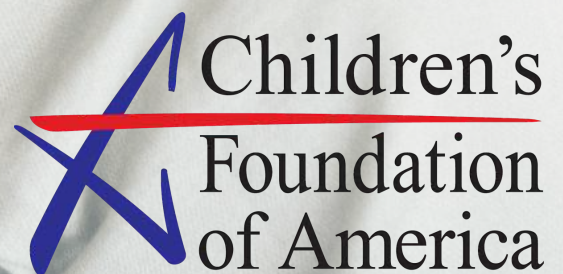


SOCIAL MEDIA TOOLKIT



**APRIL CAMPAIGN:
CHILD ABUSE
PREVENTION
MONTH**





ABOUT CHILD ABUSE PREVENTION MONTH

A report of child abuse or neglect is made every 10 seconds to child protection agencies. It is a widespread issue that WE have the power to prevent. Whether it's donating to organizations that support children and families, like Children's Foundation of America, volunteering or helping a family in need, together we can BE THE DIFFERENCE. Every **April**, we promote awareness of **National Child Abuse Prevention Month** in the following ways:

1. Sharing flyers and Blue Ribbon pins in the community and,
2. Promoting awareness and prevention strategies on social media

CFA needs YOUR help with the social media part! You can be a leader of change simply by sharing information and resources with your online community. This toolkit will serve as your guide to promoting awareness throughout the month.



VIRTUAL VOLUNTEERING

Thank you for joining CFA as a Virtual Volunteer to promote awareness during Child Abuse Prevention Month. Social media is a powerful tool to engage individuals and communities. We hope you're able to spark conversation and action around child abuse prevention and encourage others to Volunteer, Donate and Get Involved. Here are some things you need to know before you get started:

- Be sure to **follow Children's Foundation of America** on all social media platforms that you feel comfortable using. (See next page.)
- We ask that you commit to posting **at least twice a week** on the social media platform(s) of your choice (ex. 1 post to Instagram on Tuesday and 1 post to Facebook on Friday)
- The course of this virtual volunteer opportunity will equal up to **4 hour of volunteer service** (hours may vary depending on social media proficiency).



FOLLOW US!



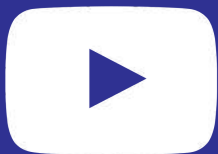
@childrensfoundationofamerica



facebook.com/childrensfoundation



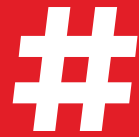
@CFoundationofA



Children's Foundation of America



HASHTAGS



Don't forget to tag CFA on all your posts and use hashtags! Depending on the platform, choose a few or all of the following:

#BeTheDifferenceCFA

#CAPmonth

#WearBlue4Kids

#Unite4Kids

#StopChildAbuse

#Awareness

#Prevention

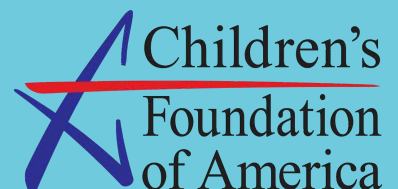


TWEET



We encourage you to use the following Twitter posts on your page to promote Child Abuse Prevention Month. Feel free to create your own unique posts or share relevant articles. Don't forget tag @CfoundationofA and use hashtags!

- (Attach Twitter Photo) Join me with @CfoundationofA & #WearBlue4Kids on April 6 to show your support for Child Abuse Prevention Month! #BeTheDifferenceCFA #Unite4Kids #CAPmonth #WearBlueDay
- (Attach Twitter Photo) Small actions make a big difference! Share how you're making a difference for Child Abuse Prevention Month! Visit @CFoundationofA for ways to Volunteer, Donate & Get Involved. #BeTheDifferenceCFA #CAPmonth #Unite4Kids
- Every year more than 3 million reports of child abuse are made in the U.S. Learn the facts about child abuse by visiting <https://goo.gl/kbF99K>. The first step in ending the cycle is spreading awareness and educating others. #CAPmonth #BeTheDifferenceCFA
- Every child deserves to grow up feeling safe & loved. Donate to @CfoundationofA to help children in foster care heal, learn & thrive. <https://goo.gl/XPe73F> #BeTheDifferenceCFA #CAPmonth



POST ON FACEBOOK



We encourage you to use the following Facebook posts on your page to promote Child Abuse Prevention Month. Feel free to create your own posts or share relevant articles.

*Don't forget to tag CFA on FB and use hashtags!

- (Attach Facebook Photo) April is Child Abuse Prevention Month! Join me in spreading awareness by wearing blue on April 6 and sharing your photos. Like @ChildrensFoundation to learn how to Volunteer, Donate, or Get Involved. #WearBlue4Kids #BeTheDifferenceCFA #Unite4Kids
- (Attach Facebook Photo) 1 in 4 children have experienced abuse or neglect at some point in their lives. During Child Abuse Prevention Month, let's raise awareness for children and families in need. Visit @ChildrensFoundation to learn more. #CAPmonth #Unite4Kids #BeTheDifferenceCFA
- During Child Abuse Prevention Month, make a donation to @ChildrensFoundation to support children and families in need. <https://goo.gl/68XRtp> #BeTheDifferenceCFA #CAPmonth #Unite4Kids

***Before you submit each post, be sure to click the option "Support Nonprofit" and select **Children's Foundation of America** to add a **DONATE** button to your post. Your Facebook friends will be able to LIKE and DONATE to CFA with the click of a button!



CREATE A FACEBOOK FUNDRAISER



You also have the opportunity to help raise funds for CFA by creating a Facebook Fundraiser! Donations provide support to trauma affected youth in foster care. Starting your own Facebook fundraiser is easy! Here's how to do it:

1. Log into your personal Facebook account on your smartphone, tablet or computer.
2. Click the FUNDRAISERS tab under "Explore."
3. Click the RAISE MONEY button to get started.
4. Select Children's Foundation of America under NONPROFITS.
5. Set the GOAL AMOUNT for \$100 USD and END DATE as April 30.
6. Use the following description:

April is National Child Abuse Prevention Month! Join me in raising awareness and funds for the Children's Foundation of America to help foster children heal, learn and thrive. Your contribution makes a difference, whether it's \$10 or \$100. Every little bit helps. Thank you for your support! Please visit www.ChildrensFoundationOfAmerica.org for more information about the organization.

Once you click CREATE, your Facebook friends will be able to donate to CFA with the click of a button! Don't worry if you don't meet the goal amount of \$100. Whatever amount you can raise makes a difference!



POST ON INSTAGRAM



To post on Instagram, refer to the link provided for photos and captions to use. Don't forget to **TAG @childrensfoundationofamerica** in the photo!

EXAMPLE

Image

Caption



What you can do to prevent child abuse: attend family nights or volunteer at school events. Show your children that school is important to you by staying actively involved & celebrate your children's hard work.
#BeTheDifferenceCFA
#Unite4Kids

