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# *WITHIN OUR ReACH*: A NATIONAL STRATEGY TO ELIMINATE CHILD ABUSE AND NEGLECT FATALITIES

# Social MEDIA toolKIT

# RECOMMENDED Social Media POSTS

**Thursday, March 17 at 8am EDT –** *includes**data focused options and editorial options*

UPLOAD:

If on Twitter: Upload Image A – [**DOWNLOAD HERE**](https://wearerally.box.com/shared/static/l1pe7c7cidov0pdlr750txjv3w97t097.jpg)

If on Facebook: Upload Image B – [**DOWNLOAD HERE**](https://wearerally.app.box.com/shared/static/pal8jwkjvxth335tv5ypv8auwqtt2tj4.png)

1. Together, we can end child maltreatment fatalities. Read the report and #protectourkids: <http://bit.ly/CECANF>
2. Each year an estimated 1,500-3,000 children die from abuse and neglect. This is preventable. <http://bit.ly/CECANF>
3. Public health and child safety agencies can ensure that the most vulnerable children are seen and supported. <http://bit.ly/CECANF>
4. Child maltreatment fatalities damage communities and our nation. Let's take action. READ: <http://bit.ly/CECANF>
5. We must prioritize innovative solutions to prevent child abuse, not just react to it. READ: <http://bit.ly/CECANF>

# ACCOMPANYING Image ASsets

1. ** B.**

A. Twitter

**DOWNLOAD:** [**CLICK HERE**](https://wearerally.box.com/shared/static/l1pe7c7cidov0pdlr750txjv3w97t097.jpg)

**Image Description:** Headline includes the Commission to Eliminate Child Abuse and Neglect Fatalities logo. The copy reads “Together, we can end child maltreatment fatalities,” in white font against a light blue background. Image includes copy that says “read the report,” referring to a link reading bit.ly/CECANF. There is a hashtag that reads #stopchildmaltreatment. In the background are faded images of smiling children.

B. Facebook

**DOWNLOAD:** [**CLICK HERE**](https://wearerally.box.com/shared/static/pal8jwkjvxth335tv5ypv8auwqtt2tj4.png)

**Image Description:** On the left side is a picture of two smiling children. To the right of them, the copy reads “Together, we can put an end to child maltreatment fatalities,” in blue font against a white background. In the bottom right corner, it reads “learn more: bit.ly/CECANF,” above the Commission to Eliminate Child Abuse and Neglect Fatalities logo.