

Thank you for helping us promote Ontario Dress Purple Day and the community that cares for kids through social media!

SAMPLE FACEBOOK POSTS

PRE-OCTOBER 24

- **We're joining the Ontario Dress Purple Day campaign!**
On October 24 [name of organization] will be speaking up for every child and youth's right to safety and well-being in all areas of their lives by dressing purple. Please join the Ontario Dress Purple Day campaign too so the community that cares for kids can make its voice heard loud and clear this year. Learn more here <http://www.oacas.org/dresspurpleday>
- **On October 24 we remind ourselves of the reasons why adults and community organizations need to step in and help vulnerable children and youth**
On Ontario Dress Purple Day, [name of organization] will speak up for every child and youth's right to safety and well-being in all spaces. Adults need to step in and help kids who are dealing with neglect, physical and sexual abuse, gender-based violence, dating violence, and emotional abuse, including racism, intolerance, prejudice, and discrimination. This right applies everywhere - at home and also in the community. Learn more about how you can support the campaign at <http://www.oacas.org/dresspurpleday/>
- **Ontario Dress Purple Day and answering the call for help**
On Ontario Dress Purple Day Children's Aid Societies partner with boards of education, schools, and child care centres to raise awareness about the important role adults and community organizations play in supporting vulnerable children, youth, and families. Read and share Tom's story about the difficulties he faced getting help, and how a friend and guidance counsellor finally stepped in and helped transform his life <http://www.oacas.org/calling-for-help/>

ON OCTOBER 24

- On October 24, Ontario Dress Purple Day [name of organization] speaks up for every child and youth's right to safety and well-being in all spaces. [I/we] support the community that cares for kids by [statement of contribution]



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SAMPLE TWEETS

PRE-OCTOBER 24

- On October 24 [name of organization] will join CASs and dress purple to speak up for every child and youth's right to safety and well-being in all areas of their lives. Join us! Learn more here <http://www.oacas.org/dresspurpleday> #IBREAKthesilence
- Our [school/child care centre] will join the #IBREAKthesilence dress purple campaign so that students can learn about safety and well-being in all areas of their lives and the community that cares for kids. Please join us <http://www.oacas.org/dresspurpleday> #IBREAKthesilence
- Speak up for kids on October 24. Reasons children and youth need an adult's help include neglect, physical, sexual, and emotional abuse, including racism, intolerance, and prejudice. Learn about why Tom needed help here <http://www.oacas.org/calling-for-help/> #IBREAKthesilence

ON OCTOBER 24

- Dressing purple today to #IBREAKthesilence about every child and youth's right to safety and well-being. [Name of organization] is part of the community that cares for kids because we [organization's statement of mission]

