

SOCIAL MEDIA TOOLKIT

Learning through Play Campaign



Let's Start Playing!

We want to start with a huge thank you for helping us reach parents around the world to help them experience the power of Learning through Play with their children.

The COVID-19 crisis has left an estimated 1.5 billion children out of their familiar learning environments and at the same time parents are faced with the challenge of working from home and supporting their children to continue learning at home.

The LEGO Foundation and the LEGO Group joined hands to support parents to engage children in Learning through Play activities. On 19 June 2020, we launched the Playlist, a collection of diverse, high-quality and curated Learning through Play activities. The site allows to search for the appropriate play activity depending on age, duration and play materials.

On 22 June 2020, we are launching the first wave of the Learning through Play campaign to reach and engage parents across the world. And we want your support and social media might to ensure that we are not leaving any parent behind.



How to Use the Toolkit?

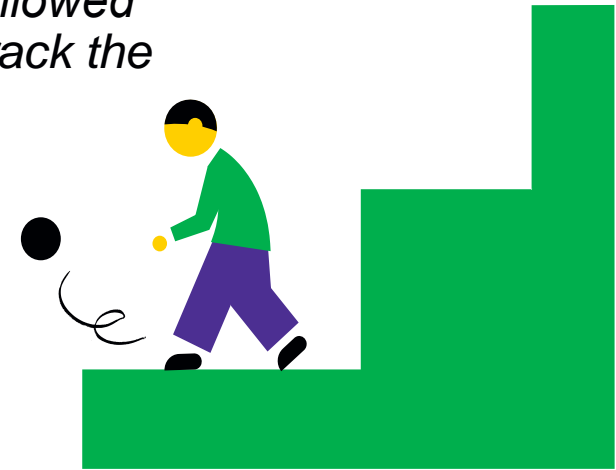
This toolkit has a collection of assets for Facebook, Instagram and Pinterest. Every post instruction is preceded by a slide with the image of the assets for your quick reference.

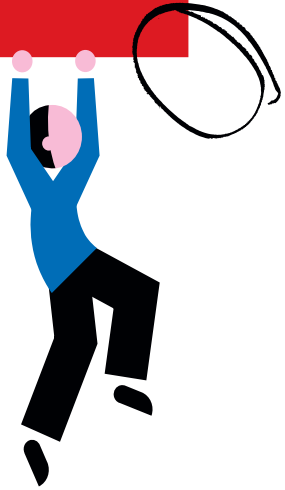
Social Media Post Instructions include:

- The date of publishing on LEGO Foundation channels- you can post the asset after it goes live on the LEGO Foundation Channels
- Copy for the post
- Call to action- the Playlist website url and some additional call to action for some assets
- Hashtags and social media handles to tag when the assets are posted
- Link to download the assets

N.B: Since we are testing the creative routes in the first wave of the campaign, we have multiple variation in each theme. The variations can be identified by the letter “V” followed by a number, viz. V1, V2 etc., on top right corner of the slides. This will help us to track the performance of the posts.

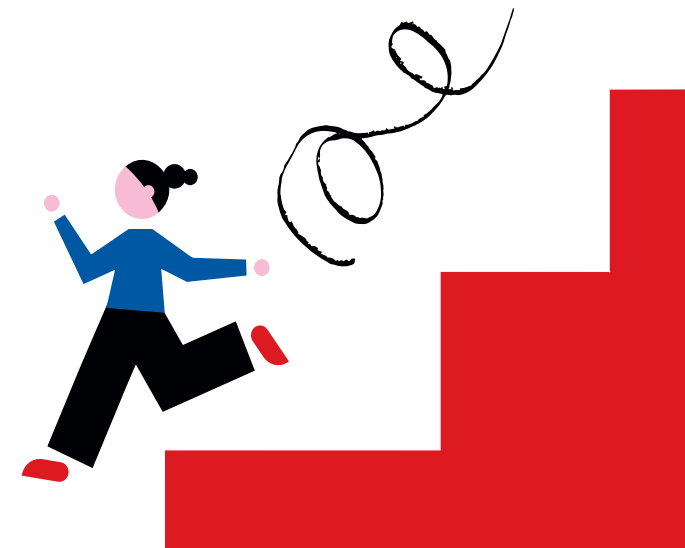
For questions about the toolkit, please write to Rajdeep at rajdeep.roy.chowdhury@LEGO.com

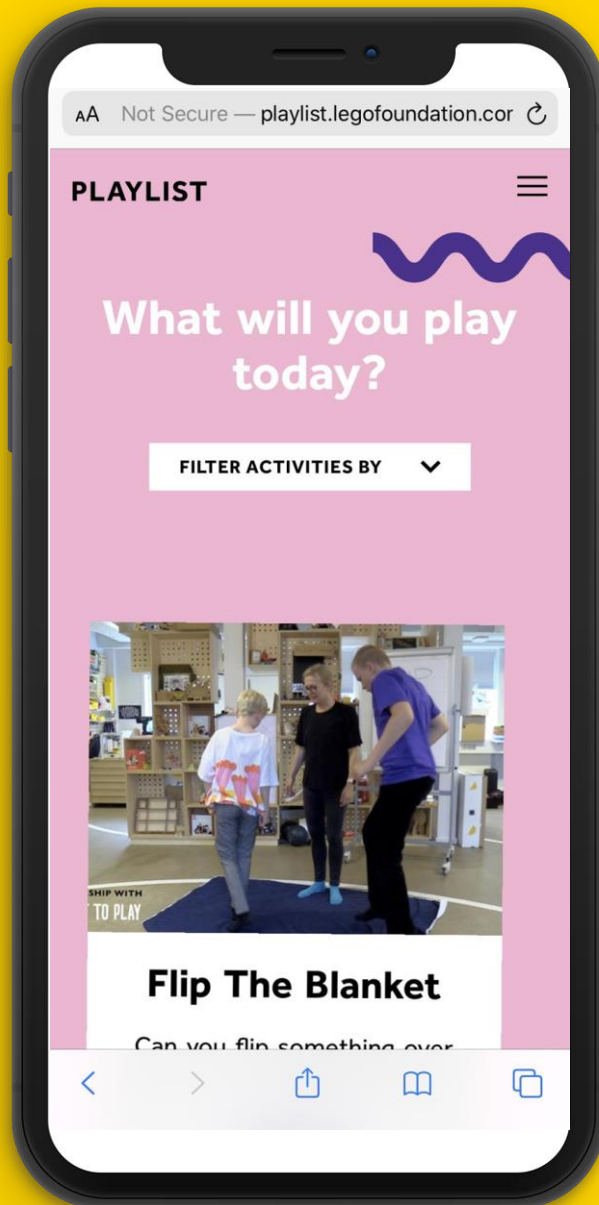




Contents

1. Campaign Creative
2. Content and Assets





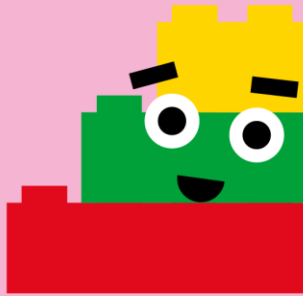
Playlist website

Assets will link to the Playlist website, which is part of the Learning through Play campaign by LEGO Foundation.

The website features different activities parents and caregivers can do with their children at home using everyday items.

<http://playlist.legofoundation.com/en/all-activities/>

Content Themes



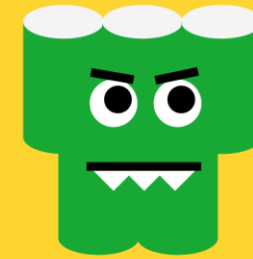
**Play
Moods**

**Game-based
Emotional
Badges of identity
Personalized**



**Make it
play**

**Challenge-based
Problem-solving
Rewarding
Energizing**



**Discover
Hidden
Worlds**

**Treasure hunt
Discovery-based
Accessible
Inspiring**

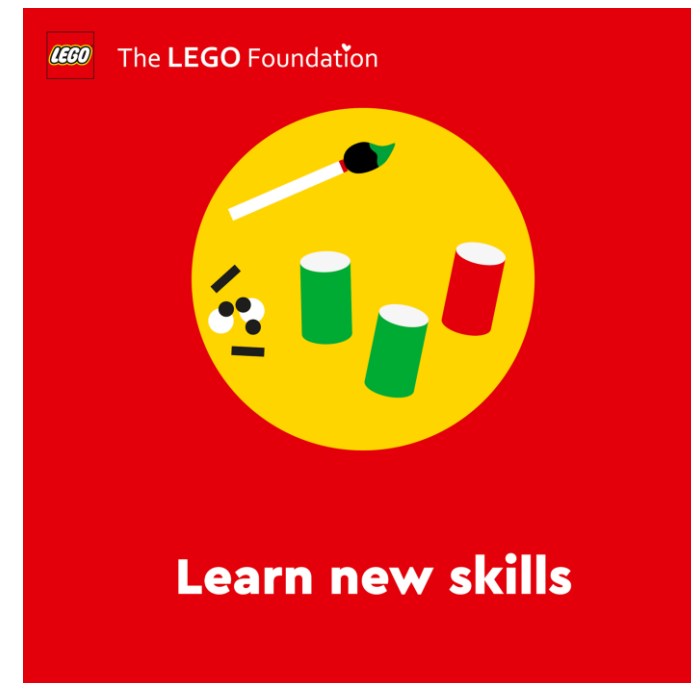
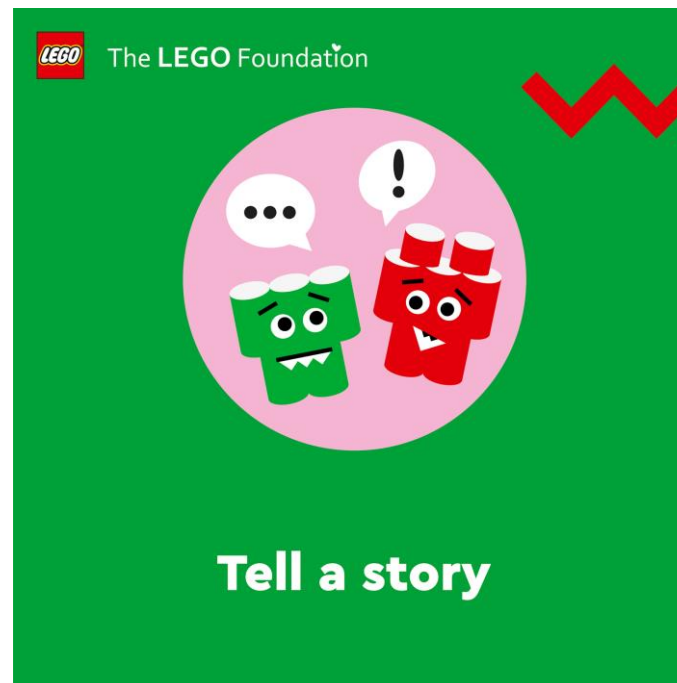
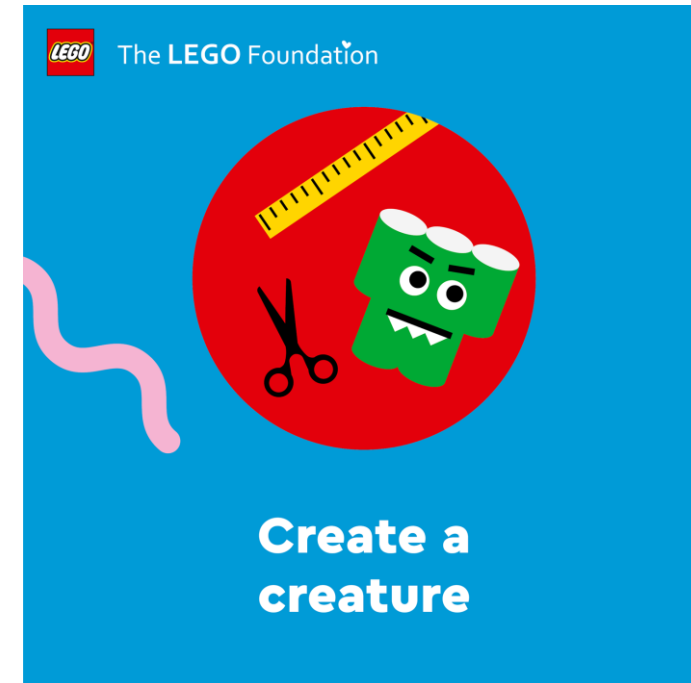
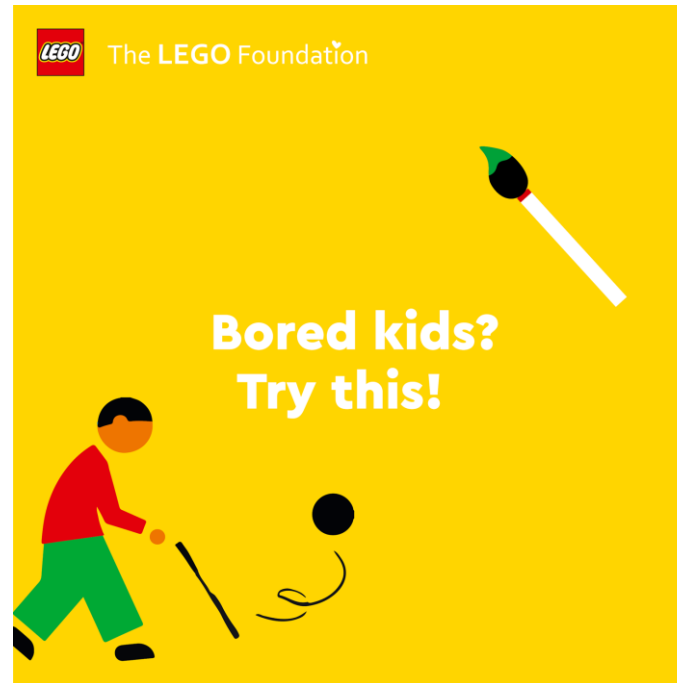
Creative Assets

Theme 1

Discover Hidden Worlds

Format:
Static
carousel

Live date: 22/06/2020



V1

Format: static carousel

Live date: 22/06/2020

	Facebook	Instagram
Format	Carousel (4 x 1:1), Static	Gallery (4 x 1:1), Static
Activity	Create a creature	Create a creature
Theme	Discover hidden worlds	Discover hidden worlds
Post copy	<p><u>Copy- suggested</u></p> <p>When you play with your kids, they learn vital skills for school and life, helping them #RebuildTheWorld with confidence. Tell a story about your creature and share a photo with #RebuildTheWorld!</p>	<p><u>Copy- suggested</u></p> <p>When you play with your kids, they learn vital skills for school and life, helping them #RebuildTheWorld with confidence. Tell a story about your creature and share a photo with #RebuildTheWorld!</p>
URL/ Landing page link	https://playlist.legofoundation.com/en/all-activities/	
Hashtags/ tags	#RebuildTheWorld FB: LEGO Foundation TW: @LEGOFoundation	
Asset source	<p>Google Drive Link:</p> <p>https://drive.google.com/drive/folders/1Qunlm-3UaxlkMeahHxUnbY2Pi2PHvBC0?usp=sharing</p>	<p>https://drive.google.com/drive/folders/1zXZr3dFONRIOij0FyZyvMEGCgtLsOkOs?usp=sharing</p>

Live date: 23/06/2020

V2



Format: static carousel

Live date: 23/06/2020

	Facebook	Instagram
Format	Carousel (4 x 1:1), Static	Gallery (4 x 1:1), Static
Activity	Art the shadow	Art the shadow
Theme	Discover hidden worlds	Discover hidden worlds
Post copy	<p><u>Copy- suggested</u></p> <p>When you play with your kids, they learn vital skills for school and life, helping them #RebuildTheWorld with confidence. Share a photo of your shadow art with #RebuildTheWorld!</p>	<p><u>Copy- suggested</u></p> <p>When you play with your kids, they learn vital skills for school and life, helping them #RebuildTheWorld with confidence. Share a photo of your shadow art with #RebuildTheWorld!</p>
URL/ Landing page link	http://playlist.legofoundation.com/en/all-activities/	
Hashtags/ tags	#RebuildTheWorld FB: LEGO Foundation TW: @LEGOFoundation	
Asset source	<p>Google Drive</p> <p>Link:https://drive.google.com/drive/folders/1CSMjBeYA2CiAFyNyZ-jfrRFj-usmckT8?usp=sharing</p>	https://drive.google.com/drive/folders/1_KhZrn0qRv4DL1vvLVSrTbN6ZmRorYMz?usp=sharing

Live date: 24/06/2020



V3

Format: static carousel

Live date: 24/06/2020

V3

	Facebook	Instagram
Format	Carousel (4 x 1:1), Static	Gallery (4 x 1:1), Static
Activity	Obstacle course	Obstacle course
Theme	Discover hidden worlds	Discover hidden worlds
Post copy	<u>Copy- suggested</u> When you play with your kids, they learn vital skills for school and life, helping them #RebuildTheWorld with confidence. Share a photo of your obstacle course with #RebuildTheWorld!	<u>Copy- suggested</u> When you play with your kids, they learn vital skills for school and life, helping them #RebuildTheWorld with confidence. Share a photo of your obstacle course with #RebuildTheWorld!
URL/ Landing page link	http://playlist.legofoundation.com/en/all-activities/	
Hashtags/ tags	#RebuildTheWorld FB: LEGO Foundation TW: @LEGOFoundation	
Asset source	Google drive link: https://drive.google.com/drive/folders/1Ck1cu8c46njE85wltuDjLFzeyRnc58Vc	https://drive.google.com/drive/folders/1JEUSvaQr6pTqaRgdPbNPNIULfAo58173

Live date: 25/06/2020

V4



Format: static carousel

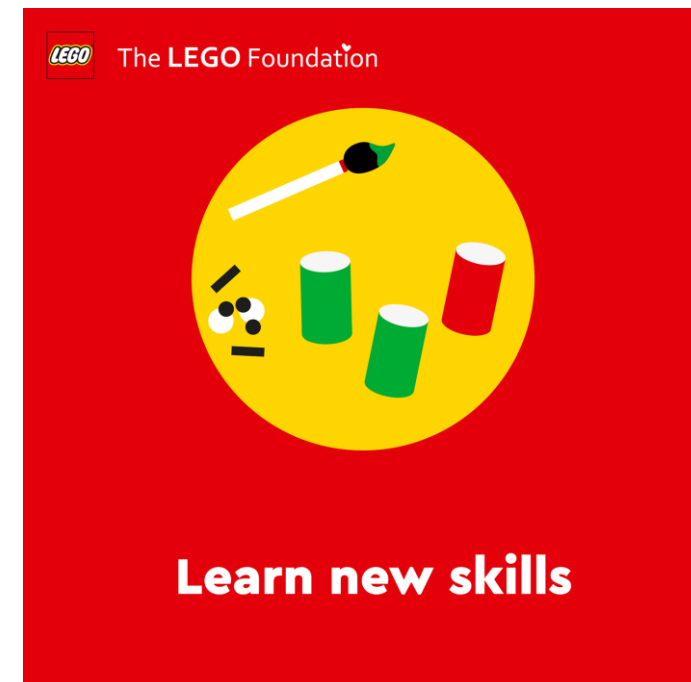
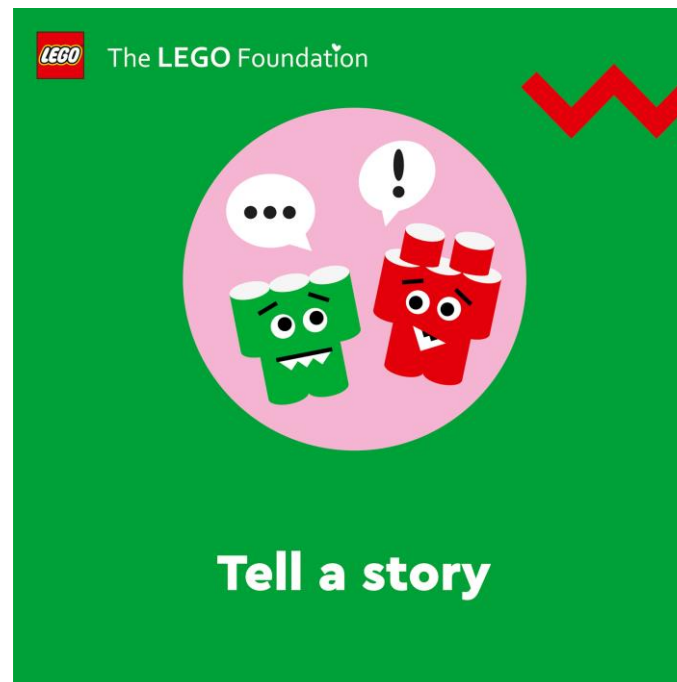
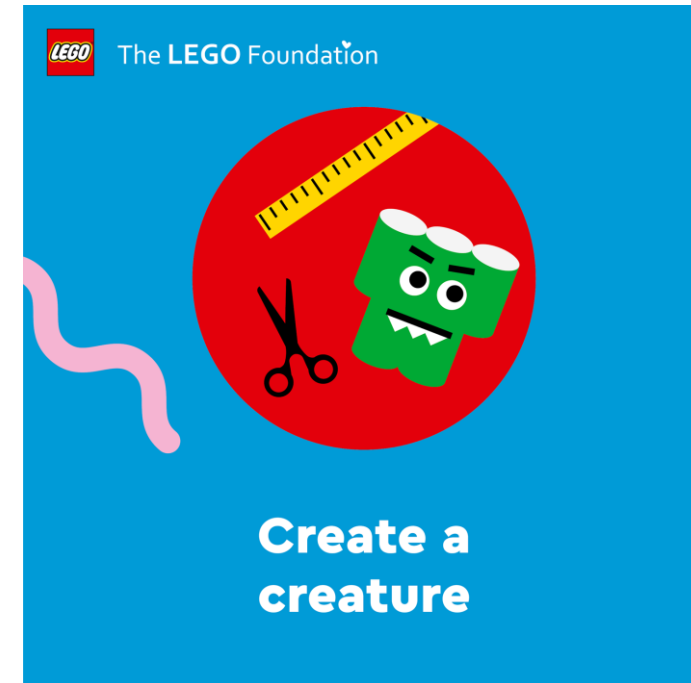
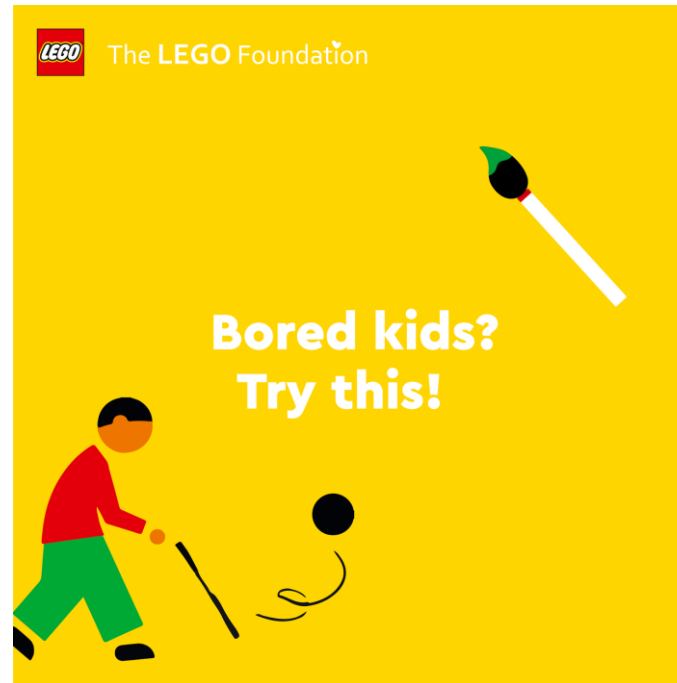
Live date: 25/06/2020

V4

	Facebook	Instagram
Format	Carousel (4 x 1:1), Static	Gallery (4 x 1:1), Static
Activity	Story city	Story city
Theme	Discover hidden worlds	Discover hidden worlds
Post copy	<u>Copy- suggested</u> When you play with your kids, they learn vital skills for school and life, helping them #RebuildTheWorld with confidence. Share a photo of the city you've built with #RebuildTheWorld!	<u>Copy- suggested</u> When you play with your kids, they learn vital skills for school and life, helping them #RebuildTheWorld with confidence. Share a photo of the city you've built with #RebuildTheWorld!
URL/ Landing page link	http://playlist.legofoundation.com/en/all-activities/	
Hashtags/ tags	#RebuildTheWorld FB: LEGO Foundation TW: @LEGOFoundation	
Asset source	Google Drive link: https://drive.google.com/drive/folders/15HhEyidS6SXaDuU2kiK9WHBCQesNepcm	https://drive.google.com/drive/folders/1cHNlZABuXbOEasl8O-au77ZNku6k5M76

Format: FB Video- Slideshow

Live date: 26/06/2020



V1

Format: static carousel

Live date: 26/06/2020

	Facebook
Format	Carousel (4 x 1:1), MP4
Activity	Create a creature
Theme	Discover hidden worlds
Post copy	<p><u>Copy- suggested</u></p> <p>When you play with your kids, they learn vital skills for school and life, helping them #RebuildTheWorld with confidence. Tell a story about your creature and share a photo with #RebuildTheWorld!</p>
URL/ Landing page link	https://playlist.legofoundation.com/en/all-activities/
Hashtags/ tags	#RebuildTheWorld FB: LEGO Foundation TW: @LEGOFoundation
Asset source	<p>Google Drive Link:</p> <p>https://drive.google.com/drive/folders/1SBP_6XGyyhTtPc7ASXVFSuAC2lhqN1u</p>

Live date: 29/06/2020

V2



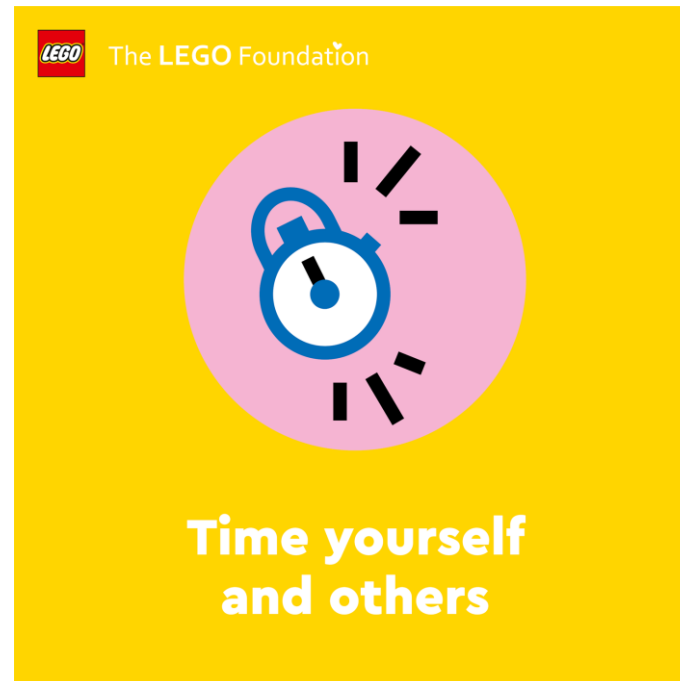
Format: static carousel

Live date: 29/06/2020

V2

	Facebook
	Facebook
Format	Carousel (4 x 1:1), MP4
Activity	Art the shadow
Theme	Discover hidden worlds
Post copy	<u>Copy- suggested</u> When you play with your kids, they learn vital skills for school and life, helping them #RebuildTheWorld with confidence. Share a photo of your shadow art with #RebuildTheWorld!
Hashtags/ tags	#RebuildTheWorld FB: LEGO Foundation TW: @LEGOFoundation
Asset source	Google Drive Link: https://drive.google.com/drive/folders/1hkXdG41GMeSaOHall-UKZORC1ncU6lZW

Live date: 30/06/2020



V3

Format: static carousel

	Facebook
Format	Carousel (4 x 1:1), Static
Activity	Obstacle course
Theme	Discover hidden worlds
Post copy	<u>Copy- suggested</u> When you play with your kids, they learn vital skills for school and life, helping them #RebuildTheWorld with confidence. Tell a story about your creature and share a photo with #RebuildTheWorld!
URL/ Landing page link	https://playlist.legofoundation.com/en/all-activities/
Hashtags/ tags	#RebuildTheWorld FB: LEGO Foundation TW: @LEGOFoundation
Asset source	Google Drive Link: https://drive.google.com/drive/folders/1jAsnlyNf98qQRBjo-hximSyZAKq_R8a2

Live date: 01/07/2020

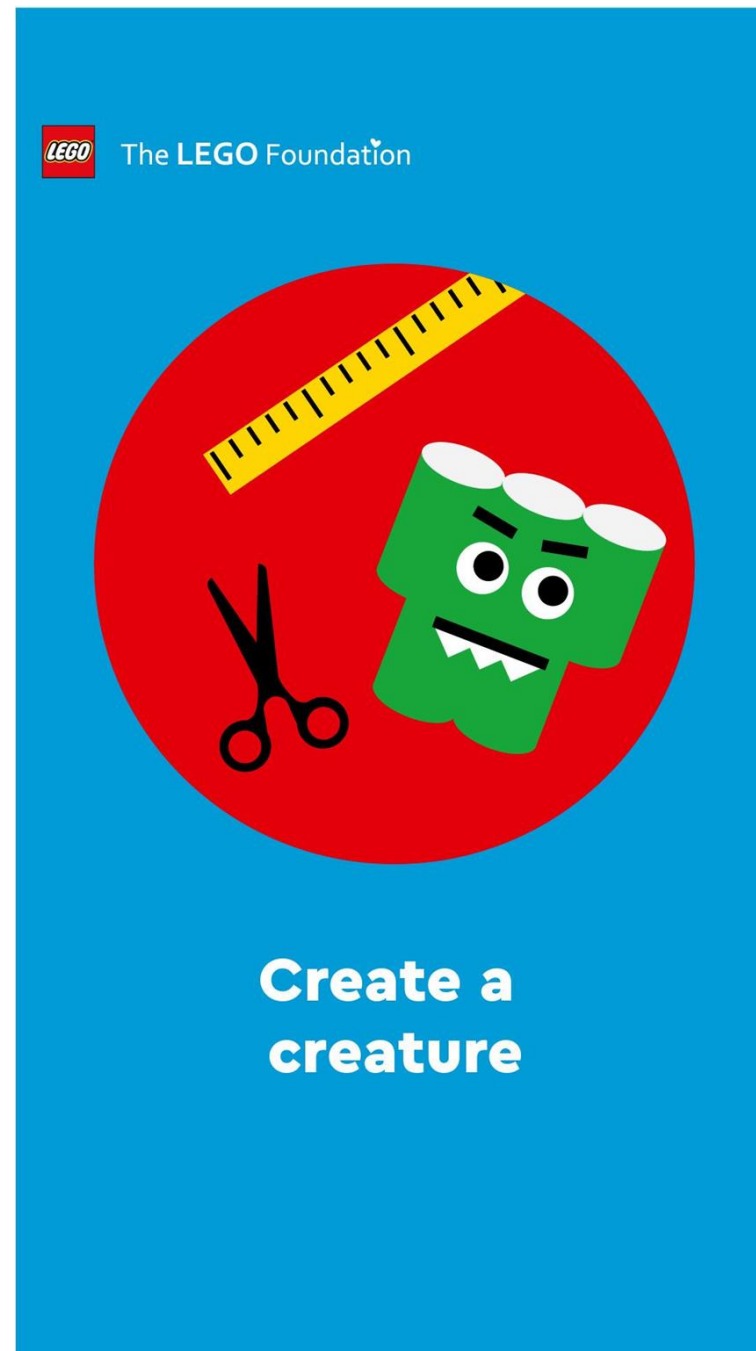
V4



Format: static carousel

	Facebook
Format	Carousel (4 x 1:1), Static
Activity	Story city
Theme	Discover hidden worlds
Post copy	<u>Copy- suggested</u> When you play with your kids, they learn vital skills for school and life, helping them #RebuildTheWorld with confidence. Tell a story about your creature and share a photo with #RebuildTheWorld!
URL/ Landing page link	https://playlist.legofoundation.com/en/all-activities/
Hashtags/ tags	#RebuildTheWorld FB: LEGO Foundation TW: @LEGOFoundation
Asset source	Google Drive Link: https://drive.google.com/drive/folders/1c8nUEFJ3GM0fiJOFTBA7Q9BxDtW8xaDh

Format: Static Instagram Story



Format: Static Instagram Story

Live date: 02/07/2020

V1

	Instagram Stories
Format	Stories (3 x 16:9), Static
Activity	Create a creature
Theme	Discover hidden worlds
CTA	<u>Copy</u> Screenshot me!
URL/ Landing page link	http://playlist.legofoundation.com/en/all-activities/
Link to assets	Google Drive Link: https://drive.google.com/drive/folders/1483cLGEqSQv9qLyrUUnXGFA84wpD4BSw

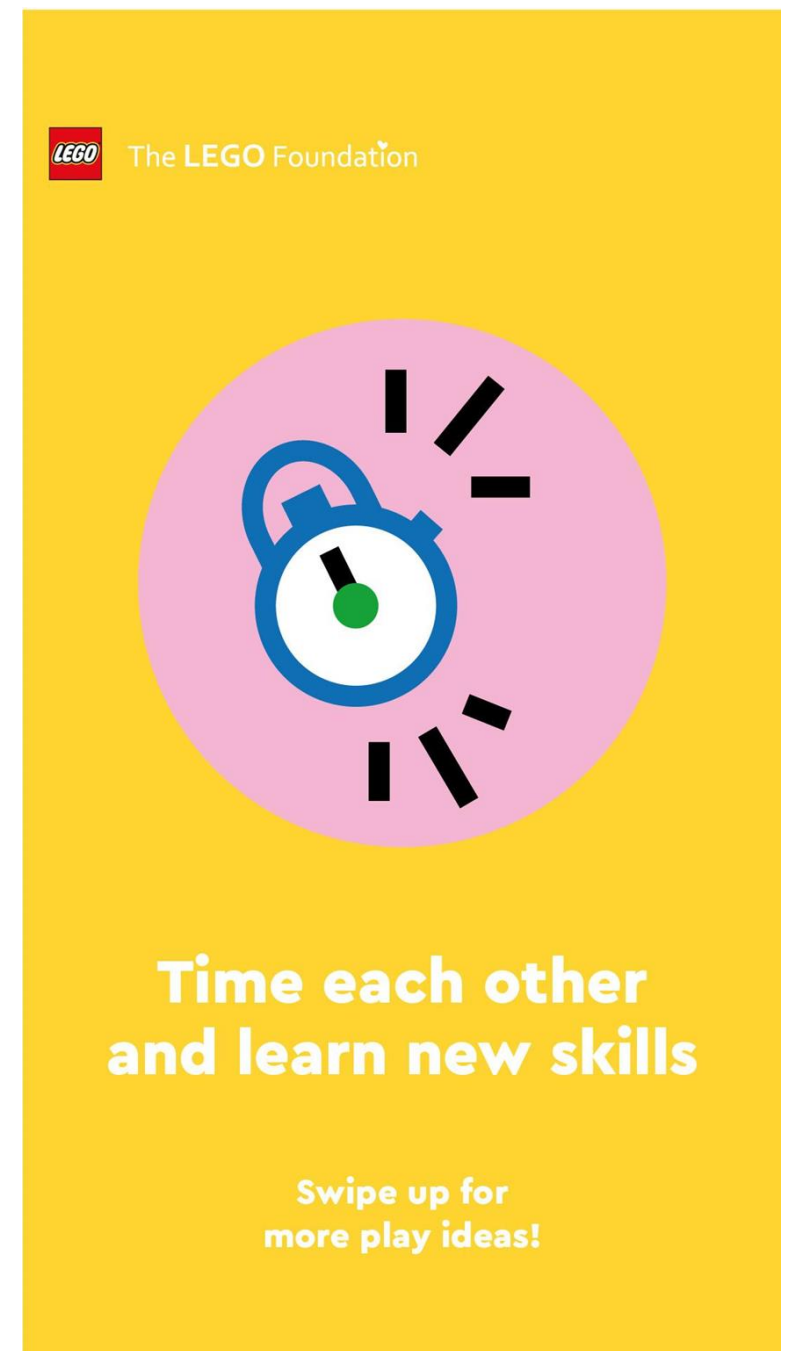
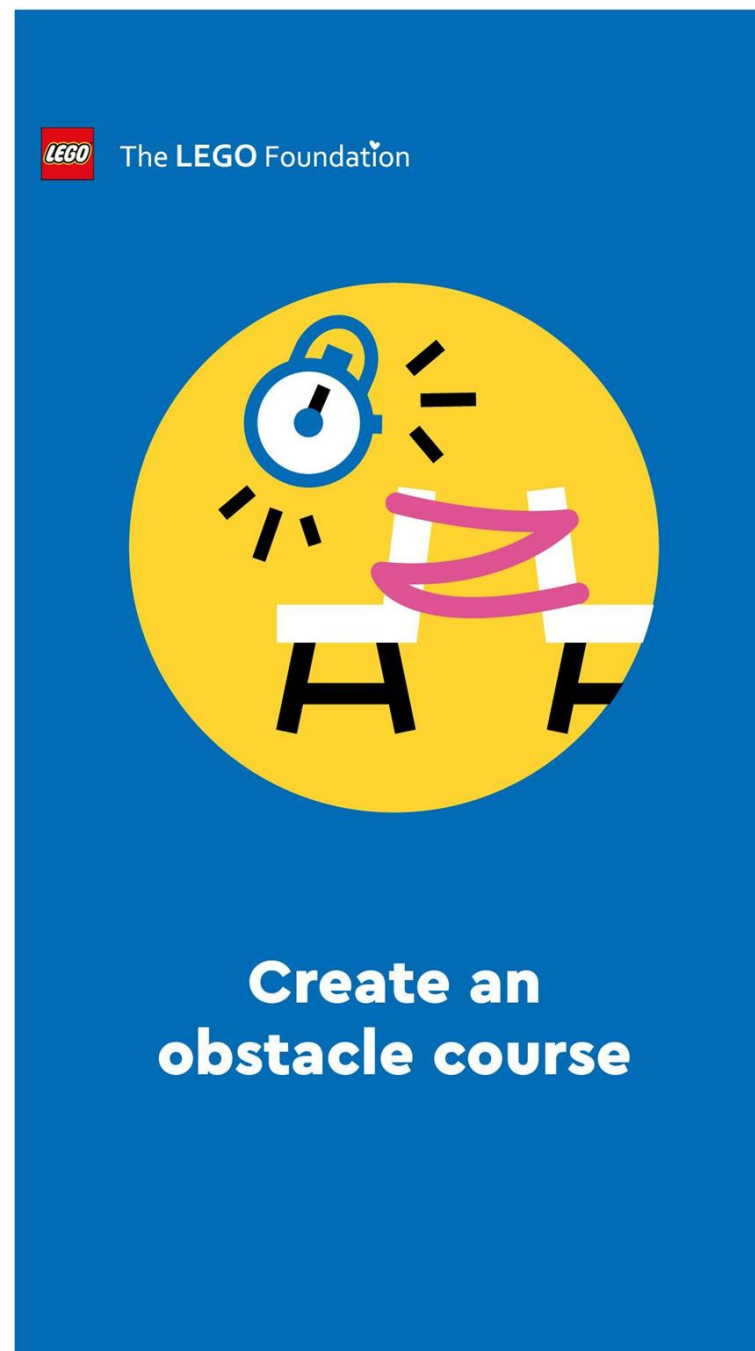


Format: Static Instagram Story

Live date: 03/07/2020

V2

	Instagram Stories
Format	Stories (3 x 16:9), Static
Activity	Art the shadow
Theme	Discover hidden worlds
CTA	<u>Copy</u> Screenshot me!
URL/ Landing page link	http://playlist.legofoundation.com/en/all-activities/
Link to assets:	Google Drive Link: https://drive.google.com/drive/folders/1sbbMn-V2HKCMMNXtyPWmJy5gPLq4LXuy

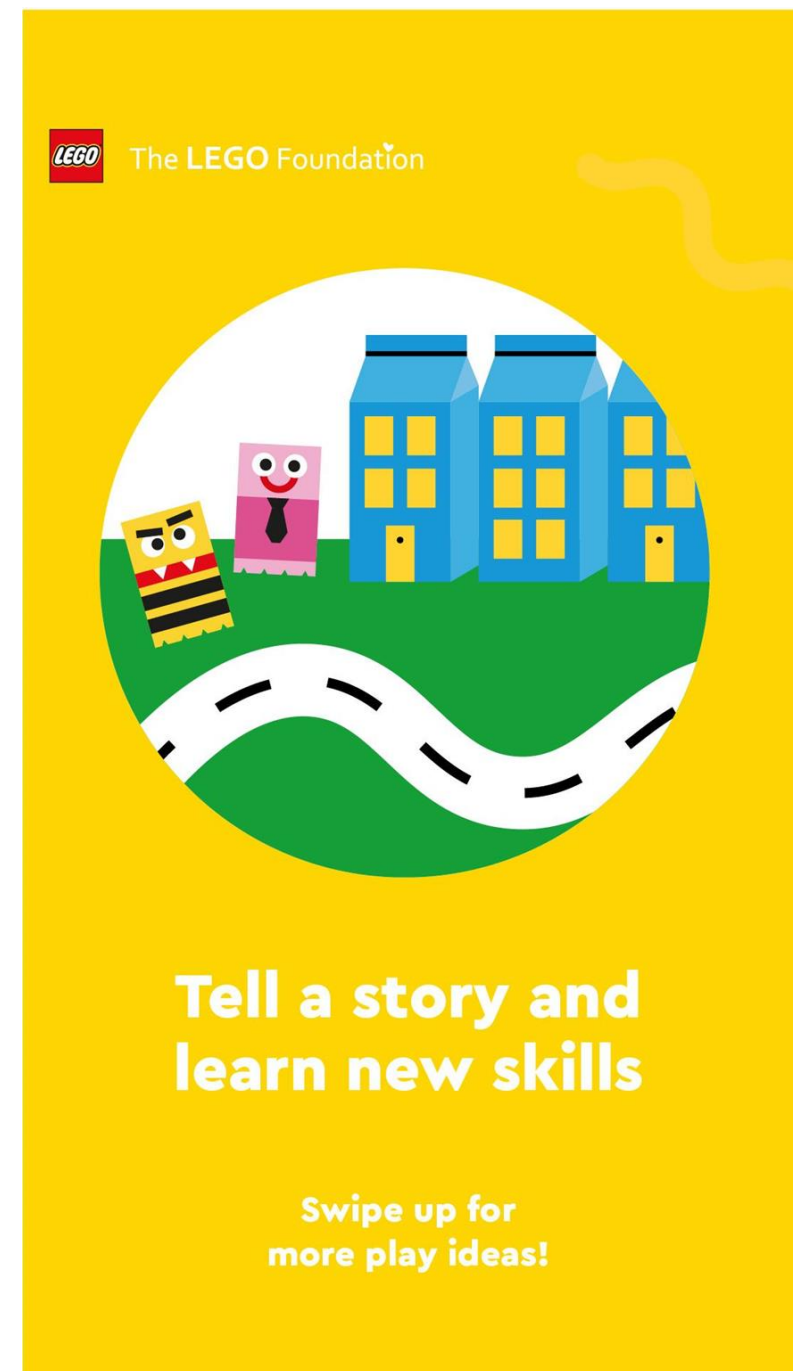
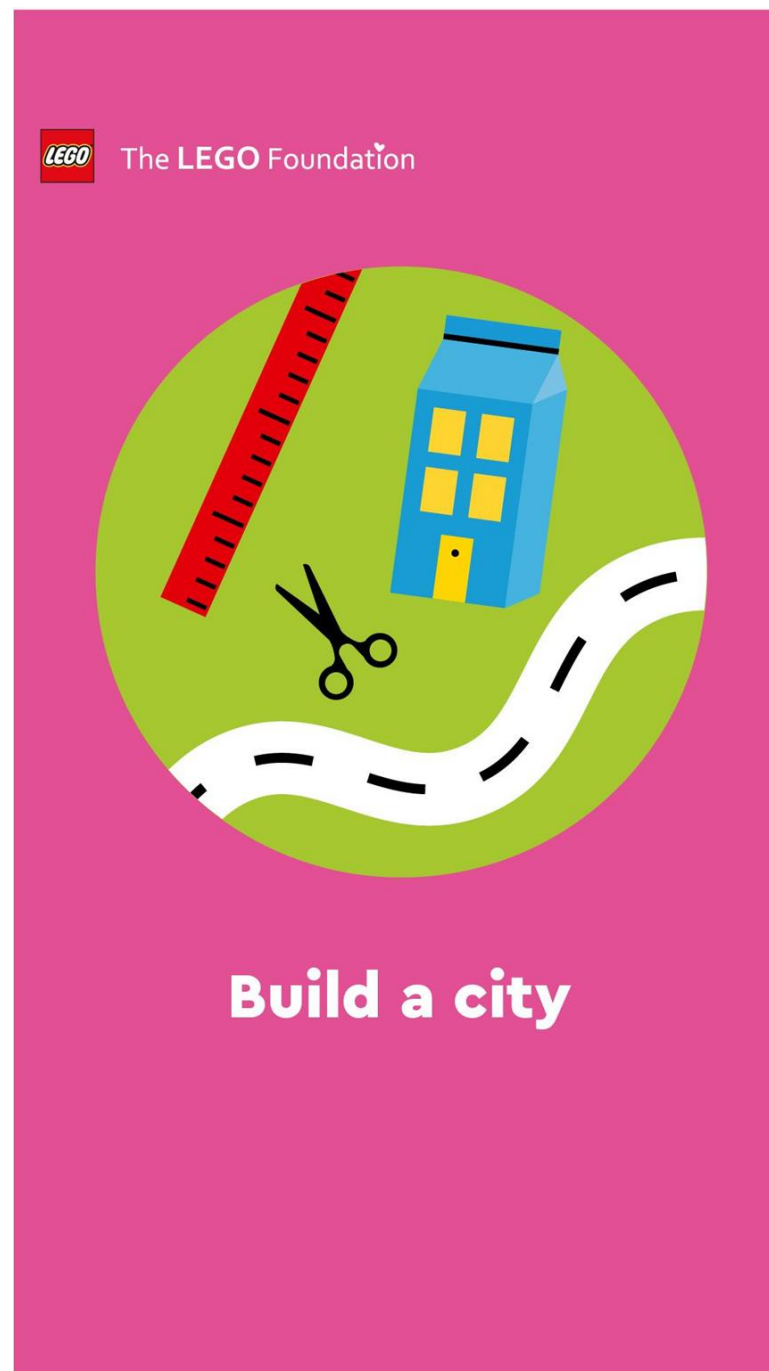


Format: Static Instagram Story

Live date: 06/07/2020

V3

	Instagram Stories
Format	Stories (3 x 16:9), Static
Activity	Obstacle course
Theme	Discover hidden worlds
CTA	<u>Copy</u> Screenshot me!
URL/ Landing page link	http://playlist.legofoundation.com/en/all-activities/
Link to assets	https://drive.google.com/drive/folders/14g2zhkaPSdnCRBy2eFdZdEO7N3ft5wFz



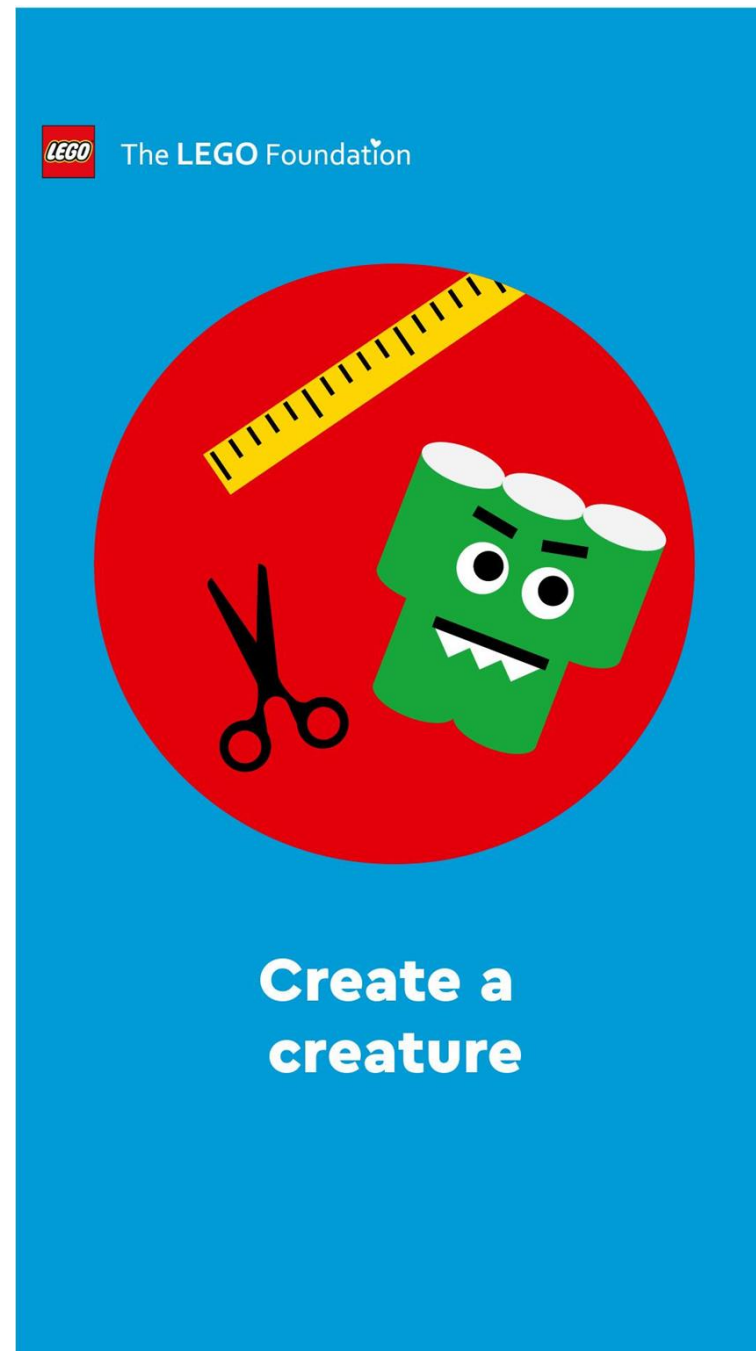
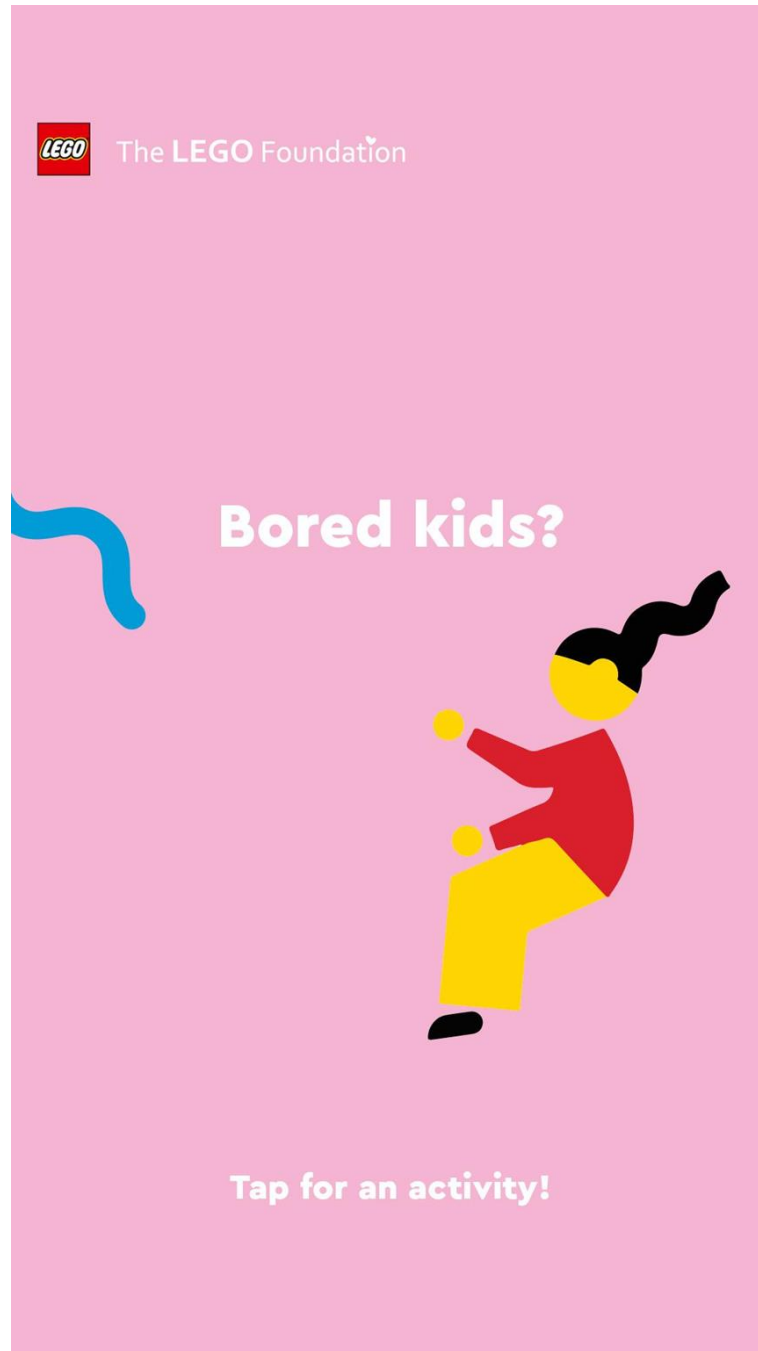
Format: Static Instagram Story

Live date: 07/07/2020

V4

	Instagram Stories
Format	Stories (3 x 16:9), Static
Activity	Story city
Theme	Discover hidden worlds
CTA	<u>Copy</u> Screenshot me!
URL/ Landing page link	http://playlist.legofoundation.com/en/all-activities/
Link to assets	Google drive link: https://drive.google.com/drive/folders/1n39fzjhHV2UwuM-QWn8KS39vqqiPoQVZ

Format: Static Instagram Story



Format: Static Instagram Story

Live date: 08/07/2020

V1

	Instagram Stories
Format	Stories (3 x 16:9), Static
Activity	Create a creature
Theme	Discover hidden worlds
CTA	<u>Copy</u> Screenshot me!
URL/ Landing page link	http://playlist.legofoundation.com/en/all-activities/
Link to assets	Google Drive Link: https://drive.google.com/drive/folders/18iQ0ty3CvS1ZaOGVAsb9cSMU0Ncb4e59

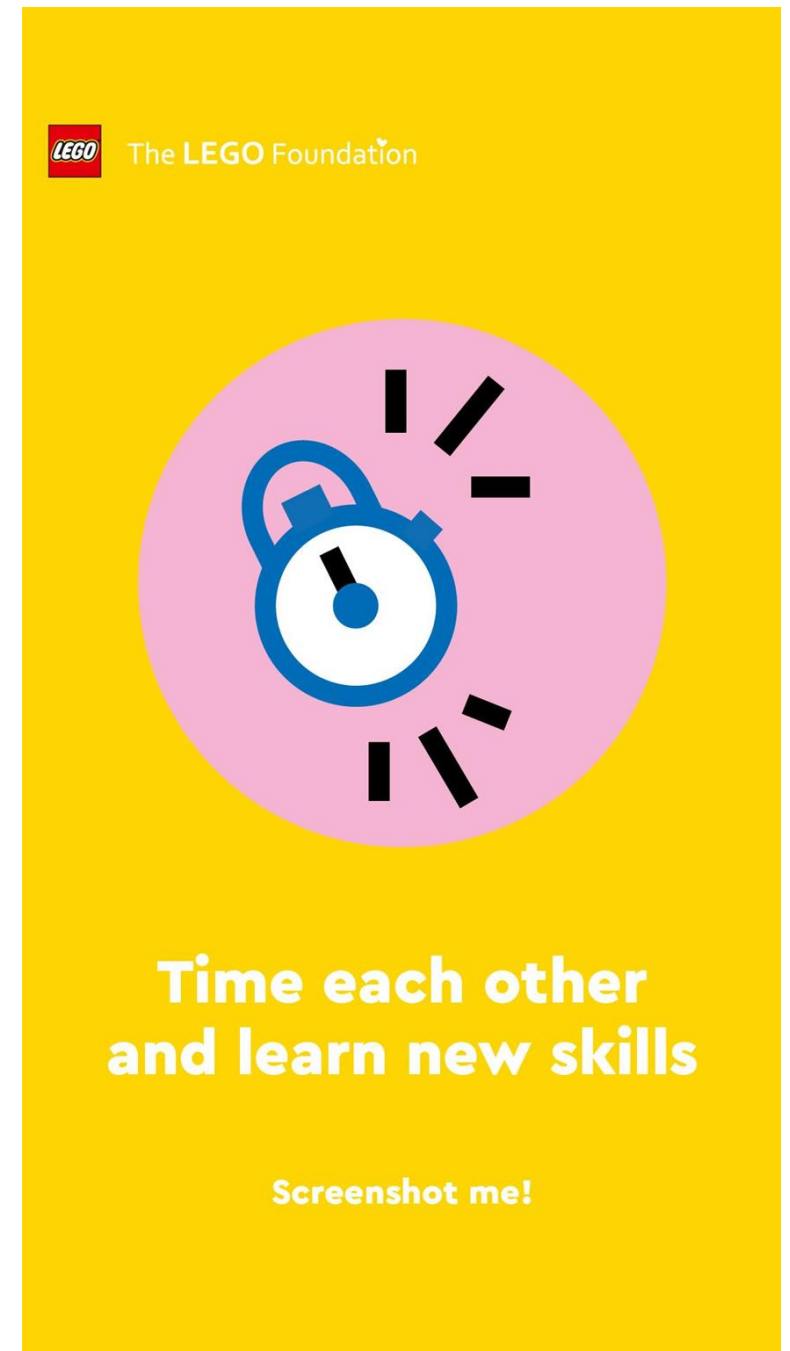
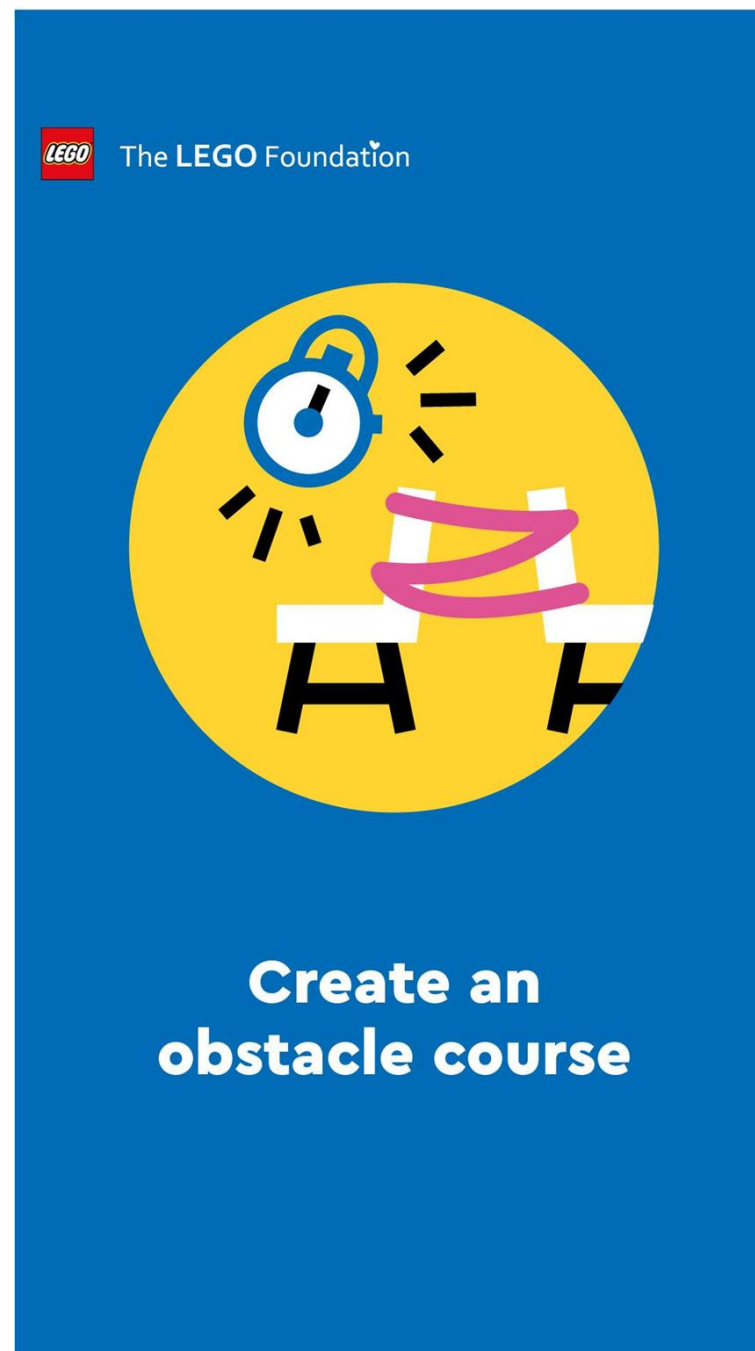


Format: Static Instagram Story

Live date: 09/07/2020

V2

	Instagram Stories
Format	Stories (3 x 16:9), Static
Activity	Art the shadow
Theme	Discover hidden worlds
CTA	<u>Copy</u> Screenshot me!
URL/ Landing page link	http://playlist.legofoundation.com/en/all-activities/
Link to assets:	Google Drive Link: https://drive.google.com/drive/folders/1D1wZgvuwYFNuEmqHuAUSimROZzShDU0D

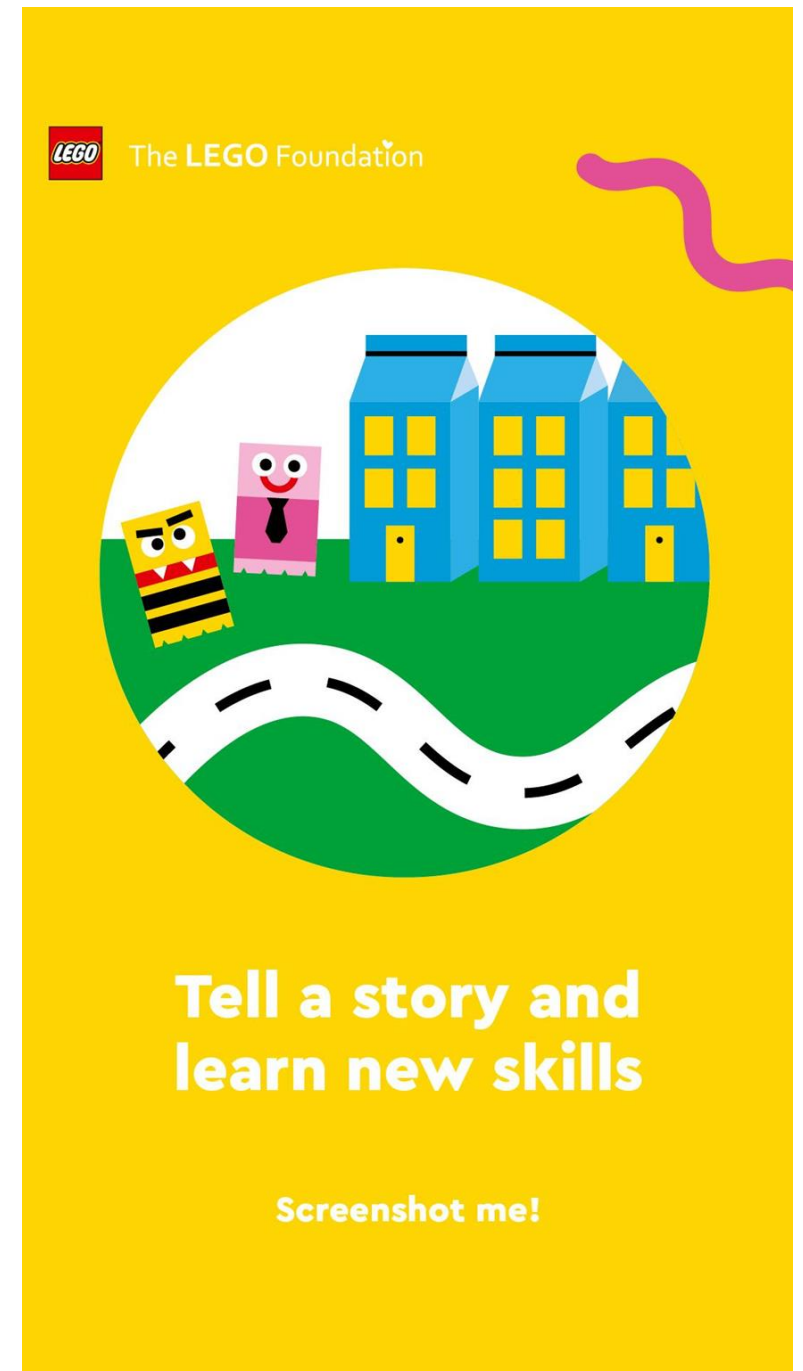
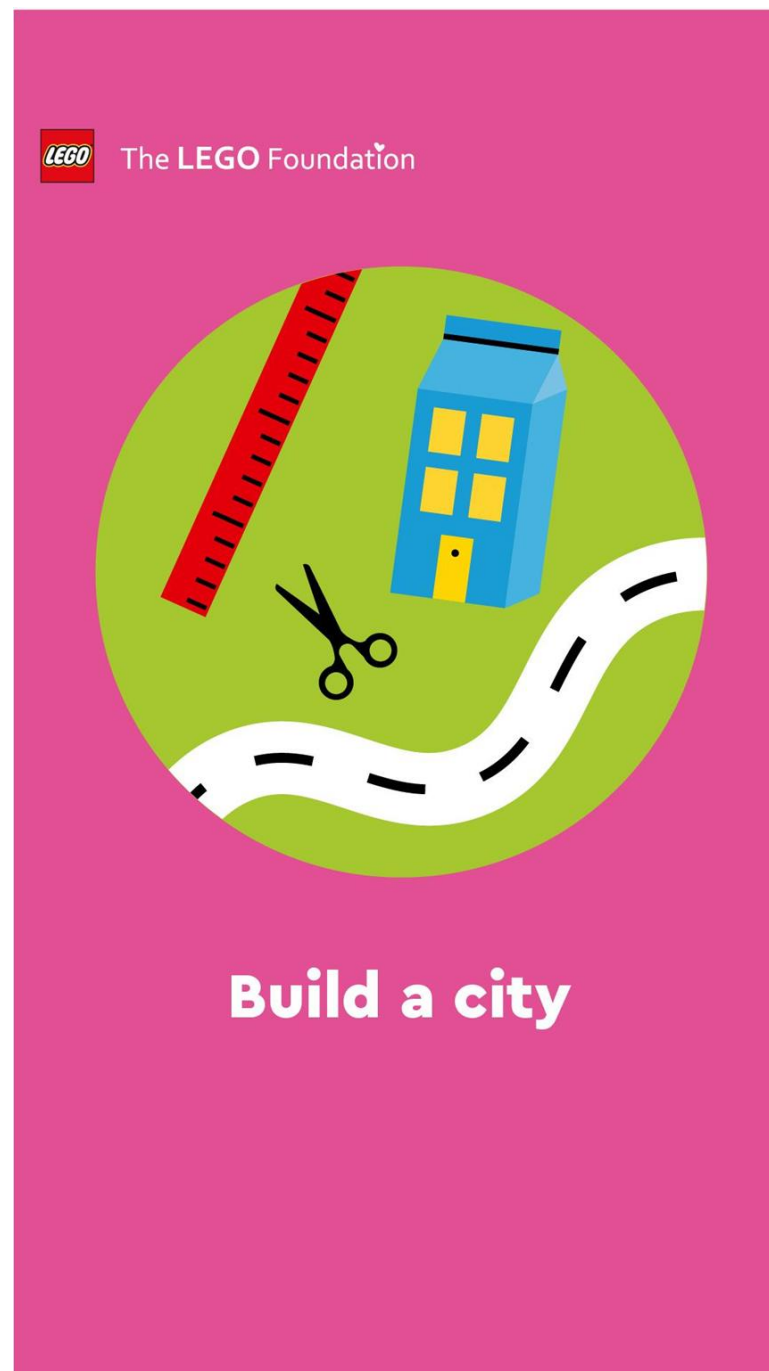


Format: Static Instagram Story

Live date: 10/07/2020

V3

	Instagram Stories
Format	Stories (3 x 16:9), Static
Activity	Obstacle course
Theme	Discover hidden worlds
CTA	<u>Copy</u> Screenshot me!
URL/ Landing page link	http://playlist.legofoundation.com/en/all-activities/
Link to assets	Google Drive link: https://drive.google.com/drive/folders/1zECicjn9lrCdRplCP7zrXWhwVEzCjE1k



Format: Static Instagram Story

Live date: 13/07/2020

V4

	Instagram Stories
Format	Stories (3 x 16:9), Static
Activity	Story city
Theme	Discover hidden worlds
CTA	<u>Copy</u> Screenshot me!
URL/ Landing page link	http://playlist.legofoundation.com/en/all-activities/
Link to assets	Google drive link: https://drive.google.com/drive/folders/1kfhuevYTPitvudFeKnGDHm9OwKbpz1Ae

Format:
Static
Pinterest Ad

Live date: 22/06/2020

V1

 The LEGO Foundation



**Bored kids?
Try this!**



**Create a
creature**



Tell a story



Learn new skills

	Pinterest
Format	Static (1:1)
Activity	Create a creature
Caption	<u>Copy- suggested</u> When you play with your kids, they learn vital skills for school and life, helping them #RebuildTheWorld with confidence. Discover more ways to learn through play: [URL]
URL/ Landing page link	http://playlist.legofoundation.com/en/all-activities/
Hashtag/ Tags	#RebuildTheWorld FB: LEGO Foundation TW: @LEGOFoundation
Asset Source:	Google Drive Link: https://drive.google.com/drive/folders/1DiOSVB_rE_MRD58d65maG9uku4PWiuNp

Live date: 23/06/2020



**Kids feeling creative?
Try this!**





Shine a spotlight



Decorate the shadow



Learn new skills

V2

	Pinterest
Format	Static (1:1)
Activity	Art the shadow
Caption	<u>Copy- suggested</u> When you play with your kids, they learn vital skills for school and life, helping them #RebuildTheWorld with confidence. Discover more ways to learn through play: [URL]
URL/ Landing page link	http://playlist.legofoundation.com/en/all-activities/
Hashtags/ tags	#RebuildTheWorld FB: LEGO Foundation TW: @LEGOFoundation
Asset source	Google Drive Link: https://drive.google.com/drive/folders/1qWyJ-zpPf_EOfDF6JaVGt8f4erN9wfSe

Live date: 24/06/2020



The LEGO Foundation



**Energetic kids?
Try this!**



**Create an
obstacle course**



**Time yourself
and others**




Learn new skills


V3

	Pinterest
Format	Static (1:1)
Activity	Obstacle course
Caption	<u>Copy- suggested</u> When you play with your kids, they learn vital skills for school and life, helping them #RebuildTheWorld with confidence. Discover more ways to learn through play: [URL]
URL/ Landing page link	http://playlist.legofoundation.com/en/all-activities/
Asset source	Google Drive Link: https://drive.google.com/drive/folders/1_6cyhyrfrRSpY8sViMS_kLcVcuedT5a4

Live date: 25/06/2020



**Kids feeling curious?
Try this!**





Build a city





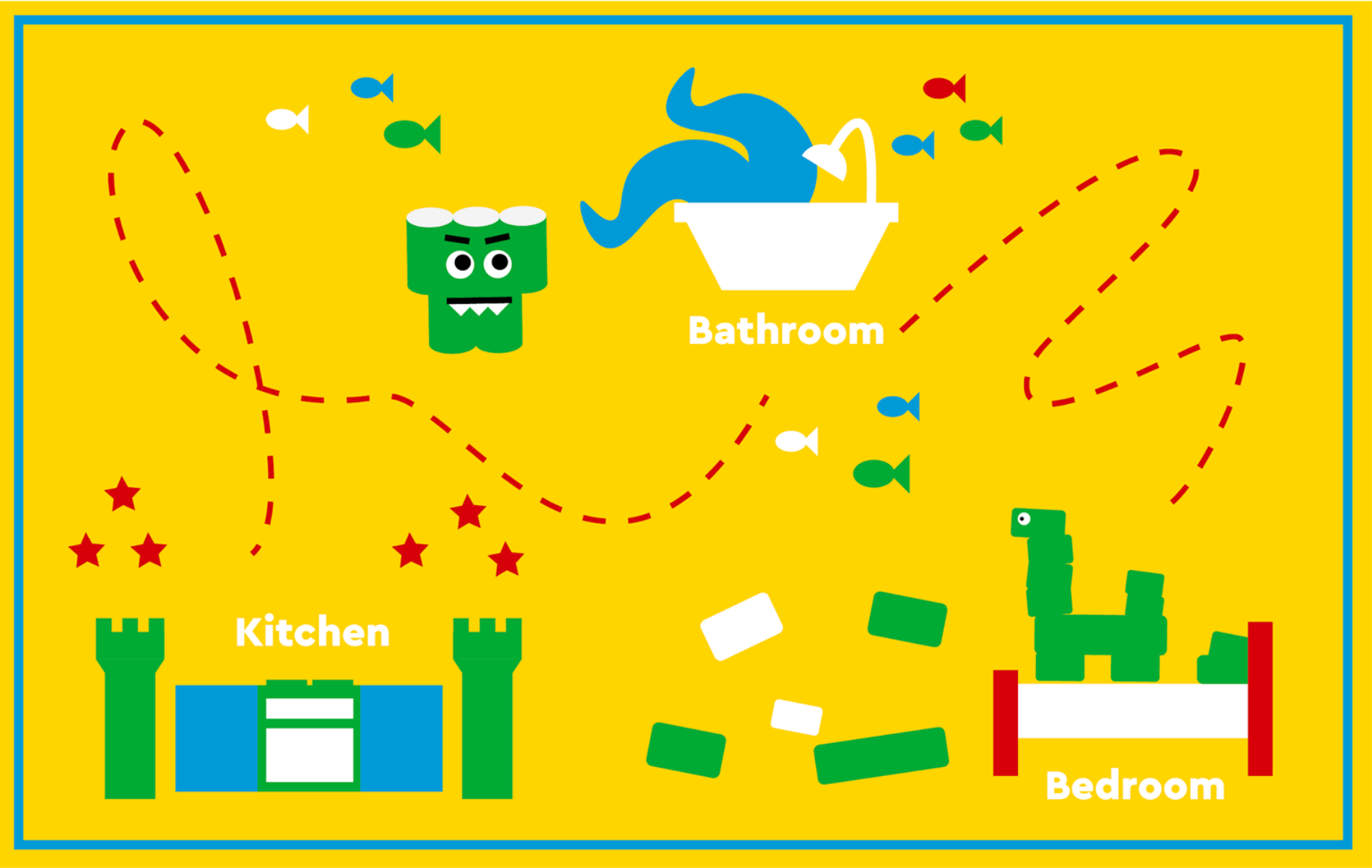
Learn new skills



V4

	Pinterest
Format	Static (1:1)
Activity	Story city
Caption	<u>Copy- suggested</u> When you play with your kids, they learn vital skills for school and life, helping them #RebuildTheWorld with confidence. Discover more ways to learn through play: [URL]
URL/ Landing page link	http://playlist.legofoundation.com/en/all-activities/
Asset source	https://drive.google.com/drive/folders/1PfQhyGRVmVNOjk8TxcTVh7wOjDkDWlc_

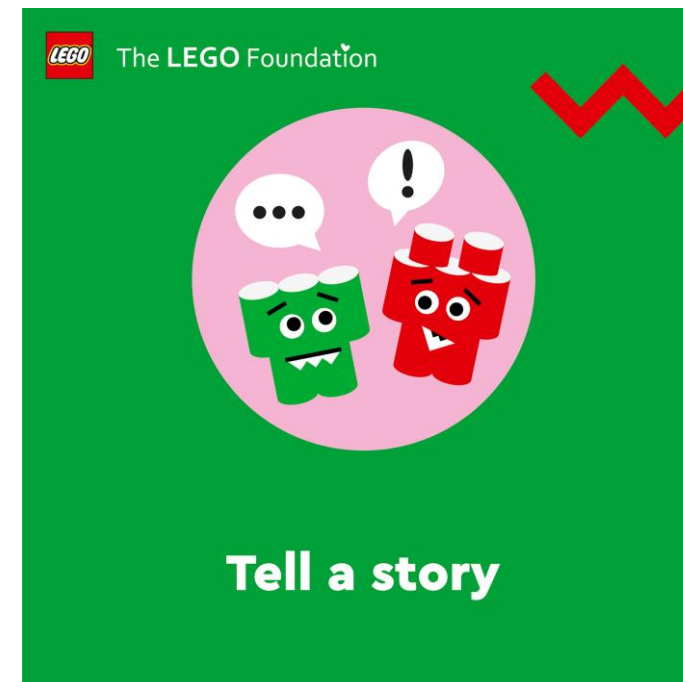
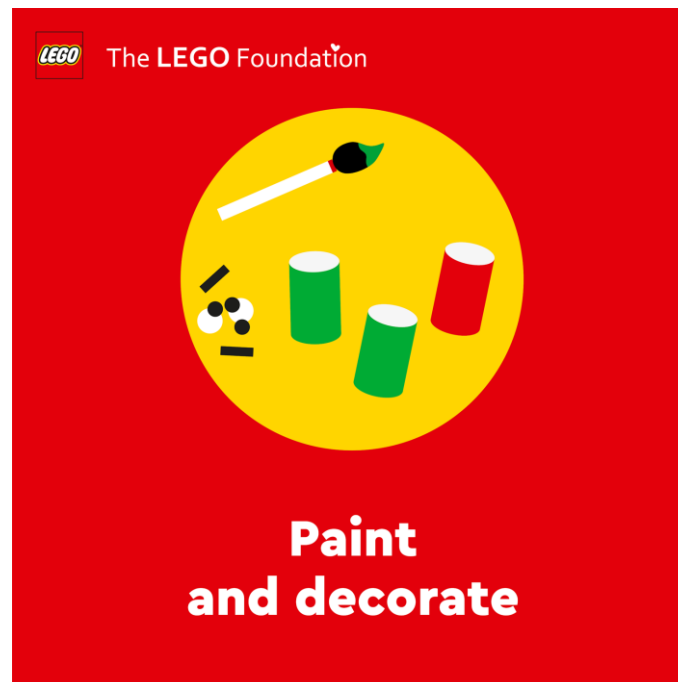
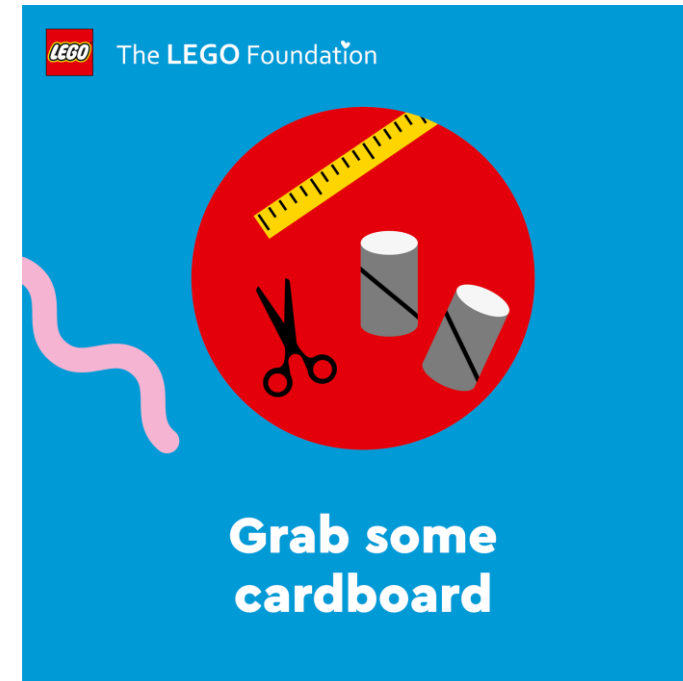
Format:
Static



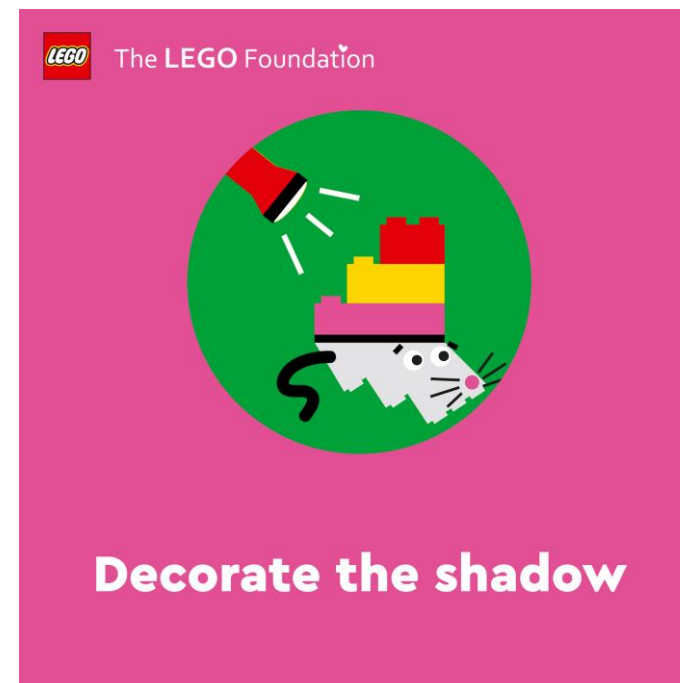
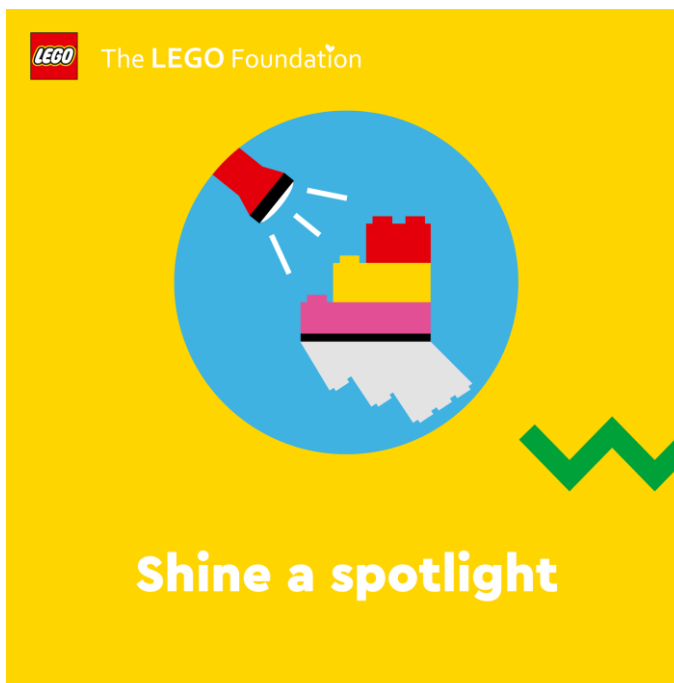
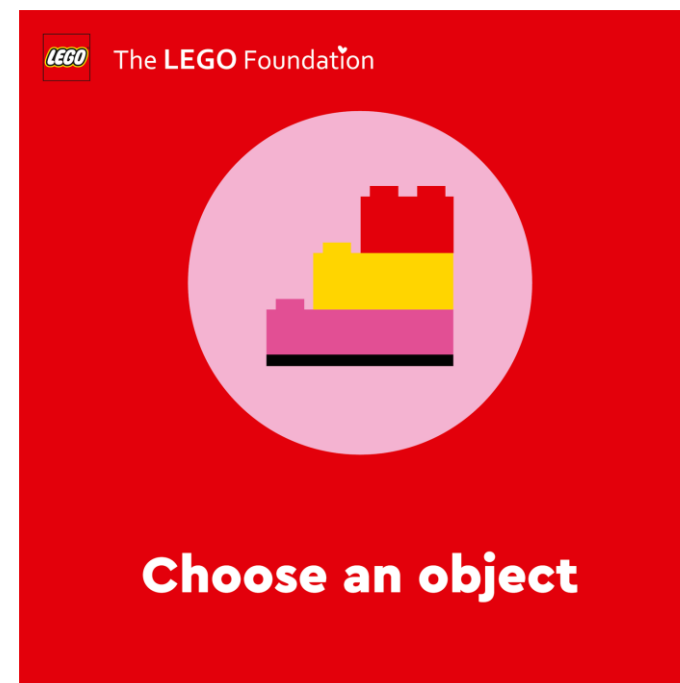
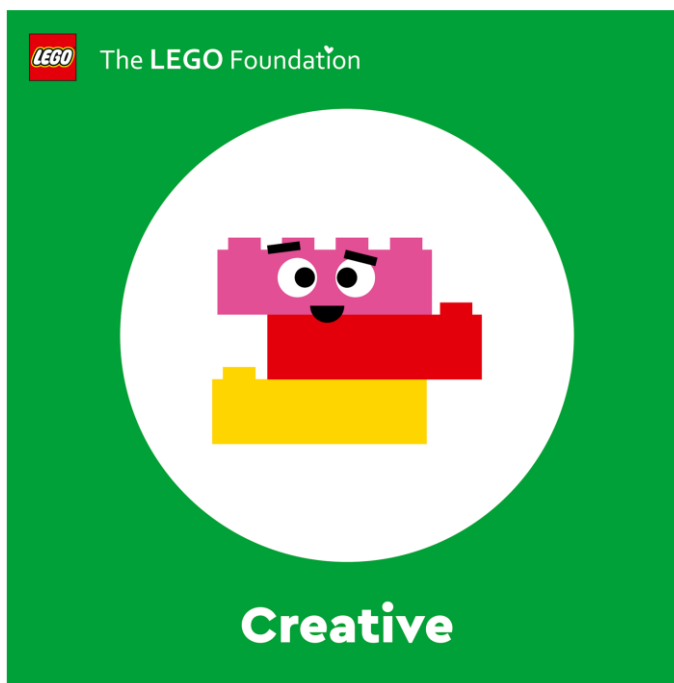
	Facebook	Instagram	Pinterest
Format	Static (9:16)	Static (1:1)	Static (1:1)
Theme	Discover hidden worlds	Discover hidden worlds	Discover hidden worlds
Caption	<u>Copy - suggested</u> When kids unlock their imaginations through play, they grow into resilient adults with the power to #RebuildTheWorld. Follow the map to discover the magical worlds hidden inside your home, and share a photo of your discoveries with #RebuildTheWorld!	<u>Copy - suggested</u> When kids unlock their imaginations through play, they grow into resilient adults with the power to #RebuildTheWorld. Follow the map to discover the magical worlds hidden inside your home, and share a photo of your discoveries with #RebuildTheWorld!	<u>Copy - suggested</u> When kids unlock their imaginations through play, they grow into resilient adults with the power to #RebuildTheWorld. Follow the map to discover the magical worlds hidden inside your home, and share a photo of your discoveries with #RebuildTheWorld!
URL/ Landing page link	https://playlist.legofoundation.com/en/all-activities/		
Hashtags/ Tags	#RebuildTheWorld FB: LEGO Foundation TW: @LEGOFoundation		
Asset source	Google drive link: https://drive.google.com/drive/folders/1ORI93WFFD6pp6MKDJhc_fiq-z4Xylosc	https://drive.google.com/drive/folders/13XNVsvAJ4SALV0oOd9xCDDxiZm0MY8Uf	https://drive.google.com/drive/folders/138GMPBXR9DJgeP5vg54NMx15FdNZkKzV

Theme 2: Play Moods

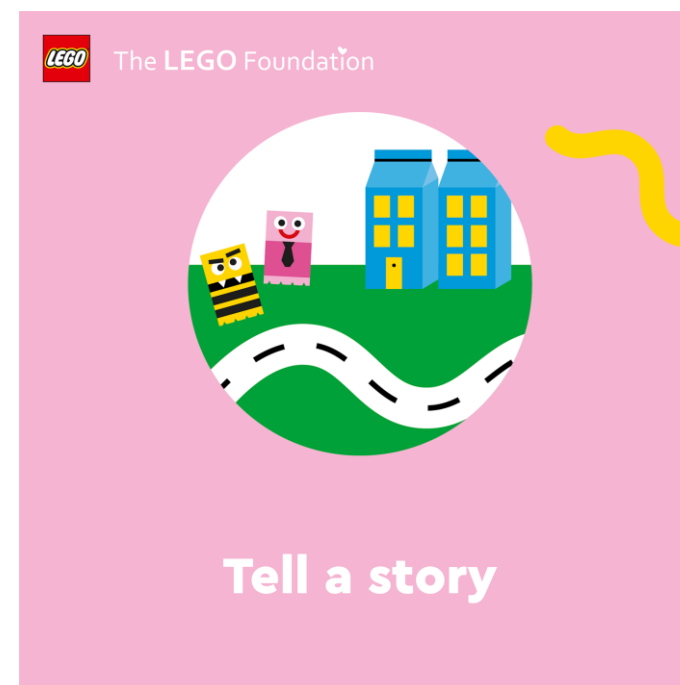
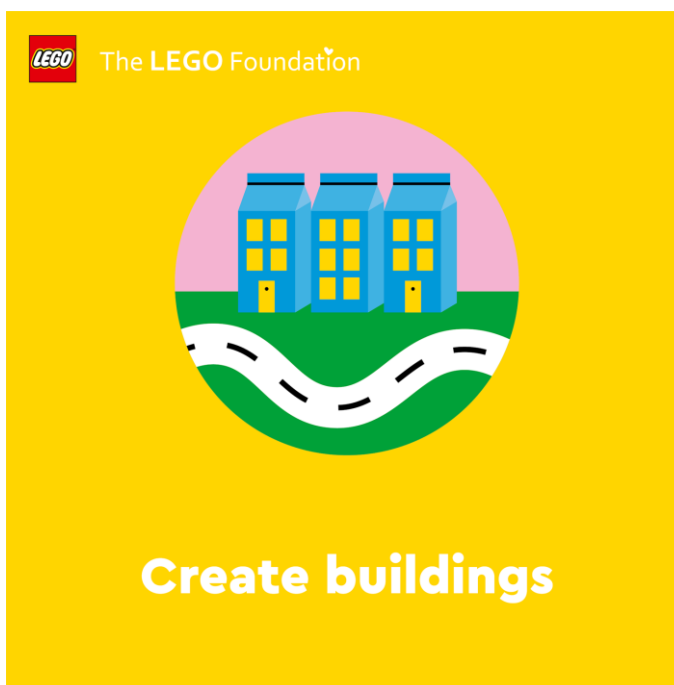
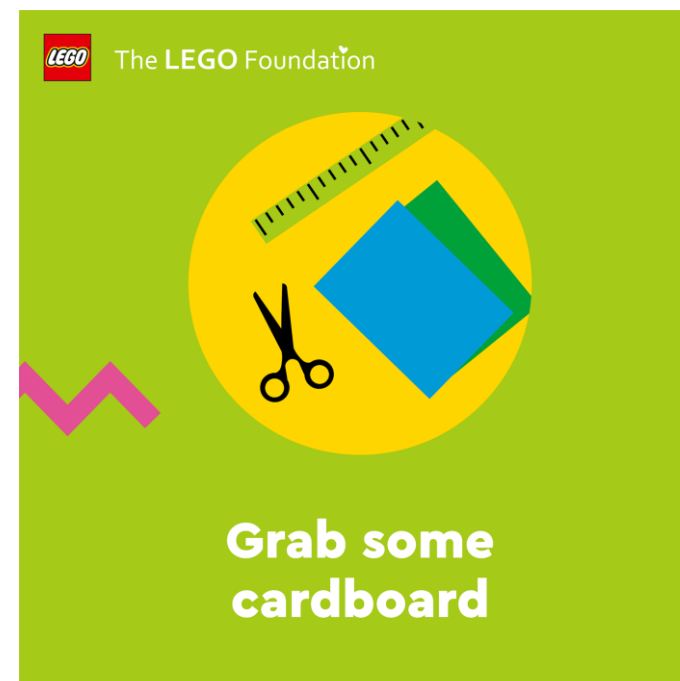
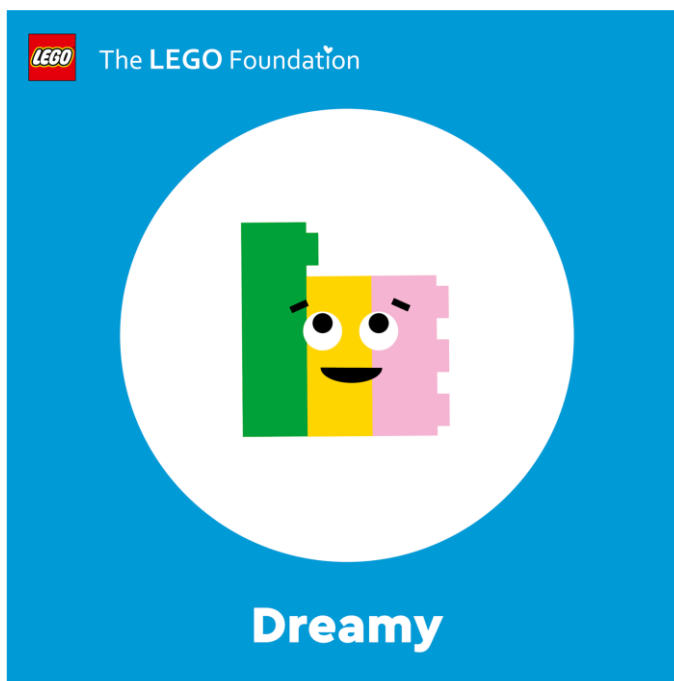
Format:
Static
carousel



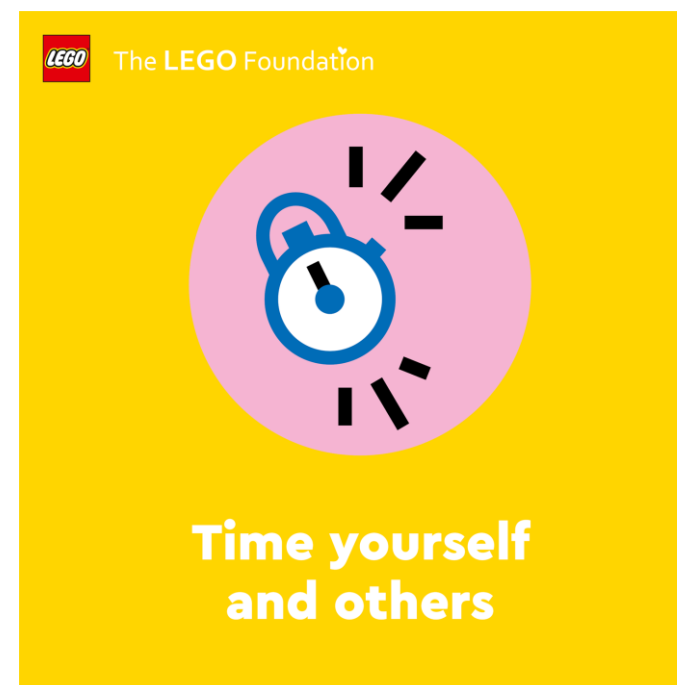
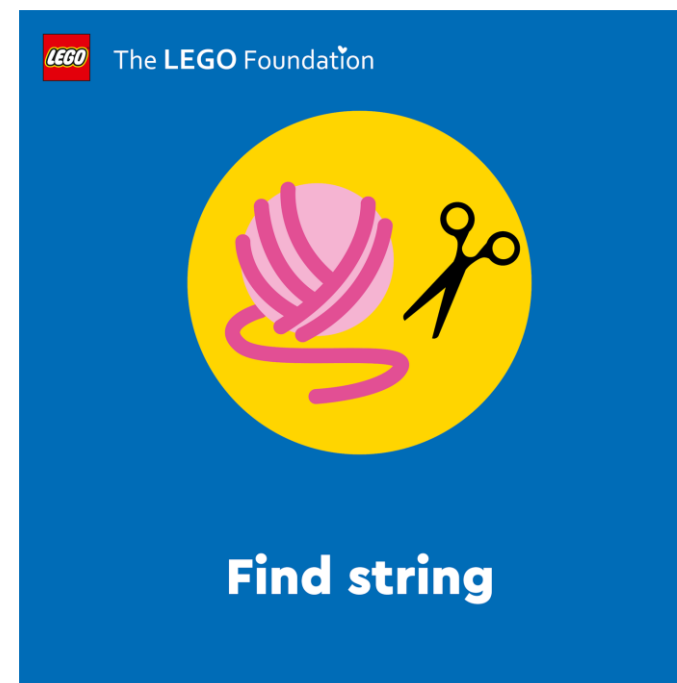
	Facebook	Instagram	Pinterest
Format	Gallery (4 x 1:1), Static	Carousel (4 x 1:1), Static	Static (1:1)
Activity	Create a creature	Create a creature	Create a creature
Theme	Play moods	Play moods	Play moods
Caption	<u>Copy - suggested</u> No matter your mood, there are fun ways to play with your kids and help them build vital skills to #RebuildTheWorld with confidence. Share your play mood in the comments with #RebuildTheWorld!	<u>Copy - suggested</u> No matter your mood, there are fun ways to play with your kids and help them build vital skills to #RebuildTheWorld with confidence. Share your play mood in the comments with #RebuildTheWorld!	<u>Copy - suggested</u> What's your play mood today? No matter your mood, there are fun ways to play with your kids and help them build vital skills to #RebuildTheWorld with confidence. Discover more ways to learn through play: [URL]
URL/ Landing page link	https://playlist.legofoundation.com/en/all-activities/	https://playlist.legofoundation.com/en/all-activities/	https://playlist.legofoundation.com/en/all-activities/
Hashtags/ Tags	#RebuildTheWorld FB: LEGO Foundation TW: @LEGOFoundation		
Asset source	Google Drive Link: https://drive.google.com/drive/folders/16AM9RMsXLJCGsGSKGKCNvY9CWVLG_Fcj	https://drive.google.com/drive/folders/1QezuCbQMMzOzGuBxifk3KITzYKuGoBMr	https://drive.google.com/drive/folders/1MM-3pZsrJfs7VLC57Wpilx-VnwBxkhTX



	Facebook	Instagram	Pinterest
Format	Gallery (4 x 1:1), Static	Carousel (4 x 1:1), Static	Static (1:1)
Activity	Art the shadow	Art the shadow	Art the shadow
Theme	Play moods	Play moods	Play moods
Caption	<u>Copy - suggested</u> No matter your mood, there are fun ways to play with your kids and help them build vital skills to #RebuildTheWorld with confidence. Share your play mood in the comments with #RebuildTheWorld!	<u>Copy - suggested</u> No matter your mood, there are fun ways to play with your kids and help them build vital skills to #RebuildTheWorld with confidence. Share your play mood in the comments with #RebuildTheWorld!	<u>Copy</u> What's your play mood today? No matter your mood, there are fun ways to play with your kids and help them build vital skills to #RebuildTheWorld with confidence. Discover more ways to learn through play: [URL]
URL/ Landing page link	http://playlist.legofoundation.com/en/all-activities/	http://playlist.legofoundation.com/en/all-activities/	http://playlist.legofoundation.com/en/all-activities/
Hashtags/ Tags	#RebuildTheWorld FB: LEGO Foundation TW: @LEGOFoundation		
Asset source	Google drive link: https://drive.google.com/drive/folders/1cnxjo0Bwdt-h4jatPfENIBlySaj1MGYm	https://drive.google.com/drive/folders/1oCUqvdTtX86kWjEcUWSmov3UA_dDB3hF	https://drive.google.com/drive/folders/1Dfse1NsAKRcgpFNjN0ra5ZETdMc28Sgu



	Facebook	Instagram	Pinterest
Format	Gallery (4 x 1:1), Static	Carousel (4 x 1:1), Static	Static (1:1)
Activity	Story city	Story city	Story city
Theme	Play moods	Play moods	Play moods
Caption	<p><u>Copy - suggested</u></p> <p>No matter your mood, there are fun ways to play with your kids and help them build vital skills to #RebuildTheWorld with confidence. Share your play mood in the comments with #RebuildTheWorld!</p>	<p><u>Copy - suggested</u></p> <p>No matter your mood, there are fun ways to play with your kids and help them build vital skills to #RebuildTheWorld with confidence. Share your play mood in the comments with #RebuildTheWorld!</p>	<p><u>Copy - suggested</u></p> <p>What's your play mood today? No matter your mood, there are fun ways to play with your kids and help them build vital skills to #RebuildTheWorld with confidence. Discover more ways to learn through play: [URL]</p>
URL/ Landing page link	http://playlist.legofoundation.com/en/all-activities/	http://playlist.legofoundation.com/en/all-activities/	http://playlist.legofoundation.com/en/all-activities/
Hashtags/ Tags	#RebuildTheWorld FB: LEGO Foundation TW: @LEGOFoundation		
Asset source	<p>Google drive link:</p> <p>https://drive.google.com/drive/folders/1QO4VFySsmXKOX3LGh427JHp4NmlgpsEm</p>	<p>https://drive.google.com/drive/folders/1O3_vhbiNcuY4nxaOXcE8TrWMEmjEh1Pm</p>	<p>https://drive.google.com/drive/folders/1Q5Nz2irEsxx78Rr6YIZXvMWysy948ib0</p>



	Facebook	Instagram	Pinterest
Format	Gallery (4 x 1:1), Static	Carousel (4 x 1:1), Static	Static (1:1)
Activity	Obstacle course	Obstacle course	Obstacle course
Theme	Play moods	Play moods	Play moods
Caption	<u>Copy - suggested</u> No matter your mood, there are fun ways to play with your kids and help them build vital skills to #RebuildTheWorld with confidence. Share your play mood in the comments with #RebuildTheWorld!	<u>Copy - suggested</u> No matter your mood, there are fun ways to play with your kids and help them build vital skills to #RebuildTheWorld with confidence. Share your play mood in the comments with #RebuildTheWorld!	<u>Copy - suggested</u> What's your play mood today? No matter your mood, there are fun ways to play with your kids and help them build vital skills to #RebuildTheWorld with confidence. Discover more ways to learn through play: [URL]
URL/ Landing page link	http://playlist.legofoundation.com/en/all-activities/	http://playlist.legofoundation.com/en/all-activities/	http://playlist.legofoundation.com/en/all-activities/
Hashtags/ Tags	#RebuildTheWorld FB: LEGO Foundation TW: @LEGOFoundation		
Asset source	Google Drive link: https://drive.google.com/drive/folders/1WcWDId0bbgH1jVC9N9Ni5EJwc2IR5xoz	https://drive.google.com/drive/folders/13cM3CKGIjZ34Dhb0GI23FAxrQoPCqUsz	https://drive.google.com/drive/folders/1Pe-IZgMDg2av6z1FVPqqxJlzTokvwwZT