Steps for School

SOCIAL MEDIA TOOLKIT

BEST START IN LIFE | UK Government

Introduction

This toolkit helps Best Start in Life partners share the Steps for School social media campaign, with content designed to reach families across England whose children will be starting Reception.

We know that preparing for school is a journey, and small everyday moments at home can help children build confidence, communication and independence over time.

Here you'll find key messages, suggested framing, and ready-to-use content to support consistent, positive conversations across social media channels.



About the campaign

The Steps for School campaign is part of the Government's Best Start in Life programme, supporting parents and carers in the early years, from pregnancy through to starting school.

The campaign supports parents and carers with practical advice and tips on skills they can practise at home with their children, to help create strong foundations for a confident start to school.

Best Start in Life offers clear, trusted advice for families, helping them understand how everyday moments support children's development and the skills they need for school. It offers simple steps parents can build into daily routines at home:

- Communication and language skills
- Social and emotional development
- Independence skills

Families will be signposted to Best Start in Life for clear, practical and trusted information.



Key messaging

WHY THIS CAMPAIGN IS IMPORTANT

Parents and carers can feel uncertain about what ‘preparing for school’ involves and unsure where to turn for trusted advice and support. That’s why it’s important to share clear messages using a simple structure: advice, reassurance, and support.



ADVICE

- Helping children feel prepared for school is a team effort. What parents do at home, alongside childcare and early years education, can make a big difference.
- Everyday moments like chatting and communicating, reading, playing and practising independence can help children grow. Small steps and simple routines build strong foundations over time.
- Introducing and practising skills such as using the toilet, taking turns and following instructions helps children settle into new routines.
- You are your child’s first teacher. Talking about daily activities and helping children recognise and name emotions supports communication and relationships.

Key messaging

REASSURANCE

- Getting prepared for school isn't about a checklist – it's about the small, everyday moments that help children grow.
- Every child develops at different rates, and every family's circumstances are different, so go at your own pace.
- You're probably already doing many of the things that help your child prepare for school - and there's no need to do everything at once.



SUPPORT

- Award-winning primary school teacher turned rapper MC Grammar's new 'Steps for School' song and music video highlights the skills that can help children feel more confident at school.
- Visit Best Start in Life for more ways to support your child's development, helping them to feel more confident and prepared for school.

ADDITIONAL RESOURCES

- The Best Start in Life website
- The Best Start in Life email programme
- Local Family Hubs and support services
- The Starting Reception website
- The ParentKind Be School Ready hub
- The ParentKind Primary assessments guide

Community management



As Steps for School content is shared, you may receive questions or comments from parents and carers. Community management should be handled in a supportive, reassuring and non-judgemental way.

WHEN RESPONDING

- Keep language warm, calm and encouraging, and avoid using directive or instructional wording.
- Reassure parents and carers that every child develops at their own pace and in different ways, and that there is no single ‘right’ way to prepare for school.
- Focus on confidence-building and practical reassurance, rather than instruction or correction.
- Where helpful, signpost families to Best Start in Life for trusted, government-approved information and support.

PLEASE AVOID

- Offering individualised advice beyond the scope of campaign messaging.
- Comparing children or suggesting that families are ‘behind’ or ‘not ready’.
- Engaging in debate or responding to critical comments in a defensive way.
- If comments raise safeguarding concerns or require specialist support, follow your organisation’s usual escalation and moderation processes.

Amplify the campaign

By amplifying official campaign content, you help more families see consistent, reassuring messages from trusted voices at an important moment in their child's journey.

Please like, comment and reshare campaign content where it feels right for your audience, and signpost families to the Best Start in Life channels and website for practical support on starting Reception.

Instagram Video
YouTube Video





Upload organic content

This section includes organic content you can share through your own channels to help spread the Steps for School message.

Please always tag @beststartinlife and include the call to action:

Visit Best Start in Life for advice and support.

ASSET LIBRARY

MC Grammar 'Steps for School Song' social cut-down

A short, social-first version of the hero film, reassuring families that developing skills for school builds over time through everyday moments at home.

CAPTION

When is your little one starting school? Preparing for school starts with everyday moments at home and you're probably already doing more than you think.

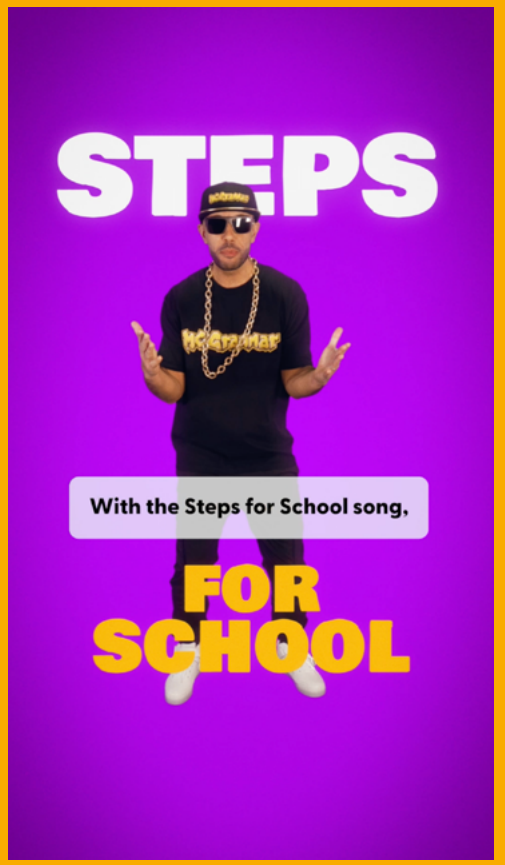
@mrmcgrammar has partnered with @beststartinlife to create Steps for School, a fun song that will help you practise everyday skills with your little ones at home.

Watch Steps for School and discover simple, fun ways to help your child build confidence before starting Reception.

Visit @beststartinlife for advice and support.

#StepsForSchool

REEL



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MC Grammar: Skills 1 Reel

MC Grammar highlights small, practical steps families can practise at home and signposts to the Steps for School song for extra support.

CAPTION

Starting school may feel like it's just around the corner.

That's why @mrmcgrammar has partnered with @beststartinlife to create Steps for School, a fun song that will help you practise everyday skills with your child at home.

These everyday moments like chatting, playing and reading together can make a huge difference in building the skills that will help your child feel confident at school.

Visit @beststartinlife for advice and support.

REEL



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MC Grammar: Skills 2 Reel

MC Grammar shares simple ways to build confidence and communication through listening and turn-taking.

CAPTION

Starting Reception? @mrmcgrammar and Little G know all too well the first day at school can feel like a big step. That's why @beststartinlife partnered with them to produce the Steps for School song.

Everyday moments, such as putting on coats, following instructions or taking turns, can help your little one settle into new routines before they start school.

Visit @beststartinlife for advice and support.

#StepsForSchool

REEL



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Graphic Reel “You’re probably already doing more than you think”

Introduces Steps for School and reassures parents and carers that they’re likely already taking steps through everyday moments.

CAPTION

Starting school is a big milestone so it’s normal to wonder how best to prepare your child.

The reassuring news is that everyday moments like chatting, playing and reading together all build the skills that will help your child to feel confident.

@beststartinlife will be sharing simple Steps for School you can practise together at home. No pressure, no checklist, just small steps that add up over time.

Visit @beststartinlife for advice and support.

#StepsForSchool

REEL



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Growing Independence

Shares simple routines that build independence and confidence for Reception, such as personal care, listening and following simple instructions.

CAPTION

Building your child's independence ahead of starting school can feel daunting, but it's the simple, everyday moments that you do together that can help to make a big difference.

Visit @beststartinlife for advice and support.

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CAROUSEL



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Building Relationships and Communication

Demonstrates how everyday play and interactions help children communicate their needs, build relationships and begin to recognise feelings.

CAPTION

@beststartinlife has created simple, everyday steps you can practise at home with your child to support building relationships and communication before they start school.

Visit @beststartinlife for advice and support.

#StepsForSchool

CAROUSEL



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Healthy Routines

Promotes simple, realistic routines (such as dressing, eating, handwashing and daily movement) that support wellbeing and make starting school feel easier.

CAPTION

Getting prepared for school doesn't happen all at once; it's built through everyday moments at home, with small steps that can add up.

Getting dressed, eating independently and daily activity are steps that can help your child feel prepared for school. And remember, every child is different – go at your own pace.

Visit @beststartinlife for advice and support.

#StepsForSchool

CAROUSEL



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Graphic reel: Highlights/Round-up

Rounds up the three key areas - communication, relationships and independence - and reinforces that little steps at home add up over time.

CAPTION

Preparing for school isn't about ticking off a checklist - it's about small steps, practised together, that build confidence over time.

Visit @beststartinlife for advice and support.

#StepsForSchool

REEL



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Steps for School: Advertising statics

Best Start in Life has introduced new advertising assets which will be served across Facebook, Instagram, Snapchat and TikTok.

We encourage partners to use and amplify these assets and drive parents to the Best Start in Life website for further support.

While these creatives use a different visual style, the messaging remains consistent, focusing on everyday steps that build confidence and independence.

CAPTION

Help build your child's confidence and independence as they prepare for school

Visit Best Start in Life for advice and support.

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Steps for School: Advertising carousel

This carousel forms part of the same advertising suite and will be used specifically on TikTok to reach parents.

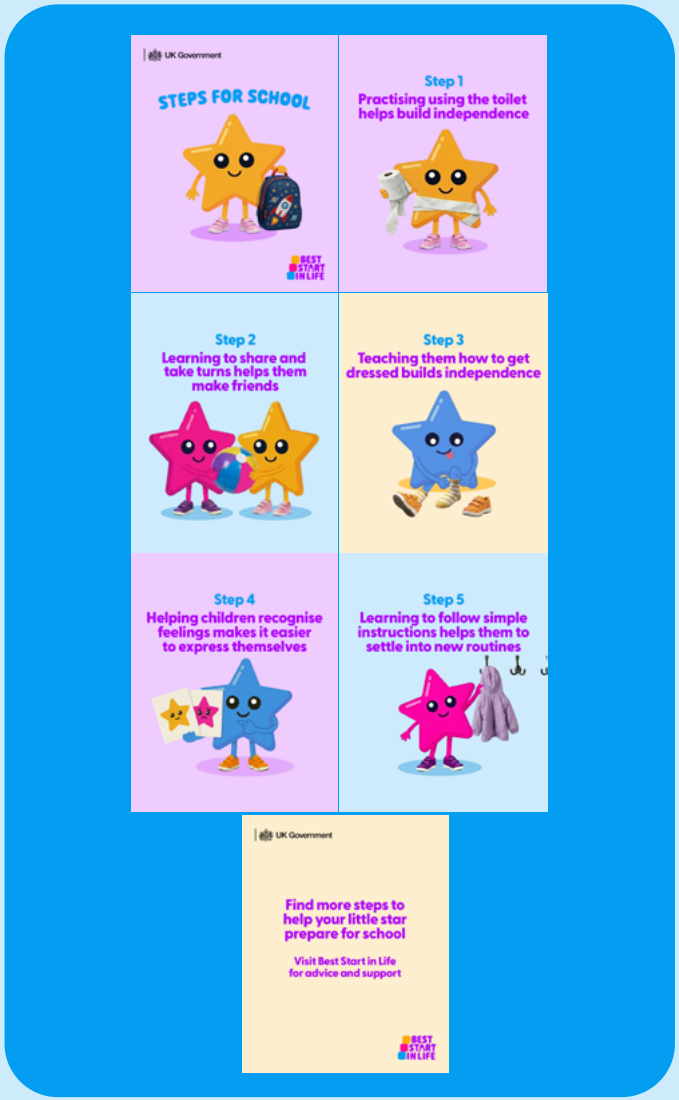
The message remains consistent: highlighting simple, everyday steps that help children feel confident and independent as they prepare for school.

CAPTION

Help build your child's confidence and independence as they prepare for school

Visit Best Start in Life for advice and support.

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Thank you

Thank you for your continued support of the Best Start in Life Steps for School campaign, and for the important role you play in helping families feel confident as their children prepare to start Reception.

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