

## Twinkl go viral on TikTok with parenting hacks

*Twinkl's Parents segment has gone viral with their TikTok hacks. From milk ice cubes to creating the perfect memento for your child's birthday.*

TikTok user [@twinklparents](#), with over 22,000 followers, caused quite the stir back in May, when her video of making ice cubes from milk amassed a reach of over 1.3million and over 54,000 likes on the popular app. Some expressed their concern that iced milk would ruin a good cup of tea, whilst others praised the hack for helping reduce waste and saving time.

### Milk ice cubes hack

Kelly Harris, Marketing Assistant and Content Creator at Twinkl, who created the TikTok said, "I first discovered the joy of TikTok during the pandemic. I thought, like many, that TikTok was just for the younger ones that loved to dance! How wrong I was, people of all ages and backgrounds go on the platform to share their lives and expertise to inform, inspire and entertain."

"As a parent, life can be stressful, and TikTok is a great place for either some light relief or to learn ways to make life as a parent that bit easier."

### How to dispose of soggy cereal *Gained a reach of over 912,000 and over 7,000 likes.*

Twinkl Parents launched in 2019 as a platform to further aid parents. Twinkl Parents offers the tools and resources needed to for children from birth to year 6.

Twinkl Parents is packed with curriculum centred learning resources, fun games and activities to support children's learning and wellbeing. There are also tips to help parents navigate their way through the ups and downs of parenthood alongside their child's educational journey.

With new downloadable resources and worksheets being added every month, it ensures that parents and educators will be getting the most topical and relevant content possible to help engage their children. As with all Twinkl resources, they are created by teachers for parents, and anyone working with children. The resources are updated regularly and tie into big events, topics and school curriculum subjects.

### No waste half-and-half pizza hack *Gained a reach of 5.3million and over 93,000 likes.*

Vicky Raynes, Twinkl Parents Social Media Manager, said, "Twinkl Parents is made up of parents who have also worked with children, some of us are teachers, others nursery practitioners or sports coaches. We've got a wealth of experience to share. Our audience can trust us, knowing we have experience of parenting plus additional knowledge of working with children."

"We're parents supporting parents, I think it's important for our audience to know that. 'You're one of us, we're in this together' and if we can help make your life just a little easier by sharing what we know, we will."

[Toddler dinner hack for picky eaters](#) *Gained a reach of over 362,000 and over 12,000 likes.*

Twinkl Parents is fully accessible to anyone with a monthly or annual subscription. For more information, please visit the [Twinkl Parents hub](#).

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