

## Social Media



- **What is trending in April:**

- #CAPMonth - *Child Abuse Prevention Month*
- #VACAPMonth - *Virginia Child Abuse Prevention Month*
- #WearBlueVA - *PCAV's Wear Blue Day Campaign*
- #PinwheelsforPrevention – *Pinwheels for Prevention*
- PCAVirginia – *Facebook page for Prevent Child Abuse Virginia*
- @PCAVirginia - *Twitter handle for Prevent Child Abuse Virginia*
- @PCAAmerica - *Twitter handle for Prevent Child Abuse America*

- **What makes a popular post and/or tweet:**



- Photos / Graphics
  - I.e. pictures of your garden, those who planted the garden, employees, and/or pictures of children you serve (if permitted)
- Links
  - Did you have a press release published about your event?
  - Were you mentioned in an online article about the Pinwheels for Prevention campaign?
- Simplicity
  - Keep it simple. Two to three sentences is ideal (even on Facebook).
  - Be direct. Ask your followers to make an action on your page: Like, Share, Comment, RT (retweet)
- Tagging
  - Tag PCAV in your posts and we'll share it with our social networks.

- **A Few Tips:**

- Keep your message reframed. Remember we are celebrating children!
- Try to post your most engaging content in the late afternoon. FB states that its interaction rates are highest between 2pm-5am (non-working hours).
- Most people are deeply concerned about the problem of child abuse and neglect, but they don't have any idea what they can do to make a difference. Use social media to give them specific ideas. Help them understand what they can do. Encourage them to take action. Give them hope that this problem actually has solutions!



- **Examples of Tweets:**

- (Include a photo of pinwheels) Just got our #pinwheels in! Proud to support #CAPMonth and @PCAVirginia.
- CHECK IT OUT! (Short link to article) Featured supporter of the #PinwheelsforPrevention campaign! #VACAPMonth @PCAVirginia
- It's April, which means it is Child Abuse Prevention Month! What are you doing to support children & families? Share your story! #VACAPMonth
- (Your Twitter Handle Here) and @PCAVirginia are promoting healthy families during #CAPMonth. What role are you playing? Tweet & tell us!



- **Examples of Posts:**

- (Your name/business) is proud to celebrate Child Abuse Prevention Month. We are helping communities and families thrive by participating in the Pinwheels for Prevention campaign. (Include picture)
- April is National Child Abuse Prevention Month and we are looking forward to participating and playing a role in keeping children safe.
- Check out our awesome pinwheel garden! (Include picture) You can get involved in Child Abuse Prevention Month too. Find out how at [www.pcav.org](http://www.pcav.org) or call 800-CHILDREN.
- It's April, which means it is Child Abuse Prevention Month! What are you doing to support children & families? Here's what we're doing (enter your activity here).
- The pinwheel symbolizes happiness and hope, which every child deserves. It promotes positive parenting and serves as an endearing symbol to reframe the topic of child abuse by focusing on ways to prevent children from suffering. Virginian's can send a message about the value of children by displaying pinwheels at their home, work and in the community. (Insert picture of pinwheel)



Instagram



- **Instagram/Pinterest:**

- Both of these are especially geared toward photo sharing.
- Instagram is like Twitter for photos, with one major difference: #constantly #use #hashtags! Hashtags are critical for Instagram.
- Pinterest isn't as good for getting messages out, but if you have a really great photo that links back to your website it can be really powerful (and don't worry about hashtags on Pinterest).