



Facebook and Twitter CAP Month Messaging

(Note: The #CAPmonth hash tag is added when using Twitter for CAP Month. Also, the post can't exceed 140 characters for Twitter)

Twitter and Facebook

- April is Child Abuse Prevention Month #CAPmonth. (www.michigan.gov/ctf).
- The pinwheel is the national symbol of child abuse prevention #CAPmonth. Join us in planting a pinwheel garden in your community www.michigan.gov/ctf
- The statistics are clear. Michigan's children need our help now! Let's give them a voice, <http://www.childhelp.org/pages/statistics/> #CAPmonth.
- No child deserves to be neglected or abused. Support the _____ Children's Trust Fund Local Council #CAPmonth.
- All children have a right to grow up in a nurturing environment. Learn more at www.michigan.gov/ctf #CAPmonth.
- Promote the health and well-being of every child in your community #CAPmonth.
- Donate to child advocacy causes #CAPmonth (www.michigan.gov/ctf).
- Preventing child abuse before it occurs is the responsible way to manage our society's future #CAPmonth.
- Support families that are under stress #CAPmonth (www.michigan.gov/ctf).
- Innovative prevention services lay the foundation for children's growth and development #CAPmonth (www.michigan.gov/ctf).
- How can we ensure that every child has an equal opportunity for healthy growth and development #CAPmonth?
- Americans are awakening to the role we all play in protecting the lives of children #CAPmonth.
- The time is now to protect our children from abuse and neglect #CAPmonth.
- Participate in youth-focused community organizations #CAPmonth (www.michigan.gov/ctf).
- Our ability to thrive as a society depends on how well we foster the health and well-being of the next generation #CAPmonth.
- @(yourname) focuses on public programming that prioritizes child development & prevention of child abuse & neglect #CAPmonth.
- The power of 1 person, 1 community, \$1, 1 action can change the life of a child #CAPmonth.

Facebook Only

Note: Posting pinwheel photos or the Pinwheels for Prevention symbol w/your Facebook entries is a better tool for marketing your message.

- During Child Abuse Prevention Month think of the connection between child development and economic development. When we invest in healthy child development, we invest in community and economic development, as flourishing children become the foundation of a thriving society.
- When the entire community takes responsibility for creating healthy environments for children, we lay the foundation for growth and development.
- Invest in prevention—getting it right early is less costly, to society & individuals, than trying to fix it later. (www.michigan.gov/ctf)
- Implementing effective policies and strategies to prevent child abuse and neglect can save taxpayers more than \$104 billion a year