



Ohio Children's Trust Fund

Ohio's Prevent Child Abuse America Chapter

#30MinuteHeroes
Social Media Toolkit



Introduction

The Ohio Children's Trust Fund (OCTF) is promoting a statewide #30MinuteHeroes campaign for Child Abuse and Neglect Prevention Month in April. The campaign aims to raise awareness of child abuse and neglect prevention by informing Ohioans that child abuse and neglect occurs in the state approximately every 30 minutes and to urge all Ohioans to take an active role in making their communities a better place for families and children. This Social Media Toolkit provides an overview of the #30MinuteHeroes social media campaign.

In addition to raising awareness for Child Abuse and Neglect Prevention Month, this campaign will raise awareness of the OCTF, which serves as the Ohio chapter of Prevent Child Abuse America.



Ohio Children's Trust Fund
Ohio's Prevent Child Abuse America Chapter

Hashtag

The OCTF will use **#30MinuteHeroes** in social media messages during the month of April, reinforcing the connection with Child Abuse and Neglect Prevention Awareness Month. For collective impact, all local partners are encouraged to do the same. We will also tie our statewide campaign to the national campaign by including **#NCAPM2018**.

Try to send or schedule at least one social media post (Twitter, Facebook, Instagram) using **#30MinuteHeroes** and **#NCAPM2018** every day. Make sure the social media post is relevant to the hashtag. (For example, a tweet about child abuse prevention is relevant, but one about car seat safety is not.) We also encourage you to share your followers' posts from the hashtags to your local accounts.





Twitter

| Sunday, April 1 | Monday, April 2 | Tuesday, April 3 | Wednesday, April 4 | Thursday, April 5 | Friday, April 6 | Saturday, April 7 |
|--|--|--|---|--|--|--|
| <p>April is #NCAPM2018. Learn more from @OhioCTF at next30.org and join the #30MinuteHeroes movement.</p> <p>No April Fools here. Every 30 minutes a child is abused or neglected. Raise awareness and recognize your #30MinuteHeroes.</p> | <p>Tag your #30MinuteHeroes who help prevent child abuse today and all month long. Check out these tips: bit.ly/1vzCQiP</p> <p>You don't have to be a perfect parent to be a hero. Anyone can make a difference for a child #30minutesheroes</p> | <p>Join @OhioCTF and [local agency] in raising awareness about #NCAPM2018 #30MinuteHeroes campaign.</p> <p>Superheroes come in all shapes and sizes. Who is your childhood hero? Comment and tag your #30minuteheroes.</p> | <p>April is #NCAPM2018. Learn more from @OhioCTF at next30.org</p> <p>Will you join @OhioCTF and [local agency] by recognizing your #30MinuteHeroes for #NCAPM2018?</p> | <p>Will you tell the world who your #30MinuteHeroes are this April? [Tag your heroes' Twitter handles]</p> <p>Visit @OhioCTF all month long to join the #30MinuteHeroes #NCAPM2018 campaign.</p> | <p>We are one week into the #30MinuteHeroes Campaign. Thanks [Tag participants' Twitter handles]</p> <p>Remember to follow @OhioCTF and [local agency] and post ways you can help prevent child abuse this #NCAPM2018.</p> | <p>#30MinuteHeroes are people that kids look up to. Take time to be a superhero for Ohio's children!</p> <p>April is #NCAPM2018. Learn more from @OhioCTF at next30.org to join #30MinuteHeroes.</p> |



Twitter

| Sunday, April 8 | Monday, April 9 | Tuesday, April 10 | Wednesday, April 11 | Thursday, April 12 | Friday, April 13 | Saturday, April 14 |
|--|--|---|---|---|---|--|
| <p>Help us spread the word about #NCAPM2018 #30MinuteHeroes and highlight a superhero in your life this week.</p> <p>Want to make a difference in 30 minutes or less? Check out a list of suggestions here: next30.org. #30MinuteHeroes #NCAPM2018</p> | <p>Every 30 minutes a child is abused or neglected in Ohio. Who are the #30minuteheroes that prevent child abuse and neglect [Tag local celebrities' Twitter handles]</p> <p>Take a moment to reflect on ways to pledge your support of simple acts of kindness #30minuteheroes.</p> | <p>Join @OhioCTF and [local agency] in raising awareness about #NCAPM2018 #30minuteheroes.</p> <p>Reminder: Tomorrow is #Ohio Wears Blue Day to promote #NCAPM2018.</p> | <p>April is #NCAPM2018. Learn more from @OhioCTF at next30.org and join the #30minuteheroes movement.</p> <p>Today is #Ohio Wears Blue Day. Wear blue and tell us what you can do as #30minuteheroes to help prevent child abuse and neglect.</p> | <p>It's #NCAPM2018. Do something as #30minuteheroes to help us raise awareness.</p> <p>Visit @OhioCTF all month long to join the #30minuteheroes #NCAPM2018 Campaign.</p> | <p>Be an everyday hero for #Ohio families. Pick your super power: Support. Volunteer. Mentor. Donate. #30minuteheroes</p> <p>Remember to follow @OhioCTF and [local agency] and show your support for #NCAPM2018 #30minuteheroes.</p> | <p>Being a superhero is an everyday job but only takes 30 minutes or less. #30minuteheroes #NCAPM2018</p> <p>As a parent, heroic actions are an everyday responsibility. Share your stories with us by tagging #30minuteheroes</p> |



Twitter

| Sunday, April 15 | Monday, April 16 | Tuesday, April 17 | Wednesday, April 18 | Thursday, April 19 | Friday, April 20 | Saturday, April 21 |
|--|--|--|---|--|---|--|
| <p>Help us spread the word about child abuse and neglect prevention this #NCAPM2018.</p> <p>Want to help prevent child abuse but don't know how? Check out next30.org to learn about #30minuteheroes</p> | <p>All children should be loved. Show your support this #MotivationMonday by motivating a child as #30minuteheroes.</p> <p>It is easier to build up a child than it is to repair an adult. Join the #30minuteheroes campaign for #NCAPM2018.</p> | <p>Join @OhioCTF and [local agency] in raising awareness about child abuse and neglect prevention #30minuteheroes</p> <p>Show @OhioCTF and [local agency] what you can do this #NCAPM2018 to support families.</p> | <p>April is #NCAPM2018. Learn more at next30.org.</p> <p>Do you know someone who makes a difference? Share with the world by tagging the #30minuteheroes who help children.</p> | <p>It's #NCAPM2018. Find a way to make a difference and post it using #30minuteheroes to raise awareness.</p> <p>Every 30 minutes a child is abused or neglected in #Ohio. What can you do as #30minuteheroes?</p> | <p>April is a time to remember to raise #children who won't have to recover from their childhood. Help spread the word #30minuteheroes.</p> <p>Remember to follow @OhioCTF and [local agency] and show your support for #NCAPM2018.</p> | <p>Who are your #30minuteheroes that help to prevent child abuse and neglect?</p> <p>Learn more about child abuse and neglect prevention and teach others about ways to help prevent child abuse #NCAPM2018.</p> |



Twitter

| Sunday, April 22 | Monday, April 23 | Tuesday, April 24 | Wednesday, April 25 | Thursday, April 26 | Friday, April 27 | Saturday, April 28 |
|--|---|---|--|---|--|---|
| <p>#30minuteheroes are someone kids look up to. Tag someone you know and share how they support families this #NCAPM2018.</p> <p>Want to help prevent child abuse but don't know how? Check out our site to join the #30minuteheroes campaign: next30.org.</p> | <p>Good morning, Monday! It's not too late to tell us about the #30minuteheroes making a difference this #NCAPM2018</p> <p>Let's work together to support Ohio's kids and end child abuse. Be a role model for children #30minuteheroes</p> | <p>Join @OhioCTF and [local agency] in raising awareness about #NCAPM2018.</p> <p>Retweet to show our state: Every 30 minutes a child is abuse or neglected in Ohio. Be a hero! #30minuteheroes</p> | <p>April is #NCAPM2018. Learn more from @OhioCTF at next30.org.</p> <p>Are you looking for a way to change the world? Tell us about the #30minuteheroes making a difference in your community.</p> | <p>It's #NCAPM2018. Find a way to prevent child abuse and neglect as #30minuteheroes.</p> <p>Visit @OhioCTF all month long to join the #30minuteheroes child abuse and neglect prevention campaign.</p> | <p>It's #FriYay and @OhioCTF is winding down its #30minuteheroes campaign. Thank you [tag followers who joined the campaign].</p> <p>#fbf [tag followers] took the pledge as #30minuteheroes – what's your superpower?</p> | <p>Will you join @OhioCTF and [local agency] as #30minuteheroes for #NCAPM2018?</p> <p>Don't act alone! Grab your #friends and make a difference to prevent child abuse and neglect as #30minutesheroes</p> |



Twitter

| Sunday, April 29 | Monday, April 30 |
|--|---|
| <p>Not all heroes wear capes. Be aware of abuse and neglect in your community #30minuteheroes</p> <p>What are the ways you are a hero in a child's life? Share your story with #30minuteheroes</p> | <p>Today is the last day of the #30MinuteHeroes campaign. Follow us @OhioCTF to see how you can help prevent child abuse and neglect all year long.</p> <p>Making a difference starts with you! Thank you for your support of #30minuteheroes this #NCAPM2018</p> |



Twitter

Other Suggested Daily Tweets

Today starts #NCAPM2018. Follow @OhioCTF to learn 30 things you can do to be #30MinuteHeroes for children over the next 30 days.

#30MinuteHeroes Day 1: Get involved! Giving 30 minutes of your time to mentor a child might change that child's life.

#30MinuteHeroes Day 2: Make a meal for a family in need.

#30MinuteHeroes Day 3: Respect children. Treat them the same way you want to be treated.

#30MinuteHeroes Day 4: Stay alert. Learn the signs of abuse.

#30MinuteHeroes Day 5: Volunteer at a local child abuse prevention program! For a list of programs in your area contact @OhioCTF and [@local agency].

#30MinuteHeroes Day 6: Teach children their rights. Children need to know that they are special, loved, and capable of following their dreams.

#30MinuteHeroes Day 7: Educate yourself and others about child abuse and how it can be prevented.

#30MinuteHeroes Day 8: Offer support to a new mother and tell her she's doing a great job.

#30MinuteHeroes Day 9: Start a neighborhood carpool to support families with busy lives.

#30MinuteHeroes Day 10: Speak kind words in public when a family appears to be struggling. Negative facial expressions, body language, and words matter and can escalate the situation.

#30MinuteHeroes Day 11: Be present. Continue to be present in the lives of your family, friends, and community members so they know they can count on you for support.



Twitter

Other Suggested Daily Tweets (continued)

#30MinuteHeroes Day 12: Make your home a violence-free zone. Turn off violent TV shows and don't let kids stay under the same roof with an abusive adult.

#30MinuteHeroes Day 13: Offer kind and encouraging words to parents with young children.

#30MinuteHeroes Day 14: Talk to parents, exchange coping mechanisms, and allow them to vent. Sometimes one conversation is enough to help someone.

#30MinuteHeroes Day 15: Provide thoughtful and encouraging words to a child. A child should always know their worth.

#30MinuteHeroes Day 16: Involve a parent who seems isolated or stressed in a conversation or make plans with them.

#30MinuteHeroes Day 17: Form a parent group in your #community - maybe a book club or cooking group to help provide support for parents who may need it.

#30MinuteHeroes Day 18: Work with local #community leaders to promote afterschool programs and extracurricular activities.

#30MinuteHeroes Day 19: Be considerate. You never know what struggles a person has. With a little support, you may brighten their day as well as those around them.

#30MinuteHeroes Day 20: Help yourself. When the big and little problems pile up, take a time out. Don't take it out on your child.

#30MinuteHeroes Day 21: Promote programs in school. Teaching #children, parents and teachers prevention strategies can help keep children safe.



Twitter

Other Suggested Daily Tweets (continued)

#30MinuteHeroes Day 22: Be a nurturing parent. #Children need to know that they are special, loved and capable of following their dreams.

#30MinuteHeroes Day 23: Be a role model for other parents. Model the appropriate behavior to have positive interactions with your child to help others learn best parenting practices.

#130MinuteHeroes Day 24: Praise your child, especially if they are not in a cooperative phase. Try to catch them being good. Kids repeat behaviors that get attention.

#30MinuteHeroes Day 25: Remove smart phones and devices to allow for at least 30 minutes of uninterrupted play time with your child.

#30MinuteHeroes Day 26: Arrange play dates with a neighbor's child or school friend to provide some respite time for a parent in need.

#30MinuteHeroes Day 27: Send a note. By providing a kind and thoughtful message to a family in need, you are building social connections to help support that family.

#30MinuteHeroes Day 28: Provide a list of resources. Suggest a parenting support group or helpful phone numbers and contacts so families know who to reach out to.

#30MinuteHeroes Day 29: Become a foster parent or find ways to support foster parents in your community.

#30MinuteHeroes Day 30: Ask and offer. No matter what you do, ask what parents might need and continue to keep offering help. If they turn you down one time, they might accept your help the next time.



Twitter

Other Suggested Tweets

The next time your child makes you angry, #stop, #breathe and #think. Remember, your child learns by watching you.

Kids are always watching and imitating, so #beapositiverolemodel

#Childabuse isn't always physical. #Verbalabuse can be just as damaging. #SpreadtheWord

If you suspect child abuse or neglect, call 1-(855) OH-CHILD. Don't overlook suspected #childabuse; #reportit.

Protecting kids is everyone's job. Call 1-(855) OH-CHILD if you suspect #childabuse or #neglect.

Adults are responsible for the #safety of #children. #30MinuteHeroes #childabuse #prevention

#FamilyActivity tonight: game night! Play a #boardgame and take a #familyphoto.

It's a beautiful day to take the kids for a #walkatthepark and post a #familyphoto.

Language is powerful. The next time you're about to speak to a child, pause and think about what you are saying. #30MinuteHeroes

Donate to @OhioCTF at 1.usa.gov/1850GvY child abuse prevention #30MinuteHeroes



Facebook

Facebook is a great resource to post pictures, graphics and articles surrounding Child Abuse and Neglect Prevention Awareness Month and the #30MinuteHeroes campaign. Use the suggested posts below and make sure you tag the Ohio Children's Trust Fund and your local organization.

Suggested Facebook Posts

Tell us: How are YOU participating in the Ohio Children's Trust Fund #30MinuteHeroes campaign? Share a story of someone you know who is an everyday hero to children and families to prevent child abuse and neglect.

Join the statewide #30MinuteHeroes movement and help raise awareness of child abuse and neglect prevention. Visit next30.org to find material to use in your community.

The #30MinuteHeroes movement lasts all month long. Anyone, anywhere, can participate. "Like" Ohio Children's Trust Fund on Facebook to hear updates throughout April and all year long.

Want to know what you can do to prevent child abuse this #NCAPM2018? Check it out here: <http://1.usa.gov/1oDhe6G>

Graphics

The OCTF ads, billboards and PSA's will be shared throughout the month. OCTF asks that all local partners share the OCTF posts.

The OCTF owns all rights to the material posted on their website. We welcome and encourage anyone to use these materials – but these materials cannot be modified without permission from the OCTF.

If you would like additional sizes or formats of any #30MinuteHeroes materials located on the next30.org website, please email octf@octf.ohio.gov to make this request. OCTF cannot guarantee that they will be able to accommodate your request.



Instagram

Instagram is a great resource to share images and short videos to connect with your followers. To maximize impact, include links to your organization's Twitter and Facebook pages in your Instagram posts.

Tips

Many of the tweets on pages 4 through 12 can be shared on Instagram with #30MinuteHeroes.

Followers should be encouraged to post about the #30MinuteHeroes in their lives on Instagram as well as Twitter and Facebook.

Try to provide pictures from people in different environments, like work, the park, at home, etc.

Track the different ideas on Instagram highlighting the #30MinuteHeroes who help prevent child abuse.

Tag the @OhioCTF handle and #30MinuteHeroes on all social media sites and link each site to your webpage and next30.org.

Build a base of followers by following active partner organizations and other influencers who do similar work. Engage these users to participate in the #30MinuteHeroes campaign by tagging them in your post.

“Regram” your favorite #30MinuteHeroes photo and make sure you tag the original Instagram user who posted it.



Ohio Children's Trust Fund
Ohio's Prevent Child Abuse America Chapter

Sample Press Release

FOR IMMEDIATE RELEASE

April **XX**, 2018

Contact:

Phone:

Email:

City/Local Agency Recognizes #30MinuteHeroes for Child Abuse and Neglect Prevention Month

CITY, OHIO – April is Child Abuse and Neglect Prevention Month, and **[Insert Local Agency Name]** encourages all residents of **[Insert county/city name]** to join the Ohio Children's Trust Fund's #30MinuteHeroes campaign to recognize everyday heroes who make our community a safe place for families and children.

"More than 18,000 reports of child abuse and/or neglect were recorded in Ohio last year, equating to about one report every 30 minutes," said Kristen Rost, executive director of the Ohio Children's Trust Fund. "Thirty minutes or less is also the time it takes to step up and be an everyday hero for families in need, whether by volunteering, advocating or simply providing support to a friend, family member or neighbor. All of us can be #30minuteheroes."

[Insert activities planned in honor of Child Abuse and Neglect Prevention Month.]

[Insert Director Quote]

For more information about child abuse prevention programs and activities in your community, visit next30.org. To report suspected child abuse or neglect 24/7 in Ohio, call 1-855-OH-CHILD (855-642-4453). The number is toll-free, and reports can be made anonymously.



Sample Resolution

Ohio Child Abuse and Neglect Prevention Month 2018
A Resolution from [Insert Name Here]

WHEREAS, childhood is a formative time, and abuse and neglect have devastating long-term effects on young lives that transcend into adulthood; and

WHEREAS, last year more than 18,000 reports of child abuse and/or neglect were recorded in Ohio, equating to approximately one report every 30 minutes; and

WHEREAS, Ohio recognizes the heroes in parents, family members, educators, public officials and faith-based organizations who share the responsibility to protect our youth and to ensure that children are safe and can grow up without fear of abuse and neglect to realize their full potential; and

WHEREAS, Ohio now calls on all Ohioans to be Everyday Heroes in preventing child abuse and neglect through simple acts, such as mentoring a child, providing a meal to a family in need, or holding a crying baby; and

WHEREAS, the Ohio Children's Trust Fund's #30MinuteHeroes awareness campaign encourages Ohioans to recognize others who are Everyday Heroes, who make positive differences in the lives of our children, creating a brighter future for our state; and

WHEREAS, Ohio is committed to raising children in a secure and loving environment where they can thrive, develop character, and learn to be responsible citizens with the help of all Ohioans; and

NOW, THEREFORE, I, [Insert Name Here], do hereby designate April 2018 as

OHIO CHILD ABUSE AND NEGLECT PREVENTION MONTH



Ohio Children's Trust Fund
Ohio's Prevent Child Abuse America Chapter

Connect with us on Social Media

Hashtag: #30MinuteHeroes

Facebook: [facebook.com/OhioChildrensTrustFund](https://www.facebook.com/OhioChildrensTrustFund)

Twitter: [@OhioCTF](https://twitter.com/OhioCTF)

Instagram: [@OhioCTF](https://www.instagram.com/OhioCTF)

Pinterest: [pinterest.com/OhioJFS/april-is-child-abuse-and-neglect-prevention-month](https://www.pinterest.com/OhioJFS/april-is-child-abuse-and-neglect-prevention-month)

Website: [next30.org](https://www.next30.org)

YouTube: <https://www.youtube.com/channel/UCmQOwdOHGfnH-1PrLTnvX3A>

Questions? Contact us at octf@octf.ohio.gov