
#TheBigAmbition Social Media Kit for organisations and charities

Background on #TheBigAmbition

The Children's Commissioner for England, Dame Rachel de Souza, has launched #TheBigAmbition to hear directly from children and young people about what they want from Government.

#TheBigAmbition is a new campaign to ensure that children and young people are at the heart of the political debate so their voices help shape decisions that will impact their futures.

Dame Rachel de Souza wants #TheBigAmbition to be the most ambitious and comprehensive survey ever to capture children and young people's voices.

This is a critical moment as we approach the next General Election to make sure that children and young people's voice and needs are heard by Government and policy makers.

Sharing #TheBigAmbition on social media

If you are posting content about The Big Ambition, please use the hashtag #TheBigAmbition. We will be sharing posts from individuals and organisations throughout the campaign.

We'd love you to post photos of children completing the survey.

If you're working with young people who are completing the survey we would love you to post photos (get consent, we might share)

You may also wish to tag the official Children's Commissioner channels:

- Instagram: [@ChildrensCommissioner](https://www.instagram.com/ChildrensCommissioner)
- Twitter (X): [@ChildrensComm](https://twitter.com/ChildrensComm)
- Facebook: [@ChildrensComm](https://www.facebook.com/ChildrensComm) (Children's Commissioner for England)
- LinkedIn: [Children's Commissioner for England](https://www.linkedin.com/company/ChildrensCommissionerforEngland)

Below are some images you can use on social media

We have a collection of assets, links below, that you can share across social media

including:

- Click below for an image of #TheBigAmbition logo with avatars of children
 - [For Instagram](#)
 - [For Twitter \(X\)/Facebook/LinkedIn](#)
- Click below for an image of #TheBigAmbition logo with avatars of children and the Children's Commissioner.
 - [For Instagram](#)
 - [For Twitter \(X\)/Facebook/LinkedIn](#)

Suggested tweets

1.	<p>The Children's Commissioner for England @ChildrensComm has launched #TheBigAmbition - a new campaign to hear directly from children & young people what they want from Government to make their lives better.</p> <p>Find out more & get involved here: https://bit.ly/3Z1jHKO</p>
2.	<p>The @ChildrensComm has launched #TheBigAmbition to give children and young people a voice as we approach a General Election.</p> <p>She wants to hear what they want Government to focus on, to make their lives and other children's lives better.</p> <p>Find out more: https://bit.ly/3Z1jHKO</p>
3.	<p>Are you aged 0-18 and live in England? The @ChildrensComm wants to hear your thoughts about what would help make your life better and what would help make the lives of other children in England better.</p> <p>Have your say and take part in #TheBigAmbition here:</p> <p>https://bit.ly/3Z1jHKO</p>
4.	<p>(Tweet thread)</p> <p>1. The @ChildrensComm wants to hear what children & young people</p>

want, so children's voices are reflected in policymakers' decisions. She has launched a new campaign #TheBigAmbition to find out.
(1/3)

2. When the @ChildrensComm has a comprehensive picture of the practical changes children want to see, she will ask all political parties for these changes to be adopted across manifestos
#TheBigAmbition (2/3)

3. Find out more & take part in the survey here:
www.childrenscommissioner.gov.uk/the-big-ambition
#TheBigAmbition @ChildrensComm

Suggested post with images

The Children's Commissioner for England

@ChildrensComm/@ChildrensCommissioner/Children's Commissioner for England (delete as appropriate) has launched #TheBigAmbition - a new campaign to hear directly from children and young people. She wants to hear what they want Government to focus on, to make their lives and children across England's lives better.

As we approach a General Election, she wants to ensure children and young people's voices are reflected in policymakers' decisions. Once she has a comprehensive picture of the practical changes that children want to see, she will call on all the political parties for these changes to be adopted across manifestos.

Find out more about #TheBigAmbition and get involved here:
www.childrenscommissioner.gov.uk/the-big-ambition.

Directed at children

Are you aged 0-18 and live in England?

The @ChildrensComm/@ChildrensCommissioner/Children's Commissioner for England (delete as appropriate) wants to hear your thoughts about what would help make your life better and what would help make the lives of other children in England better.

As we approach a General Election, she wants to ensure your voices are heard by the people who make decisions that affect you.

Have your say and take part in #TheBigAmbition here: <https://bit.ly/3Z1jHKO>.

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