

A Million
& Me



Ollee supporter promotion pack

The Ollee app helps children reflect on and process their emotions with the support of a parent. Now in its second year, Ollee has undergone a few exciting changes – and we'd love for you to help us spread the word!

We've created some suggested social posts you can use to let your followers know about Ollee. Feel free to tweak or write your own, but remember to include the hashtag [#OlleeApp](#) so we can find you!





Suggested tweets

'#OlleeApp was created by @TheParentsZone to support children with their emotional wellbeing and get them talking to a parent about it. It is now available as a mobile app and includes video content, wellbeing tips and more 📱 Download Ollee now: <http://ow.ly/6dbR50G8N7V>'

'Children can access emotional support on the go with #OlleeApp, the mobile app from @TheParentsZone. Alongside topics like school, friends and family, Ollee now offers advice for when children are unsure what is bothering them or how to express it: <http://ow.ly/6dbR50G8N7V>'

'#OlleeApp is a virtual friend from @TheParentsZone that helps children understand their emotions, start discussions with a parent through connected accounts, and access practical advice and mindfulness tips 📱😊 Download Ollee here: <http://ow.ly/6dbR50G8N7V>'

Suggested Instagram post

'Have you heard of #OlleeApp?

Created by the team at @parentzoneuk, Ollee is a customisable virtual friend that helps kids aged 8-11 explore how they're feeling and get support from a trusted adult.

And Ollee has recently been upgraded! It is now available as a mobile app and comes with some exciting new features, including videos, wellbeing tips and an option for those days your child just can't figure out or explain to you what they're feeling 😊

Download Ollee here: <http://ow.ly/6dbR50G8N7V>'

Images

Please use the promotional images attached and include alt text where possible for accessibility.

Alt text for image 1: The words 'Meet Ollee – Your virtual friend' appear on a purple background. A logo reading 'Ollee' is in white text on an orange background in the top-left corner. Two phones show screens from the Ollee app.

Alt text for image 2: A blue 'Ollee' character appears on a purple background. A logo reading 'Ollee' is in white text on an orange background in the top-left corner. Two phones show screens from the Ollee app.

Suggested Facebook posts

'Whether they're worried about schoolwork or have fallen out with friends, #OlleeApp is there to support your children and help them stay on top of their emotional wellbeing.

Created by the team at @ParentZone1, Ollee encourages 8-11 year-olds to explore how they are feeling and offers advice and activities to assist them with any problems they might be having.

Parents can also create an Ollee account. Once linked, children and parents can share Ollee's advice and use the app to prompt an open discussion. Parents can explore the different emotional scenarios their child might be experiencing – and receive tailored parenting advice to help them respond.

Download Ollee here: <http://ow.ly/6dbR50G8N7V>'

'Some children may struggle with sharing what's on their mind 😞

To help them out, @ParentZone1 created #OlleeApp, a customisable virtual friend in app form.

Ollee allows children aged 8-11 to process their feelings and prompts them to start a conversation with a parent through connected accounts.

The app covers everything from family and friends to the wider world. It's packed with advice for both children and parents, engaging video content, and mindfulness activities designed to help children work through powerful emotions.

Try it out now in a web browser or download the app on your mobile device 📱 <http://ow.ly/6dbR50G8N7V>'

'#OlleeApp is a virtual friend designed by @ParentZone1 to get 8-11 year-olds talking about how they're feeling.

Children can get advice on everything from school, to family, to the wider world – and if they're not too sure what's bothering them, Ollee can help them work it out 😊

The app can also be used by parents, who can create a linked account to receive and share guidance on how to respond if their child needs emotional support.

Ollee is now available as a mobile app and has been updated with brand-new content, videos and wellbeing tips. Check it out 📱 <http://ow.ly/6dbR50G8N7V>'