

CHILD ABUSE PREVENTION MONTH 2021

SOCIAL MEDIA ASSETS GUIDE



Date	Social art	File name	Content
F 3/26		Organic Social Objects_F Florida 2021_2.png	DYK? April is Child Abuse Prevention Month. Wear Blue next Thursday to make #GreatChildhoods happen! #CAPMonth #WearBlueDay 📌 🗨️ 💙
M 3/29		Gif1_PCAA.gif	This Thursday is #WearBlueDay, so get your blue on to make #GreatChildhoods happen! #CAPMonth 📌 🗨️ 💙 Find more ways to get involved here:
TU 3/30		Organic Social Objects_F Florida 2021_3.png	We're spinning our #pinwheelsforprevention this Thursday. How about you? Let's make #GreatChildhoods happen on #WearBlueDay! 📌 🗨️ 💙
W 3/31		Organic Social Objects_F Florida 2021_2.png	April is Child Abuse Prevention Month, and we're kicking it off (with blue shoes) on #WearBlueDay this Thursday. 📌 🗨️ 💙
W 3/31		Organic Social Objects_F Florida 2021_6.png	Raid your closet for everything blue, because tomorrow is #WearBlueDay! 📌 🗨️ 💙 We're going all out to make #GreatChildhoods happen—can we count on you to go blue, too?
TH 4/1		Organic Social Objects_F Florida 2021_3.png	Today's the day! Wear your blue 📌 🗨️ 💙, spin your #pinwheels with pride, and tell everyone you're committed to making #GreatChildhoods happen!
M 4/5		19-PCAA-002 Spring 2021 Campaign_Info- graphic Video_F.mp4	Everyone—yes, even you—can make #GreatChildhoods happen. 📌 🗨️ 💙

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<p>W 4/7</p>		<p>Organic Social Objects_F Florida 2021_5.png</p>	<p>Kids and parents in your community need support—and you can help! 🙌💙😊 Learn how you can make #GreatChildhoods happen here:</p>
<p>TH 4/8</p>		<p>19-PCAA-002 Spring 2021 Campaign_Paid Social Video 1_F.mp4</p>	<p>All kinds of people help families create #GreatChildhoods! 🏠👉💙 Who helped make your childhood great? Tag them and tell us all about them!</p>
<p>M 4/12</p>		<p>19-PCAA-002 Spring 2021 Campaign_Info- graphic Video_F.mp4</p>	<p>According to @CDCgov, relationships with caring adults and positive role models can improve outcomes for kids. You (yes, you) can be that adult! Learn how you can make #GreatChildhoods happen here:</p>
<p>TU 4/13</p>		<p>Organic Social Objects_F Florida 2021_7.png</p>	<p>You don't have to be a special kind of person to make #GreatChildhoods happen—you just have to be you! 🙌💙😊 Find ways to get involved here:</p>
<p>W 4/14</p>		<p>Organic Social Objects_F Florida 2021_8.png</p>	<p>We're working right here in _____ to help parents and kids create #GreatChildhoods. April is Child Abuse Prevention Month. Can you help?</p>
<p>TH 4/15</p>		<p>19-PCAA-002 Spring 2021 Campaign_Info- graphic Video 2_F.mp4</p>	<p>Have you helped families in your community create #GreatChildhoods? 🏠👉💙 Has someone helped you? Share your story!</p>
<p>F 4/16</p>		<p>Organic Social Objects_F Florida 2021_10.png</p>	<p>Research: Mentoring kids improves behavioral, social, and emotional outcomes. Learn how to create #GreatChildhoods by getting involved with kids in your community!</p>

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<p>M 4/19</p>		<p>19-PCAA-002 Spring 2021 Campaign_Infographic Video_F.mp4</p>	<p>Everyone has a role in creating #GreatChildhoods! 🙌💙😊 Who's making a difference with kids in your community? Tag them and tell us all about them!</p>
<p>TU 4/20</p>	 	<p><i>(Facebook poll)</i></p> <p>What was the biggest factor that helped you have a #GreatChildhood?</p> <ul style="list-style-type: none"> • Loving, secure parents • A caring community <p><i>(Twitter poll)</i></p> <p>What was the biggest factor that helped you have a #GreatChildhood?</p> <ul style="list-style-type: none"> • Loving, secure parents • A caring community • Help from non-profit organizations <p>Some combination of all three</p>	<p>How do #GreatChildhoods happen? Let us know what you think—and tell us about the people in your community who make kids' lives better!</p>
<p>W 4/21</p>		<p>Organic Social Objects_F Florida 2021_1.png</p>	<p>Part-time babysitters, coaches, and daycare workers are great role models (and give parents the breaks they need). 🙌💙😊 Learn more ways you can help here:</p>
<p>TH 4/22</p>		<p>Organic Social Objects_F Florida 2021_9.png</p>	<p>Your voice can help #GreatChildhoods happen! Let your elected officials know you support policies and programs that promote healthy child development. Learn how here:</p>
<p>F 4/23</p>		<p>Organic Social Objects_F Florida 2021_11.png</p>	<p>How can people without kids help create #GreatChildhoods? 🙌👤💙 By getting involved in their communities and helping parents make the right choices! Learn more ways you can help here:</p>

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<p>M 4/26</p>		<p><i>(full campaign video)</i> 19-PCAA-002 Spring 2021 Campaign_Info- graphic Video_F.mp4</p>	<p>It's the last week of Child Abuse Prevention Month. #CAPMonth We need everyone to help create #GreatChildhoods—and that includes YOU! See how you can get involved here:</p>
<p>TU 4/27</p>		<p>Organic Social Objects_F Florida 2021_12.png</p>	<p>Effective home visiting models such as #HealthyFamiliesAmerica help kids enjoy better cognitive and language development and fewer behavioral problems. Learn more about HFA here:</p>
<p>W 4/28</p>		<p>Organic Social Objects_F Florida 2021_8.png</p>	<p>It's been a wonderful Child Abuse Prevention Month. Can you help us promote #GreatChildhoods all year long?</p>
<p>TH 4/29</p>		<p>Organic Social Objects_F Florida 2021_5.png</p>	<p>No matter who you are, you can help create #GreatChildhoods. 🙌💙😊 Kids in your community need you! Learn all the ways you can help here:</p>
<p>F 4/30</p>		<p><i>(full campaign video)</i> 19-PCAA-002 Spring 2021 Campaign_Info- graphic Video_F.mp4</p>	<p>Thank you making this the best Child Abuse Prevention Month ever! #CAPMonth See how people like you can create #GreatChildhoods all year long:</p>