

Social media plan

Here to help self care messaging


This social media plan provides content you can include in your social media posts. Animations and images can be downloaded from our [toolkit here](#).

Please tag us in your social media posts:

Handles: Facebook – NorthEastandNorthCumbriaNHS, X (the new name for Twitter) – @NENC_NHS, Instagram – nenc_nhs

Hastags: #heretohelp

Self-care	
<p>1. Little orange book</p>	<p>Poorly baby or child this winter?</p> <p>Download the LITTLE ORANGE BOOK!</p> <p>It contains online advice for parents of under 5s on a wide range of illnesses in children from common minor concerns to more serious conditions.</p> <p>Find out more here: www.nenc-healthiertogether.nhs.uk</p> <p>#NHS #HereToHelp</p>
<p>The image is a promotional graphic for the 'Little Orange Book'. It features a grey teddy bear sitting on a blue banner that reads 'Poorly baby or child?'. Below the bear is another blue banner that says 'Download the Little Orange Book' and 'HERE TO HELP'. The NHS logo is in the top right corner. The background is orange.</p>	

<p>2. Healthier together</p>	<p>Little one not well?</p> <p>Visit the Healthier Together website www.nenc-healthiertogether.nhs.uk</p> <p>For online advice to help manage and improve the health and wellbeing of babies, children and young people.</p> <p>#NHS #HereToHelp</p>	 <p>The poster features a young girl with pigtails smiling and holding a teddy bear against a pink background. The NHS logo is in the top right. A purple banner across the middle reads 'Little one not well?'. Below it, a blue arrow points right with the text 'Go to Healthier Together for NHS trusted advice' and 'HERE TO HELP'.</p>
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