



Social Media

General event posts

Post 1

Let's Swim Into Summer with Kids Alive!

From September 29 – October 3, [Swim School Name] is proud to be taking part in this nationwide campaign to give families the most important gift of all - water safety skills. Families can access 5 FREE online videos covering the fundamentals of learning to swim. These are the perfect way to boost your child's confidence and get more out of your lessons.

#SwimIntoSummer #KidsAlive #WaterSafety

Post 2

Help grow your child's confidence in the water grow this summer by watching the Swim Into Summer videos from Kids Alive. They cover the 5 key steps of learning to swim.

#freeswimminglessons #SwimIntoSummer #KidsAlive #WaterSafety

#onlinelearning

Post 3

Let me hear you! What do we want? A safer summer?

When do we want it? Now?

Checkout the Swim Into Summer free learn to swim support videos and take your child's skills to the next level!

#freeswimminglessons #SwimIntoSummer #KidsAlive #WaterSafety

#onlinelearning



Skill Focus Posts link to free lessons here

<https://kidsalive.ditaplayer.com.au/catalog/swim-into-summer>

1. Water familiarisation

The first step to learning to swim is water familiarisation.

Helping children feel relaxed and comfortable in the water builds the foundation for a lifetime of safe swimming. Games, play, and gentle encouragement make all the difference.

Access the free online lesson at: Kidsalive.com.au

#SwimIntoSummer #Watersafety #KidsAlive #swimmingskills

2. Breath Control

Breath control is a lifesaving skill.

It helps children confidently put their faces in the water without swallowing it.

Learning breath control is a key part of every child's swimming journey. Where is your child at with breath control?

#SwimIntoSummer #KidsAlive #LearnToSwim #swimmingskills

3. Submersion

Submersion is an exciting milestone in the learn-to-swim process.

Children learn to go underwater safely, at their own pace, building confidence step by step. Every submersion helps children feel more comfortable in the water and prepares them for swimming skills ahead. Kids Alive free online lessons help show you ways you can do this at home and enhance what they are learning with us at (swim school name).

#SwimIntoSummer #WaterSafety #KidsAlive #swimmingskills

4. Floating



Floating builds confidence and safety.

It helps children understand buoyancy, balance, and relaxation in the water. Once children have mastered floating, propulsive skills like kicking and paddling become much easier to learn.

#SwimIntoSummer #KidsAlive #LearnToSwim #swimmingskills

5. Propulsion

Propulsion is where children begin to move independently in the water.

Through kicking and paddling, children turn their floating skills into swimming skills.

#SwimIntoSummer #WaterSafety #KidsAlive #swimmingskills