

"THE COVID WORD" Online Campaign

The purpose of the Campaign is to message young people with positivity and hope recognising that they can still Do and BE while Covid still shapes everyone's daily lives. Young people's messages have been devised by young people for young people and translated into 6 video "assets" that will be shared by all of us and our CYPSC members and partner organisations across Social Media and of course our websites, where we have them.

1. News Story

We have a [Short news piece](#) providing background on the project, to be used locally to inform local stakeholders. This social media campaign was created in collaboration with young people from South Dublin, Sligo and Leitrim and in a partnership between Foróige and Children and Young People's Services Committees (CYPSC). The news article will be live on CYPSC.IE on 24th February 2021 [HERE](#).

2. Videos "assets"

The various video assets can be accessed from the [Campaign Pack](#) and go to "5. Campaign Assets." Please note each video is saved and named for use with a certain platform. When uploading these to your own platforms, please note this to ensure that the correct format / video size is uploaded

1x1 - for posting on Facebook and Instagram grid

9x16 - for posting on Instagram Stories and TikTok

16x9 - for posting on Twitter and websites

3. Campaign Plan Schedule and Suggested Social Media Posts

The campaign will be rolled out nationally and locally on a planned schedule through efforts by Foróige, who will be using TikTok and other social media accounts, the CYPSC National Office on Twitter and www.cypsc.ie; and with your support by all CYPSC members and partners with their various social accounts twitter, facebook, insta etc. You will be able to promote CYPSC and Foróige posts and tweets and the resources by liking, sharing, re-sharing.

On Twitter:

Children & Young People's Services Committees (CYPSC) @CypscIrl
Foróige @Foroige

If you have any local resources, links to local directories or other supports please promote these in your local campaign as well. For example, your own CYPSC's Local Resources webpage. For each week of the campaign we have provided ideas of text that you can use for your local social media posts including signposting to a quality assured health and wellbeing resource or tool. The Campaign Schedule and Suggested Social Media Posts can be accessed in the [Campaign Pack](#) and go to "4. Campaign Schedule and Suggested Social Media Posts."

Campaign Timeline

Week 1 Launch of national message	Wednesday 24th February @12pm (Noon)
Week 1 Be Kind to yourself message	Wednesday 24th February @ 5:00pm
Week 2 We all get nervous message	Wednesday 3rd March @ 12pm (Noon)
Week 3 Bí Cinnealta leat Féin message	Wednesday 10th March @12pm (Noon)



Week 4 You Can't control everything message

Wednesday 17th March @12pm (Noon)

Week 5 Talk about your fears message

Wednesday 24th March @12pm (Noon)

