



NSPCC



**Listen up
speak up**



Social Media Toolkit

EVERY CHILDHOOD IS WORTH FIGHTING FOR

About the campaign

Campaign line

Listen up, Speak up aims to get adults from across the UK and Channel Islands to take our 10-minute digital training called 'Connect the DOTS'.

Campaign paragraph

Half a million children suffer abuse and neglect in the UK a year. But there's something we can all do to change that.

We're empowering adults to know what to do if a child needs help, and where to go if they , or someone they know, need some support. That way, all of us can play a part in preventing child abuse.

So let's all Listen up and Speak up. Because a little bit of knowledge can help keep a lot of children safe.



How you can support us

We want to encourage adults in the UK so we can all play a part in preventing child abuse. To support this you can:

Sign up for free training

Take our 10-minute digital training. You might never need to use the training, but it's so beneficial to take part. [Visit our webpage here.](#)

Tell your network

This could be sharing our weekly emails, talking about the campaign on social media or through your website or newsletters, tell them about Listen up, Speak Up.



Social media materials

Sharing Listen up, Speak up on social media

The following assets will help guide your social media activity to support Listen Up, Speak Up. Do personalise and share your own stories and experiences where relevant.

Tagging the campaign in your posts

Use #ListenUpSpeakUp and if you would like to tag NSPCC in any posts, the tags to use are:

Facebook: @NSPCC
Twitter: @NSPCC
Instagram: @nspcc_official
LinkedIn: @NSPCC



Wording for social media

Suggested post copy

Facebook



We're supporting @NSPCC new campaign, #ListenUpSpeakUp, encouraging adults to take our 10-minute free digital training to help keep children safe.

All of us can play a part in preventing abuse

 <https://bit.ly/3AVBQPr>

Twitter



With a little bit of knowledge, we can be there for children. Join @NSPCC #ListenUpSpeakUp campaign and together let's play our part in preventing child abuse.

#ListenUpSpeakUp from the @NSPCC gives every adult some knowledge on how to help keep children safe. All it takes is 10 minutes.

 <https://bit.ly/3AVBQPr>

Wording for social media

Suggested post copy

Instagram



We're supporting #ListenUpSpeakUp from the @NSPCC, helping adults know where to go for support and how to speak up for children who need it, so all of us can play a part in preventing child abuse.

LinkedIn



Whether or not children are a big part of your everyday life, @NSPCC is encouraging adults to take 10 minutes to learn:

- 👉 What to look out for when a child needs help.
- 👉 The steps to take if you're concerned about a child.
- 👉 Where to go if you, or someone you know, needs support.

Take the training here: <https://bit.ly/3AVBQPr>

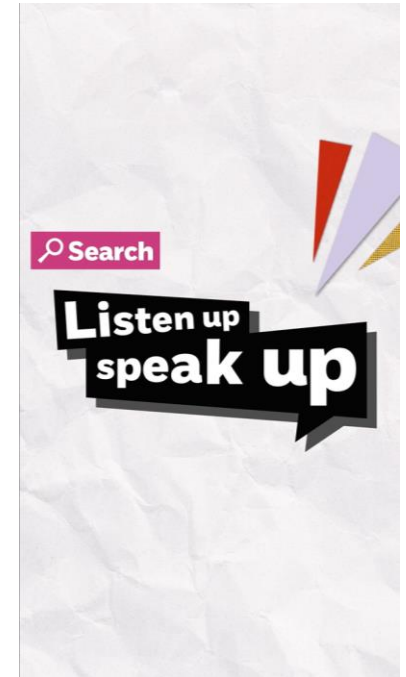
Social Media Assets



[Launch video](#)
[LinkedIn](#)
[1920 x 1080](#)



[Launch video](#)
[Facebook](#)
[1080 x 1080](#)



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