



National Playgroup Week 2026

Social Media Toolkit | 16–22 March 2026

This year's theme, "Playgroup Activates Possibility," celebrates the opportunities playgroups create for children, families and communities across Australia.

Key Messages

- Playgroup activates possibility for children through play, exploration and early learning.
- Playgroups support parents and carers by building friendships and support networks.
- Playgroups create opportunities for families to connect with their local communities.
- Through playgroups, children develop confidence, curiosity and social skills that support lifelong learning.
- More than 35,000 families participate in playgroups across Australia each week.

Social Media Tips

To help amplify the message:

- Use the hashtag **#NationalPlaygroupWeek**
- Tag **@PlaygroupAustralia** where possible
- Post between **8–10am** or **6–8pm** for strong engagement
- Use images and graphics from the **2026 National Playgroup Week collateral pack**
- Share stories that highlight how playgroups create opportunities and connections for families

Sample Posts

Post 1:

This **#NationalPlaygroupWeek** (16–22 March) we're celebrating how Playgroup Activates Possibility. Playgroups support children's learning through play and help families build lasting connections.

Post 2:

Playgroups are where curiosity grows, friendships form and communities connect. Join us in celebrating #NationalPlaygroupWeek 2026 and how Playgroup Activates Possibility.

Post 3:

Did you know more than 30,000 families attend playgroups across Australia every week? This #NationalPlaygroupWeek, help us celebrate the possibilities that begin at playgroup.

Visual Resources

Official National Playgroup Week graphics and campaign materials are available to download and share on your social channels from our website.

<https://www.playgroupaustralia.org.au/national-playgroup-week/>

We encourage you to use these assets to help amplify the message and celebrate playgroups across Australia.



Contact

Playgroup Australia | info@playgroupaustralia.com.au | www.playgroupaustralia.org.au

Thank you for supporting National Playgroup Week and helping us share how Playgroup Activates Possibility.

Together we can ensure more children, parents and carers experience the friendships, learning and opportunities that begin at playgroup.