



Commonwealth Day of Play

Social Media Toolkit



@CHILDHOODVA



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How to Use the Toolkit

- 01** Download the pdf of the Social Media Toolkit to your device
- 02** Open up your Canva account and click the + button in the left corner
- 03** Click on the Instagram Post size (4:5) to start a new project.
- 04** Once in the design, go to the sidebar on the left and press "Uploads"
- 05** Click the "Upload files" button and select the downloaded pdf
- 06** Go through each graphic and edit any text that is specific to your event
- 07** See the comments on each graphic for posting dates and captions
- 08** You can now upload each post to your social media pages or use as flyers!



MARK YOUR CALENDAR

Commonwealth
Day of Play

SATURDAY
AUGUST

8

9

10



4 Facts About the Power of Play



01

Physical Development

Play builds physical ability to master both fine and gross motor skills.

02

Social/Emotional Development

Play builds important skills like problem solving, identifying emotions, conflict resolution, and compromise.

03

Language and Literacy

Play allows children to understand body language facial expressions. They also learn new words and their meanings.

04


Cognitive Development

Play develops focus, attention, memory, and learning new concepts - skills that are vital for school readiness.



Commonwealth *Day of Play*

(Coming up this weekend!)

 **Saturday, August 9th**

 **10am-4pm**

 **Taylor Farm Park
Henrico County, VA**





Day of Play

FACTS FOR PARENTS

42% of teens say smartphones make it harder to learn good social skills

38% of parents and teens say they often argue with each other about time spent on phones



46% of teens say their parent is distracted by their phone during interactions

74% of teens feel happy when they don't have their smartphones

Pew Research, 2024

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Activities:

Picnics

Chalk Art

**Scavenger
Hunts**

**Water
Play**

Games

Prizes

**Saturday
August 9 | 10am-4pm**

**Taylor Farm Park
Henrico County, VA**

Day of Play **FACTS FOR TEENS**

Half of surveyed teens say that they are online “almost constantly,” a number which has doubled in the last decade.

Pew Research, 2024



58% of older teens say it would be somewhat hard, if not very difficult, to give up social media.

Pew Research, 2022





*Commonwealth
Day of Play*

**Saturday
August 9th**

Commonwealth Day of Play is *Today!*

Be on the
lookout for
events
throughout the
Commonwealth!



 **Saturday, August 9th**
 **10am-4pm**
 **Taylor Farm Park
Henrico County, VA**