Social Media Messaging Guide 2017
Thank you for supporting the 21st 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 on this crime and clearly demonstrates to your community that there is nothing more important than protecting kids.

How to use this guide
You can use this guide to help you write social media posts about the campaign and why you are supporting the cause.

In this guide
In this guide you will find:
• FAQs about White Balloon Day and Bravehearts
• Key campaign messages
• Campaign hashtags
• #WhoRUProtecting? - social media campaign
• #chalkitup – National Chalk Art Project
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• White Balloon Day digital assets
FAQs about White Balloon Day and Bravehearts

Q  What is White Balloon Day?

A  White Balloon Day is Bravehearts’ signature awareness campaign that encourages people from all over Australia to work together to prevent child sexual assault.

Held on September 8 during National Child Protection Week (Sept 3 -10), White Balloon Day brings together individuals, schools, governments, police, celebrity ambassadors, corporates, businesses and organisations to help protect kids.

The White Balloon was adopted by Bravehearts as symbolic of the crime of child sexual assault following a public demonstration in Belgium in 1996. 300,000 people gathered with white balloons in solidarity for the child victims of a previously convicted and released paedophile, Marc Dutroux. Bravehearts continued the tradition in Australia the same year and has done so every year since.

Bravehearts’ White Balloon Day has changed the face of child protection in Australia. In 1999, Senior Police labelled White Balloon Day a ‘phenomenon’ when it was revealed that the campaign resulted in a staggering 514% increase in disclosures of child sexual assault to Queensland Police Headquarters.

Q  Who is Bravehearts?

A  Founded in 1996, by Hetty Johnston AM, Bravehearts is Australia’s leading child protection advocate.

Our Mission is to prevent child sexual assault in our society.

Our Vision is to make Australia the safest place in the world to raise a child.

Our Guiding Principles are to at all times, tenaciously pursue our Mission without fear, favour or compromise and to continually ensure that the best interests, human rights and protection of the child are placed before all other considerations.

Our Guiding Values are to all times, do all things to serve our Mission with uncompromising integrity, respect, energy and empathy ensuring fairness, justice, and hope for all children and those who protect them.

Bravehearts EDUCATES, EMPOWERS and PROTECTS Australian children via nationally recognised school and early-learning prevention programs, child protection training, specialist counselling services, research, lobbying, expert advice and support and case management services.

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

A  Funds raised go towards helping Bravehearts create child-safe communities via education and training programs, specialist counselling services for children and adults affected by child sexual assault, as well as helping fund Bravehearts’ essential preventative research, lobbying, support line and case management services.
Key messages of the White Balloon Day 2017 campaign

By taking part in White Balloon Day you are actively helping to protect your own kids, your friends’ kids and all kids throughout Australia.

- White Balloon Day is all about protecting not just the children in our own lives, but all children in Australia. With an estimated 1 in 5 children and young people each year sexually harmed in Australia, preventing this crime is something we can only achieve if we work TOGETHER.

Educating children about personal safety is key to preventing child sexual assault.

- School-based personal safety programs play a vital role in preventing child sexual assault, equipping children and young people with the knowledge and skills they need to identify unsafe or risky situations, and helping them understand that their body is their own.

- Bravehearts’ Ditto’s Keep Safe Adventure (DKSA) is a school-based child sexual assault prevention program for children aged 4 to 8. The program aims to teach children about personal safety in an engaging and non-confrontational manner, using language and concepts that children, teachers and parents are comfortable with.

- Bravehearts’ personal safety education program CyberEcho is designed to teach children aged 9 to 12 about keeping safe online. The slogan, ‘What you share will always be there’ underpins the program. CyberEcho aims to raise awareness of online safety issues as well as building and reinforcing skills, attitudes and behaviours for positive online interaction and creating a positive digital footprint.

- ProjectYou! is Bravehearts’ professionally facilitated program for high school students, addressing personal safety and respectful relationships issues for young people.

A child in your life could be affected by this crime.

- The number of children sexually assaulted each year in Australia is staggering. Research indicates that approximately one in five children will be sexually harmed in some way before they reach the age of 18 years.

Breaking the silence helps in the prevention of child sexual assault.

- Perpetrators of child sexual assault use a process of grooming that involves manipulating the child or young person into secrecy and silence. White Balloon Day breaks the silence by encouraging survivors to speak out about their experiences and exposing the perpetrators.

- As a society, we must talk about how we can prevent the crime of child sexual assault, and create an environment that encourages survivors to disclose. Silence aids offenders; breaking the silence aids prevention.

“We must accept that we will never know who the child sexual predators are until the victims tell us, and that the victims will never tell us until we provide an environment that encourages and help them to do so.” ~ Hetty Johnston AM
Campaign hashtags
Here are the hashtags we are using for White Balloon Day related posts:

#WBD2017  #Bravehearts  #chalkitup
#protectkids  #whoRUprotecting?  #breakthesilence

#chalkitup - White Balloon Day chalk art project
Bravehearts is coordinating a national chalk art project in the hope of inspiring people nationwide to break the silence on child sexual assault and protect kids this White Balloon Day.

To be a part of the project, all you need to do is draw white chalk balloons on your driveway (or another area where you have space), photograph your work and post to social media accompanied by the hashtags #chalkitup #whiteballoonday.

Create a chalk art mural to officially submit as part of our chalk art project, which will go in the running to win a Bravehearts education prize pack and be featured across Bravehearts’ social media channels. See the White Balloon Day website on how to enter.
#whoRUprotecting? – social media campaign

As part of the social media campaign for White Balloon Day, we are kindly asking everyone tell us who they are protecting through a selfie.

It’s really simple to be a part of this campaign – all you need to do is this:

1) Write who you are protecting on the palm of your hand (ie, ‘my daughter’, ‘my son’, ‘my grandkids’, ‘All kids’ etc.)

2) Take a selfie and post to social media on, or in the lead up to, White Balloon Day, Friday September 8, accompanied by the hashtag #whoRUprotecting?
Suggested wording for your social media posts

Following is suggested wording that you may wish to copy and paste into your social media posts that will help encourage others to get involved in White Balloon Day, assist you with your fundraising efforts, and help generate awareness of the prevention of child sexual assault.

These suggested posts have been written to reflect the key messaging of the White Balloon Day 2017 campaign.

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

[I'm/We're] supporting Bravehearts' 21st annual White Balloon Day, Friday September 8, to help protect Aussie kids from sexual assault. #WBD2017 #protectkids #bravehearts #breakthesilence

Join [me/us] in making our community safer for kids by supporting White Balloon Day 2017, Friday September 8. #WBD2017 #protectkids #bravehearts #breakthesilence

[POST YOUR #WhoRUProtecting SELFIE'] This White Balloon Day I am protecting my [children/grandkids/niece/nephew etc.] Help protect the children in your life: #WBD2017 #protectkids #bravehearts #WhoRUprotecting?

Register for White Balloon Day and help Bravehearts raise essential funds and awareness to help prevent child sexual assault in our society. #WBD2017 #protectkids #bravehearts #breakthesilence

1 in 5 Australian children will be sexually harmed before their 18th birthday. Please help Bravehearts in their Mission to prevent this crime by getting involved in this year's White Balloon Day, September 8. ##WBD2017 #protectkids #bravehearts

Every 2 hours a child in Australia is sexually harmed in some way. [I / we] are taking a stand against this crime by getting involved in Bravehearts' White Balloon Day, September 8. Join [me / us] in protecting Aussie kids by getting involved as well! #WBD2017 #protectkids #bravehearts #breakthesilence

This White Balloon Day I am raising funds for children affected by child sexual assault so they can access specialist counselling and support. Please help me reach my fundraising goal by donating today: #WBD2017 #protectkids #bravehearts #breakthesilence

I am fundraising for White Balloon Day so more Australian children can learn personal safety skills through Bravehearts' education programs. $12 will educate one child – will you help out and donate $12 today? #WBD2017 #protectkids #bravehearts #breakthesilence

[POST A PHOTO OF YOUR CHALK BALLOON DRAWING] Protect kids from the crime of child sexual assault this White Balloon Day. #WBD2017 #protectkids #bravehearts #chalkitup

#BreaktheSilence on child sexual assault this White Balloon Day, September 8. If you or someone you know needs support, call Bravehearts on 1800 272 831. #WBD2017 #bravehearts #protectkids
Social media assets

We have created a suite of useful campaign assets that you can download and share on your own social media platforms. You can find these downloads and much more on the White Balloon Day website.

Need to get in touch?

If you have any questions in regards to White Balloon Day 2017, please contact our team – we’re here to help! Email us on whiteballoonday@bravehearts.org.au or call the Community Engagement Team on (07) 5552 3000.

On behalf of the children of Australia, thank you for supporting the 21st annual White Balloon Day.