

Tips for Utilizing Social Media to Promote Awareness Activities

Interact: Use Social Media to Engage in Dialogue and Receive Feedback

Be yourself. Monitor and respond to comments to create an active and engaged environment. Retweet and share the social media posts of other organizations. Negative comments do not simply go away, however when handled correctly, your response can help build support for campaign efforts.

Build Excitement by Offering a Sneak Peek of What is To Come

Begin sharing information about how your agency is working to raise awareness as soon as planning begins. Offer followers a sneak peek at your efforts, your materials and your campaign information.

Demonstrate your Agency's Strengths

Each agency has strengths, and is an expert in a variety of areas. Post information about those strengths and resources on social media in order to seize opportunities to offer local resources, training and support during Child Abuse Prevention Month.

Repost Information from Partners

Reposting information from partners benefits everyone! Your followers will learn something new and stay engaged. Your partners will gain greater exposure to resources, and as a result, the group you reposted from will be more likely to return the favor when you have news to share. Be sure to ask followers to share and repost your information!

Put your Website to Work

Use social media to drive traffic to your agency's website. Craft a post to provide a "teaser" to send people to your website to access additional information.

Keep People in the Loop

Social media is a powerful tool to offer individuals valuable information while promoting events and campaigns. Leverage social networks to generate buzz about campaigns and fundraisers. Encourage your Board of Directors and staff to help spread the word. Ask your friends, neighbors, and family to be involved in your social media campaign.

Use Hashtags

Use hashtags (a word or phrase preceded by a hash or pound sign (#) used to identify and group messages on a specific topic). There are several common hashtags used throughout the month: You will see Prevent Child Abuse KY use **#CommitToPrevent** & **#CAPM2018**, as well as others throughout the month! Join us!



Social Media Copy

SAMPLE TWITTER POSTS:

April is National Child Abuse Prevention Month. How will YOU commit to keep kids safe in your community?
[#CommitToPrevent](#)

Small actions make big differences in the lives of families and children. April is Child Abuse Prevention Month. Learn more! [#GreatChildhoods](#) [#CommitToPrevent](#)

All children deserve [#GreatChildhoods](#). Find out what role you play at [<insert your agency website here>](#) and [www.pcaky.org](#). [#CommitToPrevent](#)

We're working to prevent child abuse before it ever occurs. Help us achieve our mission. [#CommitToPrevent](#)

We've teamed up with [@PCAKY](#) to support [#GreatChildhoods](#) for all children during [#CAPM2018](#). Tweet & tell us what role you're playing! [#CommitToPrevent](#)

Celebrate [#CAPM2018](#) by planting a [#Pinwheel](#) to honor those who helped you or your children have [#GreatChildhoods](#).

Our [#Pinwheel](#) garden represents actions taken to ensure [#GreatChildhoods](#) for all children. Be part of the movement!

SAMPLE FACEBOOK POSTS:

April is Child Abuse Prevention Month! Throughout the month, groups across KY are hosting events and working to ensure all children in KY have the great childhood they deserve. How will you commit to preventing child abuse? Leave a comment and let us know - share with your friends to get them involved too! [#CommitToPrevent](#)

We're working to make sure all children have the great childhoods they deserve. We've partnered with Prevent Child Abuse KY (and/or insert names of partnering agencies) to bring awareness to the issues affecting families and children across KY. Check out our website: [<Insert your agency's website>](#) [#CommitToPrevent](#)

Simple actions make a big difference. Whether you're volunteering at a preschool, running a daycare, giving your employees family-friendly benefits, babysitting for a friend, running an errand for a neighbor, you can make a difference! Leave a comment & share you're commitment to keep kids safe and ensure great childhoods.
[#CommitToPrevent](#) [#GreatChildhoods](#)

Young parents may lack experience with children or be unprepared for the responsibility of raising a child. Take time to help and encourage them. [#CommitToPrevent](#)

How can you help at-risk families who are struggling with poverty, unstable housing, or divorce, care for their children? Offer support to someone today. [#CommitToPrevent](#) [#GreatChildhoods](#)

Parents' own experiences of childhood trauma impact their relationships with their children. Is there a family you can assist and encourage? [#CommitToPrevent](#) [#GreatChildhoods](#)

Effective parenting is more difficult when parents lack support— be a supportive partner, family member, friend, community! [#CommitToPrevent](#) [#GreatChildhoods](#)