

## October - Spark Creativity Bright by Text Newsletter Article and Social Media Content

### Newsletter Article

#### Spark Creativity at a Young Age

Children need to express themselves through creative outlets like drawing, singing and playing pretend to stimulate brain development. Being creative encourages kids to take risks and cultivate their personality which helps them feel more confident as they grow. Set them on the path for success young with these tips to spark creativity.

**From birth to twelve months**, your child will be creating millions of neural connections each day and you can promote this growth by engaging in fun activities.

1. Encourage your child to explore your face. Name the different parts of your face as he touches them to help him learn.
2. When your child encounters a toy or object, does she touch it? Shake it? Bang it? Taste it? Talk to her about what she is doing, "You shook the rattle and made a sound."

Between **12 months and three years old**, children start use tools around them to engage with their world.

1. Writing starts with scribbling! Encourage your child to draw with crayons or even with sticks in the sand. Check out [this video](#) to learn why it's important.
2. Collect a variety of lids, plates, or boxes of different shapes. Sit at the table with your child on your lap, and show him how to trace one of the objects with his finger. Then, give him a crayon or pencil to trace around the object onto a piece of paper.
3. Playing dress up lets your child make decisions and have fun. This activity will build your child's self-esteem as you accept and encourage her choices.
4. Children learn about themselves and the world through open-ended play - play that doesn't have rules or adult reasons. One way to support this is to have a box of random objects available for your child to use. You can make a trip to the thrift store, trade materials with another family, save wrapping paper and bows, collect rocks and leaves from the outdoors - the options are endless.

Imagination and creativity are a huge part of your **child's preschool years**.

1. Expect your child to tell stories and sing songs as a means to communicate and navigate the world. [This video](#) clues you in on all the exciting milestones they'll be reaching.

2. Help your child develop creative fluency and flexible thinking. One fun way to do that is to take an ordinary household object, like an empty paper towel roll or wooden spoon, and have your child think of all the possible things that could be made out of that item. For example, an empty paper towel roll could become
  - A telescope
  - A magic wand
  - A tunnel for toy cars to drive through
  - What else?
3. You can do many things to encourage a child's natural creative spirit. Support their curiosity: if a child asks a question and you don't know the answer (or even if you do), ask the child what they think the answer might be and why; then find out together.
4. Help frame "mistakes" as "opportunities to learn." A child will have much more resilience in school if they know that they will sometimes make mistakes along the way as part of learning.

Get more parenting tips, games, and other resources, based on the age of your child, sent right to your cell phone 2-5 times a week for FREE with [Bright by Text](#). Text BRIGHT to 274448 to sign up!

\*Message and data rates may apply. Text STOP to 274448 to stop. Text HELP to 274448 for help.

### **Social Guidelines and Content**

Here are some sample social media posts to promote Bright by Text in conjunction with encouraging creativity. Feel free to use and modify them to fit your social media tone and voice, but please keep the content the same.

Don't forget to watch Bright by Three's [Facebook](#), [Twitter](#), and [Instagram](#) and share our posts from there as well.

On Facebook when there is a bit.ly link included with the post, we recommend letting the bitly link pop up and link to the Bright by Text landing page. Then, insert the signup link below.

On Instagram, you will need to add a photo for each. Feel free to use the photo from the landing page or one of the ones included with this content. Don't forget to tag Bright by Three in the posts so we can like and share them too!

### **Facebook and Instagram**

1. Help your child develop creativity by giving them an ordinary household object, like an empty paper towel roll, and have him think of new ways to use it - a telescope, a toy car garage. What else? For more helpful tips sign up for [@Bright by Text](#)  
<https://brightbytext.org/>

2. Playing dress up lets your child make decisions and have fun. This activity will build your child's self-esteem as you accept and encourage his choices. For more helpful tips from our partners sign up for @Bright by Text <https://brightbytext.org/>

### Twitter

1. Help your child develop creativity by giving them an ordinary household object, like an empty paper towel roll, and have him think of new ways to use it - a telescope, a toy car garage. What else? For more helpful tips sign up for @Bright by Text <https://brightbytext.org/>
2. Playing dress up lets your child make decisions and have fun. This activity will build your child's self-esteem as you accept and encourage his choices. For more helpful tips from our partners sign up for @Bright by Text <https://brightbytext.org/> #playingislearning #ece