

## Dec 24 Fostering campaign toolkit

If you're watching Home Alone 2 or Jurassic Park on ITV over Christmas, then it's likely you'll also see the brand-new fostering campaign from Somerset Council.

The new 60 second promotional video is the fourth instalment in the 'Change A Child's Story' series, following on from the award-winning [Theo's Story](#), [Anna's Story](#), and our 2023 campaign, [Willow's Story](#).

The promotional film will air during ad breaks on ITV and Sky from 20 December 2024 until 16<sup>th</sup> February 2025, or you can watch it [here](#). Supporting activities include social media, PPC, radio, and an Indeed campaign.

With more than 600 local children in care this Christmas, more foster homes are urgently needed to provide safe, stable homes for Looked After Children; particularly teenagers. A nurturing family environment can make a real difference to the lives and futures of these young people, whilst also helping to reduce the number of external placements and provide long-term cost savings for Somerset Council.

As a Corporate Parent, you can support our campaign and help to recruit more foster carers by:

**Sharing our video** using this link: <https://youtu.be/BZc-vespqeE>

### Using the resources provided to promote fostering and the new film

- On your personal social media accounts (Linkedin, Facebook, Instagram, X, TikTok etc...)
- On community social media pages
- In local publications
- In meetings
- Within your local community
- With business links & partners

**Link to video:** <https://youtu.be/BZc-vespqeE>

### Editorial

You can make a difference to the life of a local young person in a rewarding role as a Somerset foster carer, with ongoing training and support, including weekly payments to support you financially. Call 0800 587 9900 or visit [fosteringinsomerset.org.uk](http://fosteringinsomerset.org.uk) to find out how you could help change a child's story. You're not committing to anything by getting in touch to find out more, and you could make a real difference to the life and future of a local child.

*(upload video alongside if possible)*

## Social media posts

### Please tag us in your posts

Facebook: @fosteringinsomerset [www.facebook.com/fosteringinsomerset](http://www.facebook.com/fosteringinsomerset)

Instagram: @fosteringinsomerset [www.instagram.com/fosteringinsomerset](http://www.instagram.com/fosteringinsomerset)

### Post 1: (pre Christmas)

You can make a difference to a young person's life and change a child's story not just at Christmas, but all-year round, in a rewarding role as a Somerset foster carer #FosteringInSomerset #ChangeAChildsStory #SomersetFostering @fosteringinsomerset

Content: Please embed video <https://youtu.be/BZc-vespqeE> or upload the provided graphic



### Post 2:

Specialist High Need foster carers receive wrap-around support, including financial support and access to therapeutic schools for teenagers with complex needs. You can make a difference to a child's life as a #Somerset foster carer. Recruiting now 🐾 [www.fosteringinsomerset.org.uk](http://www.fosteringinsomerset.org.uk)

#FosteringInSomerset @fosteringinsomerset

Content: Upload video <https://youtu.be/BZc-vespqeE> or use provided graphic

