

MECKLENBURG CHILD ABUSE PREVENTION TEAM

The Mecklenburg Child Abuse Prevention Team is thankful to have local organizations partnering with us to raise awareness about child abuse prevention during April, which is nationally recognized as Child Abuse Prevention Month! We've prepared this social media toolkit to help your organization contribute to the online community's dialogue about prevention.

Prevention during the COVID-19 pandemic

With N.C. public schools closed for in-person instruction until mid-May, our most vulnerable children will not have the safety net of school, and parents and caregivers will be increasingly stressed and financially burdened. As a result, the work of child abuse prevention is more important than ever. To protect team members and the entire community, the Mecklenburg Child Abuse Prevention Team will concentrate its prevention efforts through social media. In this toolkit, we've include sample posts that specifically address COVID-19. The team typically "plants" gardens of pinwheels across the county, however, these will now be planted at a later date. A planting timeline will be developed when our community has overcome our current health crisis.

Use our sample social media posts

On the following pages, we've provided sample social media posts that you are welcome to use. We also encourage you to be creative and develop your own social media messages! You might share news articles about child abuse prevention, photos of your staff or information about trainings or events hosted by your organization.

#PassThePinwheel

Post a photo of pinwheels and include a brief explanation of the pinwheel (the symbol of child abuse prevention) and a link to our website, meck4kids.org. Tag or mention three friends or partner organizations to challenge them to also pass the pinwheel to others. Be sure to use the

hashtags #PassThePinwheel and #Meck4Kids. Typically, we ask our partners to share photos of their pinwheel gardens or their colleagues with pinwheels, but since we are delaying our pinwheel planting, we have to adapt. Don't have a pinwheel handy? You can [make your own](#) or use the graphics and videos available in [Prevent Child Abuse North Carolina's social media toolkit](#).

Hashtags

We use hashtags to increase our visibility and promote a community conversation about child abuse prevention, and we encourage your organization to do the same! Use these hashtags:

#PassThePinwheel
#Meck4Kids
#CAPMonth
#BeAConnection

To promote Wear Blue Day, we'll use the hashtag #WearBlueCLT. See below for details.

Wear Blue Day

April 3 is Wear Blue Day across the country! Although many of us are working from home, we're asking our partner organizations to encourage their employees, friends, families and neighbors to wear blue on April 3 and share photos of everyone's blue attire on social media with the #WearBlueCLT hashtag!

Link to resources

We encourage you to share info and resources available on www.meck4kids.org. There are fact sheets, tips in English and Spanish, reports and more.

Photos and graphics

Social media posts receive more

CHILD ABUSE PREVENTION MONTH SOCIAL MEDIA TOOLKIT

#PassThePinwheel
#Meck4Kids

APRIL
2020

views when they are accompanied by images. [Click here](#) to find Prevent Child Abuse North Carolina's social media toolkit, which contains graphics and videos.

Support one another

Please follow the Mecklenburg Child Abuse Prevention Team on [Facebook](#), [Twitter](#) and [Instagram](#) and share the team's social media posts with your followers to help us reach a larger audience. And be sure to follow our partner agencies! Check out the list on page 3.

Thank you for everything you do to protect children in our community!

Everyone can make a difference

You don't have to be a parent to prevent child abuse. We all have a role to play. Pay attention to kids around you, volunteer your time or offer help to a family under stress! Info:

www.meck4kids.org,
#PassThePinwheel #Meck4Kids
#BeAConnection #CAPMonth

We all have a role in protecting children. Check out these resources to learn how you can make a difference:

www.meck4kids.org/resources
#PassThePinwheel #Meck4Kids
#CAPMonth #BeAConnection

Everyone—yes, even you—can make #GreatChildhoods happen. Learn how you can be a positive connection in your community:
www.preventchildabusenc.org.
#CAPMonth #PassThePinwheel
#Meck4Kids

Did you know that, under state law, EVERYONE has an obligation to report suspected child abuse/neglect in NC? Do your part to help kids. It's the law! http://www.ncleg.net/EnactedLegislation/Statutes/HTML/BySection/Chapter_7B/GS_7B-301.html #CAPMonth #PassThePinwheel #Meck4Kids #BeAConnection

An extra five minutes to listen to someone's story could make a world of difference. How will you #BeAConnection this week?
#CAPMonth #PassThePinwheel
#Meck4Kids

Steps that parents can take to protect kids from physical or sexual abuse:
www.meck4kids.org/resources
#CAPMonth #PassThePinwheel
#Meck4Kids #BeAConnection

A simple way to ensure you're prepared to help a child in need? Add 980-31-HELPS (43577) to your phone. That's the @MeckCounty Child Protective Services hotline. Now you're ready to take a stand if you suspect abuse. #CAPMonth #PassThePinwheel #Meck4Kids #BeAConnection

Caring relationships increase a person's ability to thrive despite trauma. Take action. Spend quality time with a child, welcome a new neighbor or help a stressed parent. What's your connection?
#BeAConnection #Meck4Kids
#CAPMonth #PassThePinwheel
Connectionsmatternc.org

Prevention during a pandemic

You can help prevent child abuse even while everyone practices social distancing. Call a parent you know to check in and listen.
#PassThePinwheel
#Meck4Kids #CAPMonth
#BeAConnection

Want to help a family through this difficult time? Get creative. Put on a puppet show outside a nearby family's window!
#PassThePinwheel
#Meck4Kids #CAPMonth
#BeAConnection

Know a family under stress during this difficult time? Create a craft kit and mail it to the kids!
#PassThePinwheel
#Meck4Kids #CAPMonth
#BeAConnection

Everyone can play a role in prevention—even during a pandemic. Offer to pick up groceries for the family next door.
#PassThePinwheel
#Meck4Kids #CAPMonth
#BeAConnection

We may be social distancing, but we can make a difference in the lives of children. Offer to do a virtual story time for a stressed family! #PassThePinwheel #Meck4Kids #CAPMonth #BeAConnection

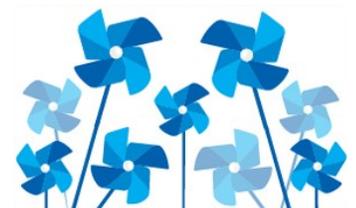
Want to support families in need who may be suffering from financial hardship as a result of COVID-19? Donate to a local food bank. #PassThePinwheel #Meck4Kids #CAPMonth #BeAConnection

Wear Blue Day: April 3, 2020

Raid your closet for everything blue because Friday, April 3 is #WearBlueDay! We're going all out to make #GreatChildhoods happen. Can we count on you to go blue, too? #WearBlueCLT #PassThePinwheel #Meck4Kids #CAPMonth #BeAConnection

Want to show your support for child abuse prevention while you're practicing social distancing? Wear blue on Friday, April 3! Share a photo on social media and tell us why you're taking a stand against child abuse! #WearBlueCLT #WearBlueDay #PassThePinwheel #Meck4Kids #CAPMonth #BeAConnection

Today's the day! Wear your blue with pride, and be a positive connection! Share photos with: #WearBlueCLT! #WearBlueDay #PassThePinwheel #Meck4Kids #CAPMonth #BeAConnection



More information about child abuse prevention

It's Child Abuse Prevention Month! Follow @Meck4Kids & RT to raise awareness about prevention efforts.
www.meck4kids.org #CAPMonth #PassThePinwheel #Meck4Kids #BeAConnection

Research: Mentoring kids improves behavioral, social, and emotional outcomes. Learn how to create #GreatChildhoods by getting involved with kids in your community! #Meck4Kids #PassThePinwheel #CAPMonth #BeAConnection

The Greater Charlotte Hope Line is a resource for parents in crisis. Call 980-771-HOPE(4673) to be connected with trained advocates for parenting support, education and referrals. #PassThePinwheel #Meck4Kids #BeAConnection

April is #CAPMonth, but we have a duty to create #GreatChildhoods all year. Want to get involved? (*Insert way to volunteer with your organization or other way to help protect kids year-round.*) #PassThePinwheel #Meck4Kids #BeAConnection

Do you know the signs of child abuse? Help us protect our children: <https://bit.ly/2QKDgFj> #CAPMonth #PassThePinwheel #Meck4Kids #BeAConnection

Children who experience abuse develop toxic levels of stress, which can damage the brain and lead to behavioral changes and long-term health consequences. Our kids deserve healthy childhoods. Info: www.meck4kids.org/services #CAPMonth #PassThePinwheel #Meck4Kids #BeAConnection

Follow our partners on social media

Alexander Youth Network

Facebook.com/
alexanderyouthnetwork
Twitter: @AlexanderInfo

Arts Empowerment Project

Facebook.com/taepNC
Twitter: @ArtsEmpower
Instagram: theartsempowermentproject

Cardinal Innovations Healthcare

Facebook.com/CardinalIHS
Twitter & Instagram: @CardinalIHS

Charlotte-Mecklenburg District Attorney's Office

Facebook.com/charmckda
Twitter & Instagram: @CharMeckDA

Charlotte-Mecklenburg Schools

Facebook.com/CharMeckSchools
Twitter & Instagram: @CharMeckSchools

Child Care Resources

Facebook.com/ChildCareResourcesInc
Twitter: @CCRINewsfeed
Instagram: ccrigram

Council for Children's Rights

Facebook.com/CFCRights
Twitter: @cfcrights
Instagram: councilforchildrensrights

C.O.S.Kids

Facebook.com/COSKids
Twitter & Instagram: COSKidsMathews

Guardian ad Litem's Office

Facebook.com/MeckGAL
Twitter: @GALCharlotte

Guardian ad Litem Advocacy Foundation

Facebook.com/MeckGALAF
Twitter: @MeckGALA

Jewish Family Services

Facebook.com/JFSCharlotte
Instagram: @jfs_charlotte

Mecklenburg County

Facebook.com/MecklenburgCounty
Twitter: @MeckCounty
Instagram: mecklenburgcounty

Novant Health

Facebook.com/NovantHealth
Twitter & Instagram: @NovantHealth

Pat's Place Child Advocacy Center

Facebook.com/patsplacecac
Twitter & Instagram: @PatsPlaceCAC

Prevent Child Abuse NC

Facebook.com/preventchildabusenc
Twitter: @PCANC
Instagram: preventchildabusenc

Safe Alliance

Facebook.com/safealliance
Twitter & Instagram: @Safe_Alliance

Smart Start of Mecklenburg County

Facebook.com/smartstartmeck
Twitter & Instagram: @SmartStartMeck

Teen Health Connection

Facebook.com/TeenHealthConnection
Twitter: @TeenHealthConne
Instagram: teenhealthconnection



The Relatives

Facebook.com/TheRelativesInc
Twitter: @TheRelativesInc
Instagram: @the_relatives

Thompson Child & Family Focus

Facebook.com/thompsoncff
Twitter & Instagram: @Thompsoncff

YMCA of Greater Charlotte

Facebook.com/YMCAcharlotte
Twitter & Instagram: @YMCACharlotte