

# Thank you for helping us promote Dress Purple Day on social media!

**Please modify these sample social media messages as needed, depending on whether you are promoting the campaign from an organizational or individual perspective.**

## SAMPLE FACEBOOK POSTS

### #IDressPurpleBecause Video Messages

*Use these messages to promote your video sharing why and how you support the vulnerable families in your community.*

#### **We will dress purple on October 27 to show support for Ontario families. Will you?**

[organization name] is joining this year's Dress Purple Day campaign to raise awareness that we all have a role to play in supporting the children, youth, and families in our community who are facing challenges. Our Executive Director [or other relevant title] is sharing why they're dressing purple on October 27. Watch it [video link] and learn more about the campaign [www.oacas.org/dresspurpleday/](http://www.oacas.org/dresspurpleday/)

#### **We all have a role to play in supporting vulnerable children, youth, and families in Ontario.**

On October 27, [organization name] will be dressing purple to show our support for the children, youth, and families in our community facing challenges. Find out why we dress purple [video link] and join the Dress Purple Day campaign to show your friends, family, neighbours and community that you are available to help. Learn more [www.oacas.org/dresspurpleday/](http://www.oacas.org/dresspurpleday/)

#### **I'm joining the 2020 Dress Purple Day campaign! Are you?**

On October 27 I will be wearing purple to show my support for the vulnerable children, youth, and families in my community. Find out why I dress purple here [video link] and join me on Dress Purple Day to make sure your friends, family, neighbours and community know that you are available to help. Learn more: [www.oacas.org/dresspurpleday/](http://www.oacas.org/dresspurpleday/)

#### **This Dress Purple Day we remind families that help is available and no one is alone.**

Dress Purple Day is an opportunity to make sure families, especially those facing additional hardships during COVID-19, know that there are resources and services available to help them. On October 27, we will dress purple to remind them we are one of the places families can turn to for help. Find out more about our participation [video link] and the campaign [www.oacas.org/dresspurpleday/](http://www.oacas.org/dresspurpleday/)



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## General Dress Purple Day Messages

### PRE-OCTOBER 27

#### **We're joining the 2020 Dress Purple Day campaign! Will you?**

On October 27, [organization name] will be dressing purple to show our support for the children, youth, and families in our community facing challenges. Join the Dress Purple Day campaign to show your friends, loved ones, and neighbours that you are here to help. Learn more: [www.oacas.org/dresspurpleday](http://www.oacas.org/dresspurpleday)

#### **We all have a role to play in supporting vulnerable children, youth, and families in Ontario.**

On October 27, [organization name] will dress purple to show our support for the vulnerable children, youth, and families in our community. Join the Dress Purple Day campaign to make sure your friends, family, neighbours, and community know that you are here to help, and no one is alone. Learn more: [www.oacas.org/dresspurpleday/](http://www.oacas.org/dresspurpleday/)

#### **On October 27 we remind ourselves why individuals and community organizations need to step in and help vulnerable children and youth**

On 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 in the community. Learn more about how you can support the campaign at [www.oacas.org/dresspurpleday/](http://www.oacas.org/dresspurpleday/).

#### **Dress Purple Day and answering the call for help**

On 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: [www.oacas.org/calling-for-help/](http://www.oacas.org/calling-for-help/)

### ON OCTOBER 27

#### **Today is Dress Purple Day! We're wearing purple to make sure families in our community know we are here to help.**

On October 27, Dress Purple Day [name of organization] supports the message that we all have a role to play in supporting children, youth, and families facing challenges. [I/we] support the community that cares for kids by [statement of contribution]

#### **On Dress Purple Day we remind families that help is available and no one is alone.**

Today, on Dress Purple Day, we make sure families, especially those facing additional hardships during COVID-19, know that there are resources and services available to help them. [We/organization name] dress purple to remind them we are one of those places families can turn to for help. Find out more about the campaign here:



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## SAMPLE TWEETS/INSTAGRAM POSTS

### #IDressPurpleBecause Video Messages

*Use these messages to promote your video sharing why and how you support the vulnerable families in your community.*

- On #DressPurpleDay2020, Ontario's Children's Aid Societies raise awareness about the role that individuals and communities play in supporting vulnerable children, youth, and families. Today I'm sharing why I dress purple. [video link] Join me Oct 27! #IDressPurpleBecause
- #DressPurpleDay2020 is a chance for [organization name] to show our support for the vulnerable children, youth, and families in Ontario. On October 27, we will dress purple. Here's why: [video link] #IDressPurpleBecause
- At [organization name], our mission is to support vulnerable children, youth, and families in our community. That's why we will dress purple on October 27 for #DressPurpleDay2020. Find out more [video link] and join us! #IDressPurpleBecause
- I'm here to help the children, youth, and families facing challenges in my community. That's why I dress purple on October 27 for #DressPurpleDay2020. Find out more: [video link] and join me! #IDressPurpleBecause
- I'm showing up for the vulnerable children, youth, and families on October 27 by dressing purple and letting them know I'm here to help and they are not alone. Find out more [video] and join me for #DressPurpleDay2020. #IDressPurpleBecause

### General Dress Purple Day Messages

#### PRE-OCTOBER 27

- On #DressPurpleDay2020, Ontario Children's Aid Societies raise awareness about the role that individuals and communities play in supporting vulnerable children, youth, and families. Please join us [www.oacas.org/dresspurpleday](http://www.oacas.org/dresspurpleday) #IDressPurpleBecause
- #DressPurpleDay2020 is a chance for [organization name] to show our support for the vulnerable children, youth, and families in Ontario. On October 27, we will dress purple. Will you? #IDressPurpleBecause [www.oacas.org/dresspurpleday](http://www.oacas.org/dresspurpleday)
- I'm showing up for the vulnerable children, youth, and families on October 27 by dressing purple and letting them know I'm here to help and they are not alone. Join me! Learn more [www.oacas.org/dresspurpleday](http://www.oacas.org/dresspurpleday) #IDressPurpleBecause #DressPurpleDay2020



Ontario Association of  
Children's Aid Societies

[oacas.org/dresspurpleday](http://oacas.org/dresspurpleday) #IDressPurpleBecause

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## ON OCTOBER 27

- On #DressPurpleDay2020, Ontario's Children's Aid Societies raise awareness about the role that individuals and communities play in supporting vulnerable children, youth, and families. Today I'm dressing purple. Are you? #IDressPurpleBecause [www.oacas.org/dresspurpleday](http://www.oacas.org/dresspurpleday)
- Today is #DressPurpleDay2020! [I'm/we're] wearing purple to raise awareness about the role that individuals and communities play in supporting vulnerable children, youth, and families. Why do you dress purple? #IDressPurpleBecause [www.oacas.org/dresspurpleday](http://www.oacas.org/dresspurpleday)

