



CHILD ABUSE PREVENTION MONTH

SOCIAL
CONNECTION
GUIDE 2020

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April 2020

To Our Prevention Partners Supporting Michigan's Children and Families:

Since 1983, April has been declared "Child Abuse Prevention Month (CAP) Month." Since then, every April, we acknowledge the importance of families and communities working together to prevent child maltreatment and to ensure that all children are raised in loving and supportive environments. Here in Michigan, Governor Whitmer has issued a proclamation in support of CAP Month. CAP Month is our catalyst for promoting our core value that all children deserve safe, happy and healthy childhoods.

At this time of the COVID-19 pandemic, we can't over emphasize the importance of this year's CAP Month as paramount to raising awareness and support for all Michigan children and families, and especially those that are stressed due to their possible life circumstances. With no public events taking place this year, this is a time of inventing creative ways to spread child maltreatment prevention and strengthening families messaging. Toward that end the Michigan Children's Trust Fund (CTF) has created a CAP Month Social Connection Guide for your use. Within this guide is information related to social media, virtual events, Wear Blue Day and other ways that you can elevate CAP Month!

Please make time to look through the information that we have provided in this CAP Month Guide to assist you with your CAP Month work, not only during CAP Month but throughout the year. We hope the materials will help as you advance your own prevention campaign and calls to action. The already existing CAP Month toolkit is still available to you as a reference and use at the following link, <http://tinyurl.com/CAPToolkit>. If you need further assistance in implementing your efforts, it is best to reach our team via ctfinfo@michigan.gov.

Know that together we Stand Up for our Kids,

Suzanne Greenberg
Executive Director, Children's Trust Fund
Michigan's Chapter of Prevent Child Abuse America

CTF CAP MONTH EVENTS

APRIL 1 - CAP MONTH KICK OFF

Join us on Facebook at 10AM EDT/9AM CDT for a live video featuring CTF Executive Director Suzanne Greenberg officially launching our Stand UP for Kids campaign and Child Abuse Prevention Month 2020.

APRIL 3 - NATIONAL WEAR BLUE DAY

Wear blue to show your support for kids! Share photos of you wearing blue on social media for a chance to a valuable prize!

APRIL 21 - CHILD ABUSE PREVENTION AWARENESS DAY

Keep an eye on CTF's Facebook page all day as we will be celebrating virtually!

APRIL 30 - CAP MONTH CONCLUSION

We'll honor the end of CAP Month by sharing photos of pinwheel gardens throughout the state, discussing future plans, and encouraging everyone to get involved and Stand UP for Kids all year long.

WEEKLY CONTESTS

Keep an eye on our Facebook page for our weekly contests and a chance to win prizes! Please participate and encourage others to join!

Week 1: #WearBlueDay Photo Contest

Week 2: Tag a Friend Giveaway

Week 3: #WhyIStandUP Social Media Contest

Week 4: Pinwheel Coloring Contest for Kids

LOCAL ACTIVITY IDEAS

WEAR BLUE DAY

Incentivize your local community to participate in Wear Blue Day on April 3rd. Don't forget to share pictures on social media and tag CTF!

WINDOW PINWHEEL GARDENS

Had to cancel your pinwheel event? Your community can still show support for CAP Month by displaying pinwheels in their windows. Those that may not have access to a pinwheel can still participate by making their own! Distribute the Pinwheel Coloring Sheet in SharePoint and encourage parents to decorate them with their kids.

PARTNER WITH A LOCAL BUSINESS

Support local businesses while raising awareness! Reach out to restaurants providing takeout in your area to set up a day in April to promote your organization by offering a percentage off for customers who use a themed code, e.g. "Mention 'Pinwheel' while ordering to receive 20% off your total." Go a step further and make it a fundraiser by asking the business to dedicate a percentage of the sales from the promotion.

UTILIZE COMMUNITY LEADERS

Ask board members or community leaders that would have spoken at your event to record short videos promoting CAP Month to share on your page. Encourage them to participate online as well!

HOST PHYSICALLY DISTANT, SOCIALLY CONNECTED EVENTS ONLINE

Reach out to local artists, teachers, fitness gurus, etc., to hold online skill-sharing classes catered towards kids and parents at home. These professionals would likely be happy to donate their time to benefit kids in their community. Try setting up a weekly virtual event and create a calendar to share with parents you know!

Examples:

- Yoga Class
- Craft Session
- Cooking Class
- Computer Skills Lesson
- Painting Class
- Home DIY Class
- Music Lesson
- Daily Story Reading
- Career Day/Resume Building Workshop for Teens

SOCIAL MEDIA TIPS

CONNECT WITH YOUR COMMUNITY

Social Media is a quick, easy, and FREE way to share valuable resources, raise awareness, and show supporters the good work your organization is doing in the community. Donors love to see the tangible impact their dollars are having and will likely be inclined to give more and/or share your efforts with their networks. Social media is a wonderful opportunity to inform others about child abuse & neglect, the importance of prevention, and motivate them to get involved!

KEEP IT SIMPLE

It's all about the graphics! People are naturally drawn to graphics, so you'll find the most success in sharing infographics, videos, and photos of your programs at work (***While considering photo consent rules for minors and vulnerable clients***). Keep any written captions concise and news articles relevant.

ENCOURAGE INTERACTION

People feel valued when their voices are heard. Involve followers by asking thought-provoking open-ended questions, e.g. "What's your favorite activity to do with your kids on the weekend?" Feel free to use contests/prizes to incentivize followers to comment on and share your posts.

BE CONSISTENT, REPUTABLE, AND PROFESSIONAL

Strive to be a reliable resource to your community! Treat social media posts as you would a press release. Be professional, use proper grammar, and learn to recognize reputable sources. Always keep these practices in mind when posting- Facebook, Instagram, and Twitter may be free platforms, but they should still be taken seriously.

NOT SURE WHAT TO POST?

Many of you don't have significant time or resources to invest in social media and that's okay! There are many organizations that DO have the resources to invest in this type of marketing, and an easy way to curate content is to follow their social media pages for inspiration and sharable posts. Check out page 6 for recommendations.

ASK FOR HELP!

It's okay to be intimidated by social media. It will take some practice, but once you get the hang of it, the positives to your organization will be worth it! **As always, we are here to help you, and look forward to partnering with you online this CAP Month!**

Please don't hesitate to contact Taylor Williams at williamst41@michigan.gov with any social media questions.

SOCIAL MEDIA RESOURCES

RECOMMENDED PAGES TO FOLLOW

- Child Welfare Information Gateway - [Facebook](#) - [Twitter](#)
- Children's Trust Fund Alliance - [Facebook](#)
- FRIENDS NRC - [Facebook](#) - [Instagram](#)
- Michigan Children's Trust Fund - [Facebook](#) - [Twitter](#)
- National Fatherhood Initiative - [Facebook](#) - [Twitter](#)
- New York Times Parenting - [Facebook](#) - [Twitter](#) - [Instagram](#)
- Prevent Child Abuse America - [Facebook](#) - [Twitter](#) - [Instagram](#)

GUIDES

- A Strategic Guide to Social Media for Nonprofits
- How to Post on Facebook
- How to Shift from Physical to Virtual Events
- How to Tell if a Source is Credible
- How Nonprofits Can Be Awesome on Instagram
- Nonprofit Facebook Page Tips to Maximize Results
- Twitter for Nonprofits

GRAPHICS

THESE FILES CAN BE FOUND ON THE SHAREPOINT SITE UNDER
DOCUMENTS LIBRARY → CAP MONTH → 2020 SOCIAL CONNECTION GUIDE

FACEBOOK PROFILE PICTURE FRAME

(Available on Facebook April 1st)



FACEBOOK/TWITTER COVER PHOTO



CAP MONTH POSTER



Never underestimate the power of one person to make a difference. Michigan's children are counting on you to be their voice.

Stand up and:

- ▶ Inform our leaders
- ▶ Help fund effective programs
- ▶ Protect at-risk children
- ▶ Invest in the health of Michigan families



Prevent Child Abuse Michigan



Children's Trust Fund
Protecting Michigan's Children

1-800-CHILDREN

MICHIGAN.GOV/CTF

FACEBOOK.COM/MICHIGANCTF

TWITTER.COM/CTF_MICHIGAN

WEAR BLUE DAY GRAPHICS

Co-brand options available on SharePoint

