

Comms Toolkit



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Thank you for helping us to spread the word about **Baby Buddy** in Walsall. Your support is invaluable in helping us connect with more parents and caregivers to support them on their maternity journeys.

This toolkit contains copy and images for you to share on your social media channels, newsletters, or website, to help promote the **Baby Buddy** app. The long form copy is suitable for LinkedIn, Facebook and Instagram, newsletter or website. The short form copy is suitable for Twitter.

There are a few things to remember to help you get the most out of the toolkit.

DO's

- Please do follow our social media accounts and tag us in your posts - you'll find a list of our social media handles on page 4.
- Please do add your organisation's own hashtags to the posts when you share them from your channels.
- Please do always refer to Baby Buddy as a *pregnancy and parenting app*.
- Please do spread the word about Baby Buddy, but we'd appreciate if you could check with us first before sharing this toolkit.
- Please do get in touch if you have any questions on how to use this toolkit or if you want advice about sharing it.

DON'Ts

- Please don't crop, stretch, rotate or alter the visual assets provided in any way.
- Please don't dramatically alter the wording and messaging supplied in this toolkit.

Please email us at: comms@bestbeginnings.org.uk if these posts don't meet your needs. We'd be more than happy to work with you on additional copy.

Thank you for your support!

Copy for: website, newsletter

Baby Buddy: the go-to app for mums, dads, parents-to-be and caregivers

Baby Buddy is an award-winning free pregnancy and parenting app, developed by UK charity Best Beginnings.

Baby Buddy is made in partnership with parents and healthcare professionals and is NHS-aligned. The app delivers key information throughout your pregnancy and parenting journey, day by day.

Whether you're a mum, dad, co-parent or caregiver, Baby Buddy empowers you to feel confident, giving you the knowledge and practical skills to look after yourself and give your child the best start. Better yet - Baby Buddy now has a local service directory especially for Walsall families. All you need to do is download Baby Buddy using your postcode to access personalised information tailored to the Walsall local area and services.

Baby Buddy is available on iOS or Android.

Download Baby Buddy for free from the App Store or Google Play store today.

Long form copy for: LinkedIn, Facebook, Instagram (character count 970)

Baby Buddy is an award-winning free pregnancy and parenting app, developed by UK charity Best Beginnings.

Baby Buddy is made in partnership with parents and healthcare professionals and is NHS-aligned. The app delivers key information throughout your pregnancy and parenting journey, day by day.

Whether you're a mum, dad, co-parent or caregiver, Baby Buddy empowers you to feel confident, giving you the knowledge and practical skills to look after yourself and give your child the best start. Better yet - Baby Buddy now has a local service directory especially for Walsall families. All you need to do is download Baby Buddy using your postcode to access personalised information tailored to the Walsall local area and services.

Baby Buddy is available on iOS or Android.

Download Baby Buddy for free from the App Store or Google Play store today.

[#BabyBuddyLocal](#) [#BestBeginnings](#) [#pregnancyapp](#) [#parentingapp](#) [#maternitycare](#) [#pregnancy](#) [#parenting](#) [#families](#) [#mumlife](#) [#dadlife](#) [insert local hashtags]

Short form copy for: Twitter (character count 280)

Baby Buddy is an award-winning free pregnancy and parenting app, developed by UK charity Best Beginnings.

Baby Buddy empowers parents to feel confident & give their child the best start - there's also info especially for Walsall families.

Download from the App Store or Google Play!

Assets for all platforms (1080x1080px)

Light



Dark





Follow and tag best Beginnings and Baby Buddy on social media!

Best Beginnings social media handles:

	LinkedIn	@Best Beginnings (charity)
	Facebook	@bestbeginningscharity
	Instagram	@bestbeginningscharity
	Twitter	@BestBeginnings

Baby Buddy social media handles:

	Facebook	@babybuddyappofficial
	Instagram	@babybuddyapp
	Twitter	@BabyBuddyApp



best beginnings
creators of **baby buddy**™

**Your support is
invaluable and very
much appreciated!**

www.bestbeginnings.org.uk

Registered Charity No. 1120054