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# 30 hours free childcare campaign

Digital pack

June 2019



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# 1. Campaign Background

The government's 30 hours free childcare offer is available for working parents of 3 and 4 year olds in England. **On Monday 3 June, the Department for Education (DfE) will launch a campaign to promote the benefits of 30 hours free childcare, with a focus on lower-income families.** Our existing data shows that awareness of the 30 hours offer is lower among lower-income families.

## To help address this, we have created:

- A suite of **case studies of six families across England** sharing the positive impacts of 30 hours free childcare on their household (e.g. making childcare more affordable, increasing household budgets, enabling parents to go back to work, additional support for parents of children with special educational needs and improving the family's quality of life)
- A **“how-to” animation to support families applying** for 30 hours free childcare and Tax-Free Childcare online.

## The case study videos and application animation aim to:

- **Raise awareness** of 30 hours free childcare (how to apply and the positive benefits) among lower-income parents of children aged 2-4.
- **Increase agreement** that '30 hours could make a significant difference to my family's finances' among lower-income parents of children aged 2-4.

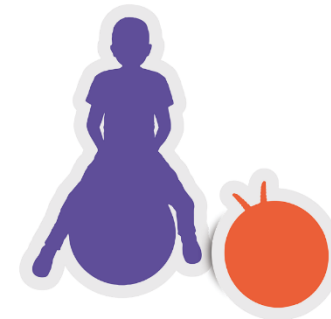
### Timing:

- The campaign is running from 3 June - 31 December 2019, however you are free to use the videos beyond this point.
- We will be posting the promotional video as well as the application animation on the department's social media accounts on 3 June to signify launch day. **Please share and retweet on your channels.**

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## 2. The videos and how you can help

### Each of the six case studies have:

- a full-length version (approx. 1 min 30 secs)
- a cutdown version (approx. 20 - 30 secs) - downloadable links for each of the cut down versions on the following slides
- We have also created a promotional video (approx. 1 min 30 secs) showcasing the spectrum of families that receive 30 hours and participated in the campaign.
- **The full-length versions and promotional video can be found on [this YouTube playlist](#)**
- **The animation video (approx. 1 min) is available here: <https://youtu.be/s-38fMXaGSk>**

### How can you help?

- As organisations with a good reach into lower-income families, we are asking for your help to make sure parents don't miss out on government support with childcare, by:
  - **Directly sharing these videos on your social media and digital channels** (see suggested text, tips and guidance on the following slides).
  - **Resharing DfE posts on the campaign on your channels.**





# 3. Tips for sharing the case study videos

## Each social media post should include:

- The cutdown version of the case study.
- The hashtags #30hours and #ChildcareChoices.
- The link to the 30 hours YouTube playlist (<http://ow.ly/OcxP50usZPC>) featuring all of the full-length versions of the case studies.
- Mention/tag the Department for Education (@educationgovuk on Facebook and Twitter).

## Each digital media (newsletter, website etc.) post should include:

- The cutdown version of the case study.
- The link to the 30 hours YouTube playlist containing all videos for those interested in watching the full-length versions of the case studies.

## Personalising posts:

- Each case study features different families with differing stories, we believe personalising each video description when sharing the case studies will resonate more with our audience as well as increasing engagement and awareness.

## Download the cut down versions and post directly:

- Please download the cut down versions via Dropbox (links are on the following slides).
- Post directly from your official social media accounts with the link to the YouTube playlist, rather than sharing individual YouTube links to
- specific case study videos.



# Case study 1: Chelsea & Esmae (Telford and Wrekin)



## Suggested text for social media:



'I feel not just like "I'm mum" all the time'. Chelsea from Telford shares her story of how #30hours childcare helped her find a healthy work/life balance. Hear more from Chelsea, and other families who have benefited from 30 hours here:

<http://ow.ly/OcxP50usZPC>

#ChildcareChoices @educationgovuk

## Suggested text for digital media (e.g. newsletters, websites):

The Department for Education (DfE) is launching a campaign to promote and raise awareness of the benefits that using 30 hours free childcare can have for working families. Chelsea from Telford shares her story of how #30hours childcare helped her find a healthy work/life balance. Hear more from Chelsea and other families who have benefited from 30 hours here:

<http://ow.ly/OcxP50usZPC>



Download this video: <https://www.dropbox.com/s/gxp77qxbny26r12/Case%201%20-%20Cutdown.mp4?dl=0>



# Case study 2: Florentina & Erik (Brent)



## Suggested text for social media:



Florentina from Brent shares her story of how #30hours has allowed her to increase her working hours while her son Erik, who has special educational needs, received speech and language therapy through his nursery. Hear more from Florentina, as well as from other families who have benefited from 30 hours here: <http://ow.ly/OcxP50usZPC> #ChildcareChoices @educationgovuk

## Suggested text for digital media (e.g. newsletters, websites):

The Department for Education (DfE) is launching a campaign to promote and raise awareness of the benefits that using 30 hours childcare can have for working families. Florentina from Brent shares her story of how 30 hours allowed her to increase her working hours while her son Erik, who has special educational needs, received speech and language therapy through his nursery. Hear more from Florentina and other families who have benefited from 30 hours here: <http://ow.ly/OcxP50usZPC>



Download this video: <https://www.dropbox.com/s/xrimgjf6uf4pb6/Case%202%20-%20Cutdown.mp4?dl=0>





# Case study 3: Debbie, Jamie, Ruby & Ivy (Devon)



**Suggested text for social media:**



Debbie and Jamie from Devon share how they could only afford childcare for one day a week before taking up #30hours. Their daughter now attends pre-school five days a week and they can now both work full-time. Hear more from Debbie and Jamie, as well as other families who have benefited from 30 hours here: <http://ow.ly/OcxP50usZPC> #ChildcareChoices @educationgovuk

**Suggested text for digital media  
(e.g. newsletters, websites):**

The Department for Education (DfE) is launching a campaign to promote and raise awareness of the benefits that using 30 hours childcare can have for working families. Debbie and Jamie from Devon share their story of how #30hours free childcare helped them both start working full-time, and increase the no. of days their daughter Ivy attends pre-school. Hear more from Debbie and Jamie, as well as other families who have benefited from 30 hours here: <http://ow.ly/OcxP50usZPC>



**Download this video:** <https://www.dropbox.com/s/zbm4f6k5m6mj8o1/Case%203%20-%20Cutdown.mp4?dl=0>



# Case study 4: Murugan & Rujen (Brent)



**Suggested text for social media:**



Murugan from Brent explains how #30hours childcare helped with his family's finances. Hear more about Murugan's story, as well as from other families who have benefited from 30 hours here: <http://ow.ly/OcxP50usZPC> #ChildcareChoices @educationgovuk

**Suggested text for digital media  
(e.g. newsletters, websites):**

The Department for Education (DfE) is launching a campaign to promote and raise awareness of the benefits that using 30 hours childcare can have for working families. Murugan from Brent shares how #30hours childcare helped with his family's finances. Hear more from Murugan and other families who have benefited from 30 hours here: <http://ow.ly/OcxP50usZPC>



**Download this video:**

<https://www.dropbox.com/s/sga0v96ceubf365/Case%204%20-%20Cutdown.mp4?dl=0>





# Case study 5: Letesha & Lovell (Derby)



## Suggested text for social media:



“It has helped us financially to do more things together as a family”, Letesha from Derby shares her story of how #30hours helped bring her family closer together. Hear more of Letesha’s story, as well as from other families who have benefited from 30 hours here: <http://ow.ly/OcxP50usZPC> #ChildcareChoices @educationgovuk

## Suggested text for digital media (e.g. newsletters, websites):

The Department for Education (DfE) is launching a campaign to promote and raise awareness on the benefits that using 30 hours childcare can have for working families. Letesha from Derby shares her story of how #30hours childcare helped bring her family closer together. Hear more from Letesha and other families who have benefited from 30 hours here: <http://ow.ly/OcxP50usZPC>



Download this video: <https://www.dropbox.com/s/eo1rldtl3tfmnek/Case%205%20-%20Cutdown.mp4?dl=0>



# Case study 6: Claire & JJ (Leeds)



**Suggested text for social media:**



Claire from Leeds shares some of the benefits she's found since taking up #30hours including how "it helps give you back your independence and not just being a mum all the time". Hear more of Claire's story, as well as from other families who have benefited from 30 hours here: <http://ow.ly/OcxP50usZPC> #ChildcareChoices @educationgovuk

**Suggested text for digital media (e.g. newsletters, websites):**

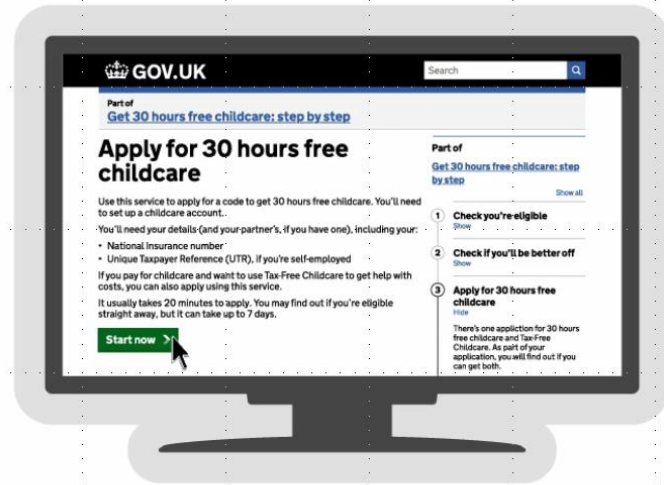
The Department for Education (DfE) is launching a campaign to promote and raise awareness of the benefits that using 30 hours childcare can have for working families. Claire from Leeds shares her story of how #30hours childcare helped give her back her "independence". Hear more from Claire and other families who have benefited from 30 hours here: <http://ow.ly/OcxP50usZPC>



**Download this video:** <https://www.dropbox.com/s/cay8qtk59ckt03y/Case%206%20-%20Cutdown.mp4?dl=0>



# Application animation




Some providers may ask for charges in addition to the 30 hours free childcare.  
Visit [childcarechoices.gov.uk](http://childcarechoices.gov.uk) for further information.

To help parents check their eligibility and apply online for Tax-Free Childcare or 30 hours, please share our new YouTube video which sets out the steps: <https://youtu.be/s-38fMXaGsk>



**Suggested text for social media:**



Want to find out if you're eligible and apply for Tax-Free Childcare and 30 hours free childcare? Watch this video for step-by-step guidance on what you need to apply   
[www.childcarechoices.gov.uk](http://www.childcarechoices.gov.uk) #ChildcareChoices  
@educationgovuk

**Suggested text for digital media (e.g. newsletters, websites):**

Want to find out if you're eligible and apply for Tax-Free Childcare and 30 hours free childcare? Watch this video for step-by-step guidance on what you need to apply. Visit [www.childcarechoices.gov.uk](http://www.childcarechoices.gov.uk) to learn more.



# Evaluation: Digital media (newsletters, websites etc.)

## The importance of evaluation:

- An effective evaluation will allow us to assess the success of our campaign and apply any learning to similar future campaigns.
- This is why evaluation metrics from any of the content you may have shared on any of your digital or social platforms would be of great value to us, including any stats you collect from retweeting/re-sharing content posted by DfE.

## Here are some tips on how you can evaluate digital activity:

- Number of clickthroughs on newsletters, website articles, any other channels that monitor clickthroughs.
- Number of enquiries (if any) via email/phone for more information relating to the 30-hour childcare offer .
- Number of shares of the content, e.g. newsletter, blog, article, etc.

Please share all evaluation of digital activity with [Soneni.RAE@education.gov.uk](mailto:Soneni.RAE@education.gov.uk) by 13 September 2019.

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# Evaluation: Social media – Twitter

For those organisations happy to provide in-depth metrics, below are some tips on how to evaluate your Twitter activity using Twitter Analytics:

- Once on Twitter Analytics, under the tab ‘Tweets’ (1), there is the option to view impressions, engagements and engagement rate for each individual tweet.



- Once you have located the tweet(s) containing the case study video(s), please click on it and this should open a box named ‘Tweet activity’ (2). The tweet activity shows an outline of the tweet itself as well as several different metrics.
- The main metrics we are interested from those displayed here are Impressions (3), Total engagements (4), Link clicks (5), Retweets (6), Likes (7) and Replies (8).

(Please see slide 16 providing a table to input the above metrics)

2 Tweet activity

DfE @educationgovuk	Impressions	3	13,409
International students make an important contribution to our universities 🏠	Total engagements	4	92
EU nationals starting in the 2020/21 academic year will continue to benefit from home fee status for the duration of their course so they can access financial support 🙌	Link clicks	5	29
<a href="https://www.gov.uk/government/news/eu-student-funding-continued-for-202021...">https://www.gov.uk/government/news/eu-student-funding-continued-for-202021 ...</a>	Detail expands		21
	Retweets	6	18
	Likes	7	15
	Profile clicks		7
	Replies	8	2

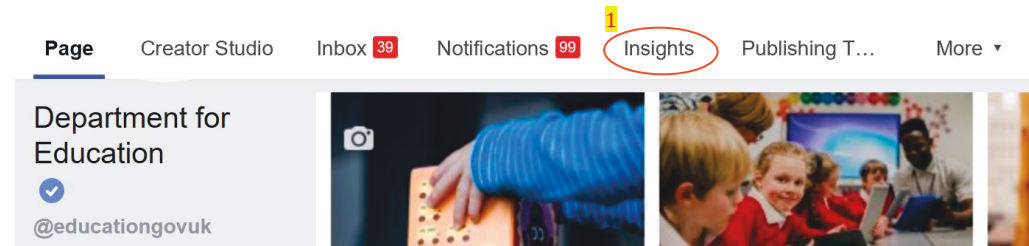


# Evaluation: Social media – Facebook

For those organisations happy to provide in-depth metrics, below are some tips on how to evaluate your Facebook activity using Facebook Insights:

- Once on your Facebook page, you can locate page and posts insights under the tab 'Insights' (1).
- Once on Facebook insights, click on 'Posts' (2) from the options found on the left-hand side. You will then need to scroll until you have located the post(s) containing the case study video(s).
- Once the post(s) have been found please click on the post wording and this should open a box named 'Shared video details' (3). The 'shared video details' box should display a visual example of the post itself as well as several different video, post and shares metrics.
- Under 'Video' (4), we are looking for all metrics included here: '3- second video views' (5), 'Estimated reach' (6), 'Unique viewers' (7), 'Post engagement' (8), 'Top audience' (9), 'Top location' (10) and if possible, also the breakdown of locations (10a).

(Please see slide 17 providing a table to input the above metrics)



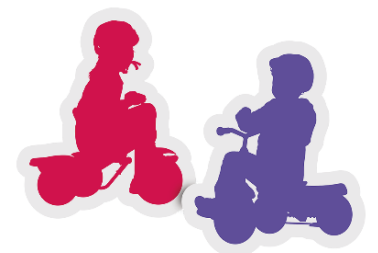
A screenshot of the Facebook Insights 'Shared video details' for a video post. The 'Posts' tab is selected in the left-hand navigation menu, highlighted with a red circle and a yellow '2' above it. The 'Shared video details' box is open, showing a video player with a play button and a red circle with a yellow '3' above it. The video title is 'I'm Dr Anna Colton - a child and adolescent psychologist, and I...'. The 'Performance for your post' section is visible on the right, with several metrics circled in red and numbered with yellow labels: '3-second video views' (5) at 2,271, 'Estimated reach' (6) at 10,426, 'Unique viewers' (7) at 2,082, 'Post engagement' (8) at 10, 'Top audience' (9) as 'Women, 35-44', and 'Top location' (10) as 'England'. A sub-label '10a' is also present. The video post is from 'Department for Education...' and was shared on 22/05/2019. A 'Boost Post' button is visible at the bottom right.

# Twitter Evaluation: Table

Below is a table that may be a helpful guide for you to use when evaluating activity:

Tweet	Impressions	Total engagements	Link clicks	Retweets	Likes	Replies
Case study 1						
Case study 2						
Case study 3						
Case study 4						
Case study 5						
Case study 6						
Application animation						

Please share all evaluation of digital activity with [Soneni.RAE@education.gov.uk](mailto:Soneni.RAE@education.gov.uk) by 13 September 2019.

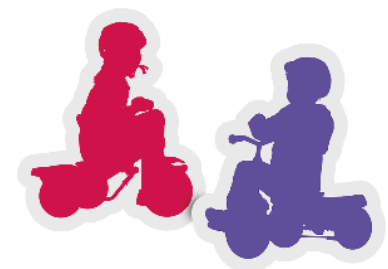


# Facebook Evaluation: Table

Below is a table that may be a helpful guide for you to use when evaluating activity:

Post	3-second video views	Estimated reach	Unique viewers	Post engagement	Top audience	Top location	Top three locations
Case study 1							
Case study 2							
Case study 3							
Case study 4							
Case study 5							
Case study 6							
Application animation							

Please share all evaluation of digital activity with [Soneni.RAE@education.gov.uk](mailto:Soneni.RAE@education.gov.uk) by 13 September 2019.



# Thank you



**Thank you so much for all of your support.**

**If you have any questions, please contact Soneni Rae ([Soneni.RAE@education.gov.uk](mailto:Soneni.RAE@education.gov.uk))**

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