

*White Balloon Day 2016*

Social Media Messaging Guide



An initiative supported by The Federal Government's Department of Social Services

Thank you for supporting the 20<sup>th</sup> annual White Balloon Day and joining Bravehearts in our Mission to prevent child sexual assault in Australia.

Adding your voice to this very important issue helps to break the silence around this crime and clearly demonstrates to Australians that protecting kids is EVERYONE'S business.

### **How to use this kit**

You can use this kit to help you formulate your social media posts about the campaign and the cause.

### **In this kit**

In this kit you will find;

- FAQs about White Balloon Day and Bravehearts
- Key messages;
- Wording for social media posts;
- Starting a 'Take the Challenge' chain reaction;
- Campaign hashtags;
- White Balloon Day digital assets.

## FAQs about White Balloon Day and Bravehearts

### Q What is White Balloon Day?

A White Balloon Day (Friday, September 9) is Bravehearts' signature awareness campaign to encourage communities from all over Australia to work together to BREAK THE SILENCE around child sexual assault.

Held during Child Protection Week (Sept 4-10), White Balloon Day brings together individuals, schools, governments, police, survivors, celebrity ambassadors, corporates, businesses and organisations to tackle the challenge of preventing this crime in Australia.

### Q Who is Bravehearts?

A Bravehearts is Australia's leading child protection advocate, with the Mission of preventing child sexual assault in our society. Bravehearts EDUCATES, EMPOWERS and PROTECTS Australian children by way of nationally recognised school and early-learning programs, training, specialist counselling services, research and lobbying.

Bravehearts' ultimate Vision is to make Australia the safest place in the world to raise a child.

### Q What will Bravehearts do with the funds raised for White Balloon Day?

Funds raised go towards helping Bravehearts create child-safe communities via education and training programs and specialist counselling services for children affected by child sexual assault.

## Key messages of the White Balloon Day 2016 campaign

Preventing child sexual assault is the **biggest child protection challenge** we are facing in Australia today.

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**Take the challenge** and help Bravehearts protect Aussie kids.

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All Australians must **work together** to **protect kids** from the crime of sexual assault.

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Protecting Aussie kids is **everyone's business**.

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Every **two hours** in Australia, **a child is sexually harmed** in some way. It could be a child in your life, or someone you know. **It does not discriminate**.

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Educating children about **personal safety** is key to prevention. Bravehearts needs all Australians to help **educate, empower and protect our kids**.

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White Balloon Day helps to **break the silence** around child sexual assault by supporting victims and their families, helping them to reach out and speak out.

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Bravehearts is celebrating **20 years** of White Balloon Day.

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## Wording for social media posts

Following is suggested wording for your social media posts.

These suggested posts have been written to reflect the key messaging of the White Balloon Day 2016 campaign (see previous section).

Please help us increase exposure of the campaign by adding the White Balloon Day website link to all your posts:

[www.whiteballoonday.com.au](http://www.whiteballoonday.com.au)

[I'm / We're] supporting Bravehearts' 20<sup>th</sup> annual White Balloon Day to help protect Aussie kids from sexual assault. Take Australia's Biggest Child Protection Challenge and register now for White Balloon Day 2016 [www.whiteballoonday.com.au](http://www.whiteballoonday.com.au)  
#takethechallenge #whiteballoonday #protectkids #bravehearts #breakthesilence  
#challengeaccepted

Join [me / us] in making our community safer for kids by taking Australia's Biggest Child Protection Challenge this White Balloon Day, September 9. Register today at [www.whiteballoonday.com.au](http://www.whiteballoonday.com.au) #takethechallenge #whiteballoonday #protectkids

[I'm / We're] helping child protection organisation Bravehearts to educate, empower and protect Aussie kids from child sexual assault by supporting the 20<sup>th</sup> Annual White Balloon Day on September 9. Join [me / us] and get involved today.  
[www.whiteballoonday.com.au](http://www.whiteballoonday.com.au) #takethechallenge #whiteballoonday

Register for White Balloon Day and help Bravehearts, Australia's leading child protection advocate, to raise much needed funds and awareness to help prevent child sexual assault in our society. [www.whiteballoonday.com.au](http://www.whiteballoonday.com.au) #takethechallenge #whiteballoonday #protectkids #bravehearts

Help Bravehearts raise important funds to go towards creating child safe communities via preventative education and training programs as well as specialist support for kids and their families affected by child sexual assault. Register for White Balloon Day today!  
[www.whiteballoonday.com.au](http://www.whiteballoonday.com.au) #takethechallenge #whiteballoonday #protectkids #bravehearts

1 in 5 Australian children will be sexually harmed in some way before their 18<sup>th</sup> birthday. Please help Bravehearts in their Mission to prevent this crime by getting involved in this

year's White Balloon Day. [www.whiteballoonday.com.au](http://www.whiteballoonday.com.au) #takethechallenge  
#whiteballoonday #protectkids #bravehearts

Let's break the silence around child sexual assault and protect Aussie kids. Register today for White Balloon Day. [www.whiteballoonday.com.au](http://www.whiteballoonday.com.au) #takethechallenge  
#whiteballoonday #protectkids #breakthesilence

Every 2 hours a child in Australia is sexually harmed in some way. [I / we] are taking a stand against this crime and supporting Bravehearts' White Balloon Day on September 9. Join [me / us] in protecting Aussie kids. [www.whiteballoonday.com.au](http://www.whiteballoonday.com.au)  
#takethechallenge #whiteballoonday #protectkids #bravehearts #breakthesilence  
#challengeaccepted

## Starting a 'Take the Challenge' chain reaction

As part of the social media campaign for White Balloon Day, we are kindly asking our ambassadors, sponsors and supporters to generate a 'chain reaction' in regards to 'The Challenge'.

You can start your own chain reaction among your followers by taking these simple steps:

1. **Write a post** saying you have accepted Australia's Biggest Child Protection Challenge for White Balloon Day (see previous section for suggested wording for posts) and add a photo of you holding a white balloon with the hashtag #ChallengeAccepted written on it in permanent marker.
2. **Tag a friend** in the post, followed by the hashtag #TakeTheChallenge – ie “*@Username #TakeTheChallenge too and help protect Aussie kids.*”
3. Your friend **accepts the challenge**, then **challenges someone else** and so forth.

## Campaign hashtags

Here are the hashtags we are using for White Balloon Day related posts:

**#whiteballoonday**

**#takethechallenge**

**#challengeaccepted**

**#Bravehearts**

**#protectkids**

**#breakthesilence**

## Social media assets

We have created a suite of useful campaign assets that you can download and share on your own social media platforms. Here is the link to these downloads and much more on the White Balloon Day website: <http://whiteballoonday.com.au/useful-downloads/>





On behalf of the children of Australia, Bravehearts  
thanks YOU.

