

MECKLENBURG CHILD ABUSE PREVENTION TEAM

Once again, child-serving organizations are joining forces as the Mecklenburg Child Abuse Prevention Team to raise awareness during April, which is nationally recognized as Child Abuse Prevention Month! We have prepared this social media toolkit to help your organization contribute to the community dialogue about prevention.

Prevention during the COVID-19 pandemic

Over the last year, families have been isolated, stressed and financially burdened. That means the work of child abuse prevention is more important than ever. As we continue to practice social distancing, the Mecklenburg Child Abuse Prevention Team will primarily use social media to share prevention messaging. In this toolkit, we've included sample posts that specifically address COVID-19.

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 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

Pinwheels are used nationwide as the symbol of child abuse prevention. Post a photo of pinwheels and include a brief explanation of the pinwheel and a link to our website, meck4kids.org. Tag or mention friends or partner organizations to challenge them to also pass the pinwheel to others. Be sure to use the hashtags #PassThePinwheel and #Meck4Kids. Don't have a pinwheel handy? You can [make your own](#) or use the graphics 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 1 is Wear Blue Day across the country! Although many of us are still working from home, we're asking our partner organizations to encourage their employees, friends, families and neighbors to wear blue on April 1 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 resource pages dedicated to [parents](#) and [teachers](#), as well as fact sheets, tips in English and Spanish, reports and [more](#).

Photos and graphics

Add images to your social media posts! You are welcome to use images from the @Meck4Kids social media or graphics from [Prevent Child Abuse North Carolina's social media toolkit](#).

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.

CHILD ABUSE PREVENTION MONTH SOCIAL MEDIA TOOLKIT

#PassThePinwheel
#Meck4Kids

APRIL
2021

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



Wear Blue Day: April 1, 2021

Raid your closet for everything blue because Thursday, April 1 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

What better way to launch Child Abuse Prevention Month than by turning the town blue! Wear blue on Thursday, April 1, share a photo 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! #PassThePinwheel #Meck4Kids

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

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

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

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



[PCANC's graphics](#) include a white space where you can add your organization's logo!

Prevention during a pandemic

While families continue to feel the stressful effects of COVID-19, child abuse prevention is more important than ever. Want to learn how you can make a difference? Check out @Meck4Kids' Prevention During a Pandemic tips: <https://bit.ly/3eVdew6> #Meck4Kids #PassThePinwheel

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

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

Know a family under stress as we continue to take precautions due to COVID? Create a craft kit and mail it to the kids! #PassThePinwheel #Meck4Kids #CAPMonth #BeAConnection

Want to help a family while being COVID-safe? Get creative. Put on a puppet show outside a family's window! #PassThePinwheel #Meck4Kids #CAPMonth #BeAConnection

The last year has been stressful for families. Lend a hand to a family nearby. Offer to pick up groceries or mow the grass. More ideas: <https://bit.ly/3eVdew6> #PassThePinwheel #Meck4Kids #CAPMonth #BeAConnection



Tips for parents

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

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

Parenting is hard, and kids don't come with an instruction manual. Parents need support. Check out @Meck4Kids' parent resources for tips, trainings, family activities and more. www.meck4kids.org/parents #PassThePinwheel #Meck4Kids #CAPMonth

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

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

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/aces
#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/charmecckda
Twitter & Instagram: @CharMeckDA

Charlotte-Mecklenburg Schools

Facebook.com/CharMeckSchools
Twitter & Instagram: @CharMeckSchools

Child Care Resources

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

Congregations for Kids

Facebook.com/CongregationsforKids
Twitter: @cong4kids
Instagram: @congregationsforkids

Council for Children's Rights

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

C.O.S.Kids

Facebook.com/COSKids
Twitter & Instagram: COSKidsMatthews

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/JFSCCharlotte
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: @YMCACCharlotte