**Social media plan – Summer 2023 HAF messages**

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| **Platform** | **Message** | **Asset** | **Alt Text** |
| **Instagram post** | HAF is coming back this summer holiday! 🤸🌞  The Holiday Activities and Food programme supports eligible families, making sure children who receive benefits-related free school meals have access to free food and activities during school holidays.  Eligible children can take part in plenty of free summer activities and each activity session will provide a meal. Eligible families will have had a letter and leaflet in the post with a unique access code for booking activities. Think you’re eligible but didn’t get a letter? Contact us via haf@nottscc.gov.uk.  To find out more and book activities, visit the link in our bio and add /HAFprogramme to the URL.  #HAF2023 |  | Colourful graphic image with text. The text is surrounded by summer activity themed illustrations, such as a football, bowling, go karting and an ice lolly. The text reads: “holiday activities and food, summer, Nottinghamshire. Get involved in fun activities this school holiday!” |
| **Facebook** | Did you receive a HAF letter and leaflet in the post?  If so, your child is eligible to take part in our Holiday Activities and Food programme!  All school children who receive benefits-related free school meals are eligible and families should have received letters at the beginning of June with their unique code for booking activities. Think you’re eligible but didn’t get a letter? Contact us via haf@nottscc.gov.uk.  Eligible children can take part in plenty of free summer activities and each activity session will provide a meal.  Take a look at the activities on offer⬇️  <https://www.nottinghamshire.gov.uk/education/holiday-activities-and-food/activities-and-venues> |  | Colourful graphic image with text. The text is surrounded by summer activity themed illustrations, such as a football, bowling, go karting and an ice lolly. The text reads: “holiday activities and food, summer, Nottinghamshire. Get involved in fun activities this school holiday!” |
| **Twitter** | HAF is coming back this summer holiday!  The Holiday Activities and Food programme supports eligible families, children who received benefits-related free school meals have access to food and activities during school holidays.  Find out more and book ⬇️  <https://www.nottinghamshire.gov.uk/education/holiday-activities-and-food/activities-and-venues> |  | Colourful graphic image with text. The text is surrounded by summer activity themed illustrations, such as a football, bowling, go karting and an ice lolly. The text reads: “holiday activities and food, summer, Nottinghamshire. Get involved in fun activities this school holiday!” |
| **Twitter** | Did you receive a HAF letter and leaflet in the post?  If so, your child is eligible to take part in our Holiday Activities and Food programme!  There will be plenty of free summer activities and each activity session will provide a meal ⬇️  <https://www.nottinghamshire.gov.uk/education/holiday-activities-and-food/activities-and-venues> |  | Colourful graphic image with text. The text is surrounded by summer activity themed illustrations, such as a football, bowling, go karting and an ice lolly. The text reads: “holiday activities and food, summer, Nottinghamshire. Get involved in fun activities this school holiday!” |
| **Facebook** | 😎 Holiday activities and food this summer holiday! 🌞  The school summer holidays are fast approaching and we’re excited to bring fun activities and food to eligible families.  There will be plenty of free activities for children and young people to enjoy over the summer holidays, and there will be a meal provided for each activity session!  We also have some brilliant family activity days this summer which are fun for all the family.  If your child qualifies for benefits-related free school meals, you can find out more and book your place here #HAF2023 ⬇️  [www.nottinghamshire.gov.uk/hafprogramme](http://www.nottinghamshire.gov.uk/hafprogramme) |  | Colourful graphic image with text. The text is surrounded by summer activity themed illustrations, such as a football, bowling, go karting and an ice lolly. The text reads: “holiday activities and food, summer, Nottinghamshire. Get involved in fun activities this school holiday!” |
| **Twitter** | 😎 Holiday activities and food this summer holiday!  This school summer holiday we’re excited to bring fun activities to eligible families, with a free meal provided for each session!  Find out more and book #HAF2023 ⬇️  [www.nottinghamshire.gov.uk/hafprogramme](http://www.nottinghamshire.gov.uk/hafprogramme) |  | Colourful graphic image with text. The text is surrounded by summer activity themed illustrations, such as a football, bowling, go karting and an ice lolly. The text reads: “holiday activities and food, summer, Nottinghamshire. Get involved in fun activities this school holiday!” |
| **Facebook** | 🌞 It’s nearly time for the summer holidays! 🌞  The holiday activities and food programme will be back to offer eligible children and young people free activities and meals over the summer school holiday.  Included in the activities this school holiday are some fantastic family fun days at the Mill Adventure Base and the National Water Sports Centre!  The programme is eligible for children who are in receipt of benefits-related free school meals. Find out more or book #HAF2023 ⬇️  [www.nottinghamshire.gov.uk/hafprogramme](http://www.nottinghamshire.gov.uk/hafprogramme) |  | Colourful graphic image with text. The text is surrounded by summer activity themed illustrations, such as a football, bowling, go karting and an ice lolly. The text reads: “holiday activities and food, summer, Nottinghamshire. Get involved in fun activities this school holiday!” |
| **Twitter** | 🌞 It’s nearly time for the summer holidays!  The HAF programme will offer eligible children and young people free activities and meals over the upcoming school holiday - including fun days all of the family can enjoy!  Find out more or book #HAF2023 ⬇️  [www.nottinghamshire.gov.uk/hafprogramme](http://www.nottinghamshire.gov.uk/hafprogramme) |  | Colourful graphic image with text. The text is surrounded by summer activity themed illustrations, such as a football, bowling, go karting and an ice lolly. The text reads: “holiday activities and food, summer, Nottinghamshire. Get involved in fun activities this school holiday!” |
| **Facebook** | ⚽🌳🥗 HAF is here! 🖌️🎭🍝  The holiday activities and food (HAF) programme is for children and young people aged 5-16 who are in receipt of for benefits-related free school meals, offering them free meals and activities over the summer holidays.  There are lots of fun things to do, from arts and crafts to forest school, sports, drama and even activity days for the whole family!  Book activities ⬇️  <https://www.nottinghamshire.gov.uk/education/holiday-activities-and-food/activities-and-venues>  Find out more #HAF2023 ⬇️  [www.nottinghamshire.gov.uk/hafprogramme](http://www.nottinghamshire.gov.uk/hafprogramme) | Video | Colourful graphic image with text. The text is surrounded by summer activity themed illustrations, such as a football, bowling, go karting and an ice lolly. The text reads: “holiday activities and food, summer, Nottinghamshire. Get involved in fun activities this school holiday!” |
| **Twitter** | ⚽🌳🥗 HAF is here!  The holiday activities and food (HAF) programme is for 5-16 year olds receiving benefits-related free school meals, offering food & activities in the school holidays.  Activities⬇️  <https://www.nottinghamshire.gov.uk/education/holiday-activities-and-food/activities-and-venues>  Find out more #HAF2023 ⬇️  [www.nottinghamshire.gov.uk/hafprogramme](http://www.nottinghamshire.gov.uk/hafprogramme) | Video | Colourful graphic image with text. The text is surrounded by summer activity themed illustrations, such as a football, bowling, go karting and an ice lolly. The text reads: “holiday activities and food, summer, Nottinghamshire. Get involved in fun activities this school holiday!” |
| **Facebook** | 🚣‍♀️ HAF family activity days 🏄‍♂️  The holiday activities and food (HAF) programme has some exciting family activity days lined up in August for eligible children which will be fun for all the family!  The HAF programme is for 5-16 year olds receiving benefits-related free school meals, offering food & activities in the school holidays.  Find out more #HAF2023 ⬇️  [www.nottinghamshire.gov.uk/hafprogramme](http://www.nottinghamshire.gov.uk/hafprogramme) |  | Colourful graphic image with text. The text is surrounded by summer activity themed illustrations, such as a football, bowling, go karting and an ice lolly. The text reads: “holiday activities and food, summer, Nottinghamshire. Get involved in fun activities this school holiday!” |
| **Twitter** | 🚣‍♀️ HAF family activity days  The holiday activities and food (HAF) programme brings some exciting family activity days lined up in August for eligible children who receive benefits-related free school meals and their families.  Find out more #HAF2023 ⬇️  [www.nottinghamshire.gov.uk/hafprogramme](http://www.nottinghamshire.gov.uk/hafprogramme) |  | Colourful graphic image with text. The text is surrounded by summer activity themed illustrations, such as a football, bowling, go karting and an ice lolly. The text reads: “holiday activities and food, summer, Nottinghamshire. Get involved in fun activities this school holiday!” |
| **Facebook** | 🤸 Show us your #HAF2023 fun!  Getting involved in the holiday activities and food programme?  We love to see your photos from the activities so remember to tag #HAF2023 – we can’t wait to see what you’ve been getting up to over the school holidays!  Find out more ⬇️  [www.nottinghamshire.gov.uk/hafprogramme](http://www.nottinghamshire.gov.uk/hafprogramme) |  | Colourful graphic image with text. The text is surrounded by summer activity themed illustrations, such as a football, bowling, go karting and an ice lolly. The text reads: “holiday activities and food, summer, Nottinghamshire. Get involved in fun activities this school holiday!” |
| **Twitter** | 🤸 Show us your #HAF2023 fun!  Getting involved in the holiday activities and food programme? Remember to tag #HAF2023 in your photos from the activities – we can’t wait to see what you’ve been getting up to over the school holidays!  Find out more ⬇️  [www.nottinghamshire.gov.uk/hafprogramme](http://www.nottinghamshire.gov.uk/hafprogramme) |  | Colourful graphic image with text. The text is surrounded by summer activity themed illustrations, such as a football, bowling, go karting and an ice lolly. The text reads: “holiday activities and food, summer, Nottinghamshire. Get involved in fun activities this school holiday!” |
|  | * Repeat messages as required - |  |  |