**Gingerbread General Election social media pack**

This upcoming General Election is a crucial opportunity for the public and politicians to stand together with single parents and their children, to champion policies that promote fairness and equality.

If we bring our voices together, the next government, whoever that may be, will see just how loud the demand for change is and we can persuade them to act. Now is the time to up the pressure.

Please join us by sharing our social media posts or feel free to use or edit the copy below as well as any of the graphics in the folder. You can use the following:

**Hashtags:**

#SingleParentsEqualFamilies

#GeneralElection

**Tag us:**

**Twitter:** @Gingerbread

**Instagram:** @gingerbreadcharity

**Facebook:** @Gingerbread

**LinkedIn:** @Gingerbread

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| **Channel** | **Posts** |
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| All platforms |  |
| Copy | I’m supporting @gingerbread’s #SingleParentsEqualFamilies campaign to bring change for single parent families across the UK! Let’s make our voices heard this #GeneralElection and ensure the next government listens to and addresses the needs of single parents and their children. Join us! |
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| Copy | I stand with #SingleParents! Single parents face life's challenges with courage and resilience. Join @Gingerbread’s #SingleParentsEqualFamilies campaign to bring change for single parent families across the UK! You can show your support by signing your name to send a powerful message: single parents' voices matter: <https://act.gingerbread.org.uk/stand-with-single-parents> #GeneralElection  (USE STAND WITH SINGLE PARENTS GRAPHIC) |
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| Copy | Ahead of this #GeneralElection, @Gingerbread are calling for equality for all families, with no exceptions. This election is our chance to put single parents needs on the agenda - we won’t let them be ignored. Are you ready to join us in demanding change? |
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| Copy | @Gingerbread are calling on politicians to make single parents and their children a priority so that they get the support they need to thrive, not just survive. Check out their five-point plan. #GeneralElection #SingleParentsEqualFamilies  (USE 5 POINT PLAN CHECKLIST GRAPHIC). |