce their costs, help them to stay in work, or help them work more hours.

This toolkit provides social posts and assets for you to use, to inform your parents of the support available and ensure they aren't missing out. For more information about the support, you can offer and how to register to do so check out our [Information for Childcare providers](#) and our Providers information and Communication Toolkit.



Sample social media posts: General Childcare Support

Why not boost your business by letting parents know that they can access government support when using your services? Social media networks are a great way to do this, which is why we have produced some graphics and suggested accompanying messages that you can edit and use on your own channels. You can tag us using #ChildcareChoices and #HelpforHouseholds:

1

Social media graphic:



Here at “enter name”, we want our families to be aware of government support they can access when using our services.

Check what help you could get 
www.childcarechoices.gov.uk


2

Social media graphic:



Thousands of families are missing out on help paying for childcare.

Make sure you're not one of them.


To find out more visit 
www.childcarechoices.gov.uk

3

Social media graphic:



There's #HelpforHouseholds with the costs of childcare.

Check out what support you could get 
www.childcarechoices.gov.uk

4

Social media graphic:



Did you know childcare support isn't just for nurseries?

You can use it for things like clubs, activity or play groups and childminders.

Find out more 
www.childcarechoices.gov.uk

[Download graphics and videos for your social channels here](#)

Sample social media posts: Tax-Free Childcare

Tax-Free Childcare can unlock thousands of pounds of support for your families, remind your parents this support can be used alongside 30 hours. It can also be used for children up to 11 or 17 if disabled. Here's some graphics and suggested accompanying messages, that you can edit, to explain Tax-Free Childcare to your parents and carers. You can tag us using #ChildcareChoices and #HelpforHouseholds

1

Social media graphic:



Lots of working families don't realise that they can get government support towards childcare costs.

Don't miss out on Tax-Free Childcare next term. Visit www.childcarechoices.gov.uk/

2

Social media graphic:



Working families who claim Tax-Free Childcare get up to £2,000 a year for each of their children, to help cover the cost of:

- 🍳 breakfast clubs
- 👶 nurseries
- 🎒 after-school clubs

Visit www.childcarechoices.gov.uk/

3

Social media graphic:



Lots of working families don't realise they can access government support for childcare costs, including a 20% top-up on breakfast clubs, nurseries, after-school clubs and more.

Don't miss out, visit www.childcarechoices.gov.uk/

4

Social media graphic:



Childcare support isn't just for toddlers.

Tax-Free Childcare can help you cover costs of childcare for children up to 11 or 17 if they're disabled.

Don't miss out on what you're entitled to, visit www.childcarechoices.gov.uk/

[Download graphics and videos for your social channels here](#)

Sample social media posts: 30 hours

Once you have registered with the relevant regulator, you can use these graphics and suggested accompanying messages, that you can edit, to tell your parents about 30 hours. Remind your working parents that they only get their 30 hours after their child is 3 and they've received their code and that they need to check their childcare account details every 3 months to keep it. The ideal dates to apply are **30th November**, **28th February** and **31st July**. You can tag us using #ChildcareChoices and #HelpforHouseholds:

1

Social media graphic:



🗨 You could be eligible for 30 hours childcare without realising!

Here at “enter name” we are set up so our families can access all the different types government childcare support.

Find out which offer is right for you 🗨
www.childcarechoices.gov.uk/

2

Social media graphic:



🗨 Did you know you can use Tax-Free Childcare whilst your using 30 hours?

Here at “enter name” we are set up so our families can access all the different types government childcare support.

To find out which offer is right for you visit www.childcarechoices.gov.uk/

3

Social media graphic:



🗨 Have you applied for your code yet?

Apply by the 30th November and secure your code for next term.

Remember to check your details are up to date regularly!

To find out which offer is right for you visit www.childcarechoices.gov.uk/

4

Social media graphic:



🗨 Did you know 30 hours isn't just for childminders and nurseries?

You can use it with range of childcare providers such as:

- 🍳 breakfast clubs
- 👶 nurseries
- 🎮 after-school clubs and play groups
- ⚽ sport or activity club

Find out more at www.childcarechoices.gov.uk/

[Download graphics and videos for your social channels here](#)

Sample social media posts: Universal Credit for Childcare

Once you have registered with the relevant regulator, your working parents and carers on Universal Credit can claim back up to 85% of their childcare costs. There is support available for parents who might need it to pay you upfront. Your parents are able to claim back up to 3 months of past or future childcare at a time, but if claiming for more than one month, may not receive it as a lump sum. Help us inform parents and carers on Universal Credit about this support with the following graphics and suggested accompanying messages that you can edit and use on your own channels. You can tag us using #ChildcareChoices and #HelpforHouseholds

1

Social media graphic:



If you are a working parent, you could get help with up to 85% of your childcare costs with Universal Credit, depending on your income.

Find out more at www.childcarechoices.gov.uk/

2

Social media graphic:



Depending on your income you could get help with up to 85% of your childcare costs if you are a working parent.

Find out more at www.childcarechoices.gov.uk/

3

Social media graphic:



With Universal Credit, you could get up to 85% of your childcare costs, depending on your income. Why not check your eligibility today.

Find out more at www.childcarechoices.gov.uk/

[Download graphics and videos for your social channels here](#)

Supporting our social activity

As well as posting on your channels whether with your own content or the provided graphics and videos. You can also share and support content from our channels, such as these:



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