



**Monday 22 June to  
Sunday 28 June**

# **Comms Toolkit**



**#PlayItForward #UKCoachingWeek  
Celebrating #PurposefulPlay  
for children and adults.**

## UK Coaching Week 2026

This year we are celebrating the power of **#PurposefulPlay** to inspire everyone to celebrate playful coaching and share moments of fun that encourage others to embrace the power of purposeful play.

### How to use this toolkit:

This pack provides you with a range of suggested messages and creative assets to help raise awareness of **#UKCoachingWeek** and encourage your networks of athletes, coaches, clubs and partners to get involved and **#PlayItForward**.

You can access the assets at any point in this resource by clicking the **'Download'** button.





# Help us share the celebration!

## We'd love your help in spreading the word:

- Choose from our suggested posts and assets in the downloadable file and post on your channels.
- Share a video or post highlighting the importance of **#PurposefulPlay**. The best will be included in our Play Book after UK Coaching Week.
- Share our posts.
- Share your content about play or reshare posts from your coaches, members or wider network - don't forget to tag us and use **#PlayItForward #UKCoachingWeek**

Don't forget to tag us and invite a collaboration in Instagram!

Our social media handles:



Instagram **@ukcoaching**



Facebook **@OfficialUKCoaching**



TikTok **@uk\_coaching**



LinkedIn **@UK Coaching**

Use our hashtags: **#UKCoachingWeek #PurposefulPlay #PlayItForward**



## Daily themes

Each day of the week will spotlight a different aspect of coaching, highlighting the diversity and depth of the role coaches play:



**Monday:** Why play is so important, for both children and adults.



**Tuesday:** What is purposeful play? What are the benefits? What does it look like in a session?



**Wednesday:** Play for performance. How performance is unlocked and the love of the sport is sustained.



**Thursday:** Children's right to play - essential for a child's learning, well-being and health.



**Friday:** **#PlayItForward** and the Play Book - encourage coaches and participants to share their favourite playful activities on social and email.



**Saturday:** Inclusion in play - play looks different in different contexts and depending on the people. Play is shaped by age, culture, ability, neurodiversity, confidence and life experience.



**Sunday:** Play that lasts - embedding purposeful play into every session and looking forward to the Play Book.

## Post ideas

We've put together some ideas for the content of your posts - but of course, feel free to personalise them or come up with your own!

### Before coaching week begins:

We're looking forward to **UK Coaching Week!**

We'll be celebrating the importance of **#PurposefulPlay** for all: to help everyone enjoy sport and physical activity

Get ready to share your favourite games and examples of play!

Coming soon! The **#UKCoachingWeek** kick-off: are you ready to **#PlayItForward?!**

We'll be asking you to share your favourite games and examples of play

Find out all about **#PurposefulPlay** here [\[link\]](#)

Join the **#UKCoachingWeek** festivities! 🎉

Click here 📌 to uncover this year's theme: **#PlayItForward** [\[link\]](#)

The celebration starts here 🎊





## During Coaching Week (strictly embargoed until 9am Monday 22nd June)

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This UK Coaching Week, we're celebrating the coaches who use purposeful play to turn sessions into something special.

Share a game your participants love or reshare inspiring content about play that's motivated you - and help keep play at the heart of sport. Don't forget to tag UK Coaching and use **#PlayItForward #UKCoachingWeek**



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We all remember that coach - the one who made it fun. The coach who helped us fall in love with sport through play. This week, we're celebrating coaches who bring joy, creativity and connection to every session - because play builds more than skills, it builds people.

Share your favourite game, or reshare inspiring content about play, and play it forward.

Don't forget to tag UK Coaching and use **#PlayItForward #UKCoachingWeek**



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Most adults (and even some children) have forgotten how to play. Through playful coaching, coaches have the power to bring it back - helping people reconnect, learn and grow in ways that last beyond the session.

This UK Coaching Week, **#PlayItForward**.

Share a game that makes your session feel like play, or reshare inspiring content about play.

Don't forget to tag UK Coaching and use **#PlayItForward #UKCoachingWeek**



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Purposeful play builds more than sporting skills. Through game-based learning, coaches nurture creativity, resilience and problem-solving skills that help people thrive in sport and in life. Play belongs to everyone. Any sport. Any level. Any age. Any ability. Join in this UK Coaching Week and share the games that bring joy to your sessions.

Don't forget to tag UK Coaching and use **#UKCoachingWeek #PlayItForward**





## Making the campaign your own

We have provided you with a selection of assets that can be used to build your own version of our social graphics.

Use your own photography or videos, brand colours and logos and add the idents, lockups and key straplines over the top.

Share across social media.

If you choose to use any of the assets this way, we would appreciate it if you could please always refer to UK Coaching Week as well as our hashtag **#UKCoachingWeek** so we can support you in supporting the campaign.



## Thank you

Thank you for helping raise awareness of UK Coaching Week.

Your support helps us celebrate great coaching and bring back play into sport and physical activity for everyone.





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