

Child Abuse Prevention Month 2015 Materials

Sample Social Media Copy for Child Abuse Prevention Month 2015

Twitter

Tips: Make sure to catalog all tweets you can with the hashtag #CAPMonth. Similarly, include calls to action whenever possible. Twitter users are more likely to engage in content that asks a question or that has a picture, video or link that they can easily retweet and share, so try to include as much of this varying content as you can. Additionally, make sure to retweet those that mention you, and reply to those who wish to start a dialogue. It's very important to interact with your followers!

We also want to encourage you to live-tweet any events you do during April; this helps really build a buzz around your event and brand. When live-tweeting, including your hashtag on every tweet is important, and make sure to thank all of the partners or attendees at your event and encourage them to live-tweet and retweet as well.

Below are some sample Child Abuse Prevention Month tweets.

- All children deserve great childhoods. Find out what role you can play at CHAPTER WEBSITE.
- We're working to prevent child abuse before it ever occurs. Help us achieve our mission (LINK TO DONATION PAGE)
- Great childhoods today mean a more prosperous future for all. Learn how you can help turn great childhoods into bright futures at CHAPTER WEBSITE.
- We're teamed up with @PCAAmerica to support great childhoods for all children during #CAPMonth. Tweet us and tell us what role you're playing!
- Great childhoods last a lifetime. Find out why at WEBSITE. #CAPMonth
- We all have a role to play in the prevention of child abuse. Learn more about what you can do to make a difference at CHAPTER WEBSITE.

Below are some sample tweets focused on the Connect the Dots initiative.

- Every child deserves a great childhood. Join us and others in STATE in working to build a movement for children and families at whatsyourdot.org
- Simple actions every day can make a big difference in the lives of children. What do you do every day that has an impact? Tell us at whatsyourdot.org
- We want to make STATE the best place for children and families to thrive. You probably already play a part in that. Tell us how at whatsyourdot.org
- It's #CAPMonth and we're bringing together all of the people in STATE who make a difference in the lives of children and families. You are one of them! Join us at whatsyourdot.org
- We all play a role in the lives of children and families. Simple actions every day can make a big difference, tell us how you make an impact at whatsyourdot.org

Facebook

Tips: *Interaction rates on Facebook are highest during non-work hours (beginning after 2 PM and ending before 5 AM), so when you're posting engaging content, try to do it in the late afternoon. Also, make sure that you're using content like photos, videos or links in your updates, as they are more engaging than plain text.*

Additionally, be sure to always include a call to action such as to share, like or comment, since telling your audience what you want them to do often results in better interaction rates. Of course, it is important also to respond and foster a dialogue. Whether you want to simply like posts or comment back and create a deeper dialogue, you should be doing something that, at a minimum, lets your followers know that they're being heard.

- During Child Abuse Prevention Month this April, we're working to make sure that children all across STATE are able to have the great childhood that all children deserve. We need your help! Visit our website at [LINK](#) and follow us on social media as we share our upcoming events as well as tips for how you can make a difference today in your community. Share this status with your friends and let's get everyone in STATE working together to create a more productive and prosperous future for STATE.
- April is Child Abuse Prevention Month! Throughout the month, we'll be holding events and working to ensure that all children in STATE have the great childhood they deserve. What are you doing during Child Abuse Prevention Month to make a difference? Leave a comment and let us know, and share with your friends to get them involved too!
- Great childhoods today mean a more prosperous future for all, but did you know that 1 in 4 adults have experienced at least one Adverse Childhood Experience (ACEs), such as abuse, neglect, poverty, parental mental illness, and others? Did you know that 1 in 8 have experienced four or more? Did you know that ACEs lead to a greater chance for things like heart disease, lung disease, depression, and joblessness? Find out how we're working to prevent ACEs and child abuse at [WEBSITE](#), and join with us this April as we recognize Child Abuse Prevention Month.
- We're working to make sure that our children have the great childhoods they deserve so that they're more likely to contribute to economic prosperity and secure, healthier communities throughout STATE. And we're proud to be a part of an organization that reaches over 100,000 families annually! Visit our website at [LINK](#) and learn how you can help us in this work throughout Child Abuse Prevention Month. *(NOTE: This statement wouldn't necessarily apply to those chapters that do not work with HFA.)*
- Simple actions can make a big difference. Whether you're volunteering at a pre-school, running a daycare or giving your employees family-friendly benefits like flex-time, you can make a difference! Leave us a comment and tell us how you're making an impact during Child Abuse Prevention Month.

We encourage you to use these samples and variations on these same themes throughout the month. Keep in mind that our messaging research shows us that phrases like "all children deserve great childhoods" and language that connects better childhoods to more prosperous and productive futures tests well with external audiences.