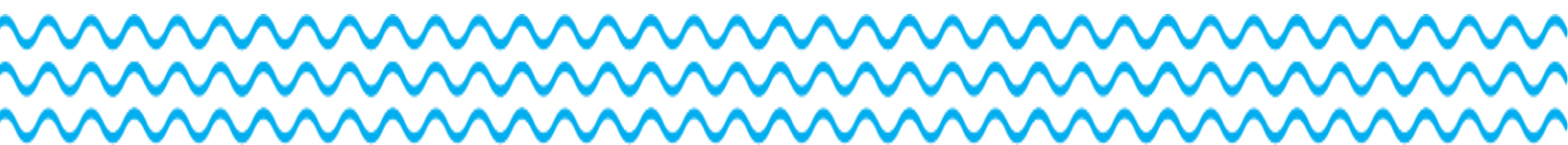




SOCIAL MEDIA CALENDAR

Post Date	Post FB	Post IG	Image
Pre event	<p>Did you know?</p> <p>Recent drowning statistics show a positive trend in reducing drowning risks for children aged zero to four. However, rates of childhood drowning in this age group remain high relative to other age groups.</p> <p>That's why water safety matters! We're excited to bring you a week of swim fun and safety for your little ones. Stay tuned for details!</p> <p>#SwimIntoSummer #KidsAlive #WaterSafety #Swimminglessons</p>	<p>Did you know?</p> <p>Learning to swim is not just a skill; it's a superpower! Stay tuned as we gear up to celebrate the importance of water safety for children.</p> <p>#SwimIntoSummer #WaterSafety</p>	<p>An image of a child wearing swimming goggles, ready to dive into the pool.</p>
Pre event	<p>Get ready to dive into summer with Kids Alive! 🏊‍♂️</p> <p>Mark your calendars for</p>	<p>Ready to make a splash?</p> <p>Dive into summer with Kids Alive! 🏊‍♂️ Save the</p>	<p>A sneak peek inside our swim school, with instructors preparing for the upcoming campaign.</p>

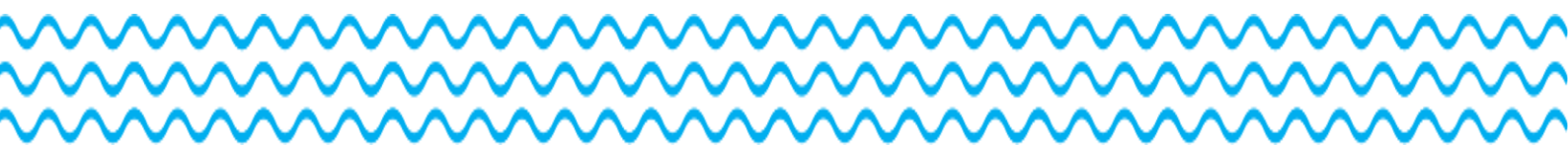




	<p>September 25-29 as we kickstart the season with free swim lessons and water safety education. Stay tuned for more updates!</p> <p>#SwimIntoSummer #KidsAlive #WaterSafety #Swimminglessons</p>	<p>date for September 25-29 for free swim lessons and water safety education. Stay tuned for more details!</p> <p>#SwimIntoSummer #KidsAlive #WaterSafety #Swimminglessons</p>	
Pre event	<p>Did you know that swimming enhances cognitive development in children? Dive into the benefits of swim lessons with us! 🌊</p> <p>#SwimIntoSummer #KidsAlive #WaterSafety #Swimminglessons #SwimSmart</p>	<p>Did you know? Swimming helps kids build confidence and stay active. Keep your child's summer supercharged with Swim Into Summer. 🌊</p> <p>#SwimIntoSummer #KidsAlive #WaterSafety #Swimminglessons</p>	<p>Image featuring a child reading by the pool or Image featuring a child confidently swimming.</p>
Pre event	<p>It's almost here! Join us tomorrow as we kick off Swim Into Summer with Kids Alive with free lessons and water safety activities.</p> <p>#SwimIntoSummer #KidsAlive #WaterSafety #Swimminglessons</p>	<p>Tomorrow's the big day! Don't miss our free swim lessons and more.</p> <p>#SwimIntoSummer #KidsAlive #WaterSafety #Swimminglessons</p>	<p>Countdown image with event date and Kids Alive logo or a group photo of kids with swimming instructors.</p>
Week of Sept 25-30	<p>It's Swim Into Summer</p>	<p>Today's the day! 🎉</p>	<p>Event day image</p>

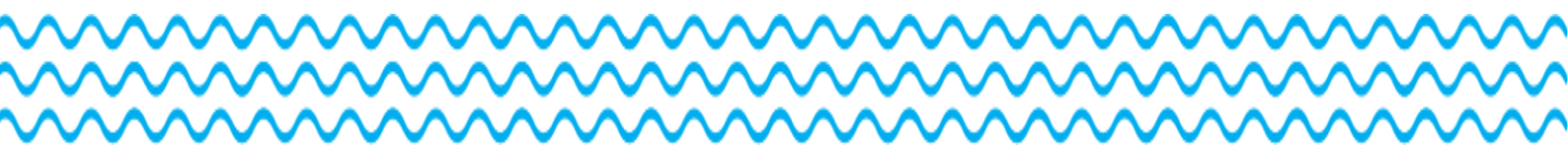


	<p>Day! 🏊</p> <p>Join us for free lessons, water safety tips, and lots of family fun. See you!</p> <p>#SwimIntoSummer #KidsAlive #WaterSafety #Swimminglessons</p>	<p>Dive in with us for free swim lessons and water safety education.</p> <p>#SwimIntoSummer #KidsAlive #WaterSafety #Swimminglessons</p>	<p>showcasing kids having fun in the water.</p>
<p>Week of Sept 25-30</p>	<p>Dive into our free online lessons this week and empower your child with essential aquatic skills.</p> <p>We're thrilled to offer these online lessons, which cover must-know basics like water familiarisation, breath control, submersion, floating, and propulsion.</p> <p>Access these valuable resources directly through our website or find them on Kidsalive.com.au</p> <p>Together, let's promote water safety far and</p>	<p>Dive into our free online lessons this week and empower your child with essential skills.</p> <p>Together, let's promote water safety far and wide! 🏊👦</p> <p>#SwimIntoSummer #KidsAlive #WaterSafety #Swimminglessons</p>	<p>An image of a tablet or laptop showing one of the online swim lessons.</p>





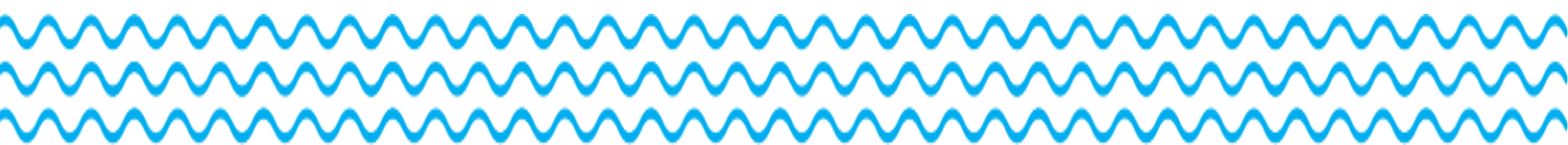


	<p>wide! 🙌🏻🌊</p> <p>#SwimIntoSummer #KidsAlive #WaterSafety #Swimminglessons</p>		
<p>Week of Sept 25-30</p>	<p>Drowning statistics are a stark reminder of the importance of water safety education.</p> <p>Laurie Lawrence, Former Olympic Swimming Coach and founder of Kids Alive, warns about the rising number of Australian children who have tragically lost their lives to drowning.</p> <p>“My hope is that together, we can work towards a future with zero drownings in the under-five category.”</p> <p>That's why we proudly support the 'Swim into Summer' with Kids Alive. Together, we can make a difference. Let's empower our children with the life-saving skill of swimming! 🌊</p> <p>#SwimIntoSummer #WaterSafety</p>	<p>Drowning statistics are a stark reminder of the importance of water safety education.</p> <p>Laurie Lawrence, Former Olympic Swimming Coach and founder of Kids Alive, warns about the rising number of Australian children who have tragically lost their lives to drowning.</p> <p>“My hope is that together, we can work towards a future with zero drownings in the under-five category.”</p> <p>That's why we proudly support the 'Swim into Summer' campaign of Kids Alive. Together, we can make a difference. Let's empower our children with the life-saving skill of swimming! 🌊</p>	<p>An image of our swim instructors explaining a swim technique to a group of children.</p>



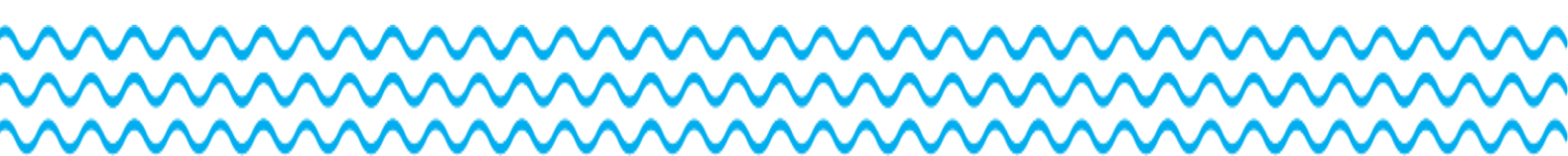


	#DrowningPrevention	#SwimIntoSummer #WaterSafety #DrowningPrevention	
Week of Sept 25-30	Get to know the dedicated faces behind the lessons. Our talented instructors can't wait to help your child become a confident swimmer! 	Get to know the dedicated faces behind the lessons. Our talented instructors can't wait to help your child become a confident swimmer! 	A photo collage of our experienced swim instructors.
	#MeetTheTeam #SwimIntoSummer #KidsAlive #WaterSafety	#MeetTheTeam #SwimIntoSummer #KidsAlive #WaterSafety	
Week of Sept 25-30	Last call for Swim Into Summer! Don't miss the chance to join our events and activities. Hurry, there's still time to make a splash!	It's the final day of Swim Into Summer, but there's still time to dive in! Join us for a day of water fun and safety. Don't miss out!	A heartwarming image capturing children and instructors together, celebrating their achievements.
	#SwimIntoSummer #KidsAlive #WaterSafety #Swimminglessons	#SwimIntoSummer #KidsAlive #WaterSafety #Swimminglessons	
Week of Oct 1-7	We had a splashing good time supporting Swim Into Summer with	Our hearts are full after a fantastic Swim Into Summer with Kids Alive	Group photo of kids and instructors with big smiles.





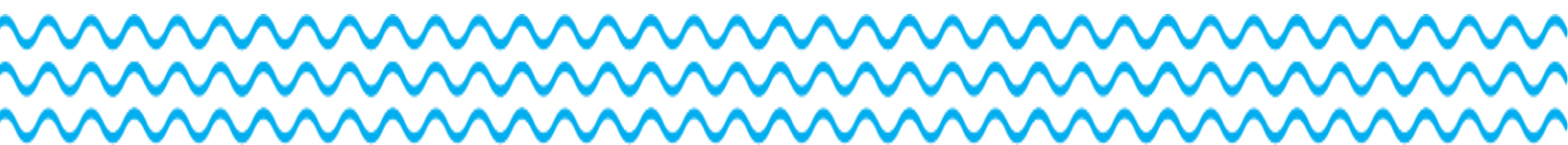
	<p>Kids Alive! Thank you to all the families who joined us. What were your favourite moments during the event? Share with us! 🏠</p> <p>#SwimIntoSummer #KidsAlive #SwimSafe</p>	<p>week. We'd love to hear about your favourite moments from the event. Share with us! 🏠</p> <p>#SwimIntoSummer #KidsAlive #SwimSafe</p>	
Week of Oct 1-7	<p>Water safety trivia: What's the first rule of water safety? Share your answers in the comments! 💬</p> <p>#WaterSafetyQuiz #SwimSmart #KidsAlive</p>	<p>Test your water safety knowledge! Join the conversation and share your answers. 💬</p> <p>#SwimIntoSummer #KidsSwimSafe</p>	Fun graphic with water safety quiz question.
Week of Oct 1-7	<p>The journey doesn't end here!</p> <p>Keep the swimming spirit alive by enrolling your child in our regular swim lessons. Water safety is a year-round commitment. 🌊👦</p> <p>#SwimIntoSummer #YearRoundSafety #KidsAlive #SwimSafe #WaterSafety</p>	<p>Keep the swim spirit going!</p> <p>Continue your child's water safety journey with us. Enrol today and let's keep the swim spirit alive. 🌊👦</p> <p>#SwimIntoSummer #WaterSafety #KidsAlive #SwimSafe</p>	An image showcasing a child confidently swimming with a Kids Alive instructor in a standard swim lesson setting.





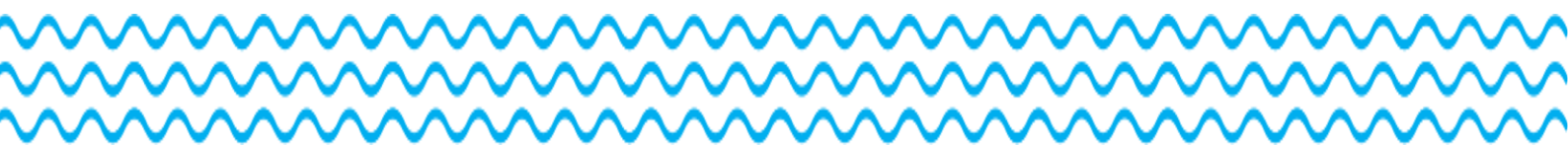
Water Safety Posts

Post Date	Post FB	Post IG	Image
	<p>Swim into Summer. Water familiarisation is the first step in the learn to swim process. Making children feel relaxed and comfortable in the water is essential before more structured teaching and learning takes place. Using games and water play in shallow water is ideal for water familiarisation. All children will progress according to their individual readiness.</p>		<p>Post relevant video</p>
	<p>Swim into Summer. Learning breath control allows your child to submerge underwater happily without ingesting water. For babies we gently pour water over their face on trigger words. For older children we encourage them to submerge their own face underwater while we count to 5. Use adult demonstrations to help build children's confidence and celebrate each success.</p>		





	<p>Swim into Summer. Once your child happily masters breath control it's time for submersion. If we progress according to individual readiness, going underwater will be fun and exciting. Assisted submersions are done using the same trigger words for breath control. Voluntarily submerging underwater will be important for toddlers. Use games and songs to encourage self-submersions and reward children's individual success.</p>		
	<p>Swim into Summer. Floating is the basis of all learn to swim and will be a vital building block during the swimming lesson. Spending adequate time on floating is essential so swimmers learn to relax, feel their own buoyancy and the fun floating sensation. If children learn to float well, then the propulsive skills will be easily mastered and efficient. Teach back floating with love and respect towards the child's individual readiness.</p>		
	<p>Swim into Summer. Once floating skills are</p>		





	<p>established and mastered, we can encourage introduce propulsion and independent mobility in the water. The propulsive skills of kicking and paddling will develop over time with age and coordination. Keep in mind that efficient kicking requires a little and fast leg action. The paddling skill require a long, slow, relaxed arm action. Consistency is the key when teaching children to swim. Combine formal lessons with lots of play opportunities.</p>		
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