






Healing Trauma. Restoring Hope.

-  @ResilientLV
-  @ResilientLV
-  @ResilientLehighValley

[www.ResilientLehighValley.org](http://www.ResilientLehighValley.org)

United Way of the  
Greater Lehigh Valley



Resilient Lehigh Valley created this social media toolkit to help localize efforts in preventing child abuse, especially during the COVID-19 crisis.

This toolkit provides messages and graphics to help:

- Ensure current, correct messaging from a trusted source.
- Create collateral materials.
- Share resources.
- All graphics and suggested messages are available for use on social media profiles and web pages.

Within this guide you will find information and suggested messages for our Child Abuse Prevention response. For more information and content you can visit our [Child Abuse Prevention](#) page. Please remember to use the #ResilientLV and #COVID-19 hashtags and mention @ResilientLV when posting any abuse prevention related content.

The following is suggested content for Facebook and Twitter posts. Full-size graphics for use on each platform is attached to this email; please download and use the appropriately sized file with each post. Please plan to roll out the campaign materials from mid-May through August.

Please feel free to customize and/or use your own, unique ways to help the cause. The goal is always the same: prevent child abuse and protect those most at risk.

Additional resources:

1. [Child Abuse Prevention for Community Members](#)
2. [Child Abuse Prevention for Parents](#)
3. [Child Abuse Prevention for Essential Workers](#)
4. [Child Abuse Prevention for Schools](#)
5. [Child Abuse Prevention for Service Providers](#)

If something does not look safe, sound safe or feel safe, report it.

**HOTLINE 1-800-932-0313**

To connect a family in need with resources:

Lehigh County 610-782-3200

Northampton County 610-252-9060

If you suspect immediate danger, call 911.



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Reporting child abuse and neglect is a community responsibility.

*If you suspect something, report it.*

**HOTLINE**  
1-800-932-0313



Denunciar abuso y negligencia infantil es una responsabilidad de la comunidad.

*Si lo sospecha, repórtelo.*

**LÍNEA DIRECTA**  
1-800-932-0313




IMAGE 1

**Facebook:**

In light of daily stresses surrounding COVID-19 the rates of abuse and neglect are rising, but the referral sources – places of worship, schools, youth programs – are closed. We need YOU to check on the children. For more information, visit: <https://bit.ly/2YM38FX> @ResilientLV #COVID-19 #ResilientLV

**Twitter:**

Stress and uncertainty may increase the likelihood of domestic violence and abuse that children either experience or observe. If something doesn't sound safe or look safe or feel safe, report it. For more information, visit: <https://bit.ly/2YM38FX> @ResilientLV #COVID-19 #ResilientLV

**Spanish:**

Durante la crisis del covid-19...están los niños seguros en casa? Este es un momento para que familiares, amigos y vecinos se ayuden mutuamente. Para más información visite: <https://bit.ly/2YM38FX> @ResilientLV #COVID-19 #ResilientLV



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IMAGE 2

**Facebook:**

Protecting children during the #COVID19 outbreak is crucial! Stay informed on the latest updates and resources around the prevention and mitigation of child abuse:

<https://bit.ly/2YM38FX> @ResilientLV #COVID-19 #ResilientLV

**Twitter:**

As #coronavirus continues to spread, @ResilientLV is concerned about the current & potential impact on children and families, especially the most vulnerable. See something, say something.

<https://bit.ly/2YM38FX> #COVID-19 #ResilientLV

**Spanish:**

Si algo no parece seguro, suena seguro o se siente seguro... repórtalo. . Cuando denuncias, estás pidiendo un profesional para ayudar a un niño y su familia. Para más información visite:

<https://bit.ly/2YM38FX> @ResilientLV #COVID-19 #ResilientLV



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IMAGE 3

**Facebook:**

Millions of children are at an increased risk of harm online during #COVID19. Together with our partners, @ResilientLV, we are supporting the community to come together and help children stay safe. <https://bit.ly/2YM38FX> #COVID-19 #ResilientLV

**Twitter:**

Protecting children during #COVID19 is crucial ! High-stress home environments ➡ risk of family violence. Be aware and report abuse and neglect if you suspect it. Your actions may save a child. <https://bit.ly/2YM38FX> @ResilientLV #COVID-19 #ResilientLV

**Spanish:**

Si razonablemente sospecha que un niño no es seguro, infórmelo. Puede que seas la única persona que actúe. Se aceptan informes anónimos de cualquier persona. Para más información visite: <https://bit.ly/2YM38FX> @ResilientLV #COVID-19 #ResilientLV



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IMAGE 4

**Facebook:**

#DYK last year, an estimated 678,000 children were found to be victims of child abuse or neglect nationwide? Don't overthink it – make the call. For more information, visit <https://bit.ly/2W9yk01> #COVID-19 #ResilientLV




**Twitter:**

If something does not look safe, sound safe or feel safe, report it. Resources are available - help is just a phone call away. Visit <https://bit.ly/2W9yk01> for more information on child abuse and neglect. #COVID-19 #ResilientLV

**Spanish:**

Aprenda las señales que un niño no es seguro. Si lo sospecha, repórtelo. Para más información visite: <https://bit.ly/2YM38FX> @ResilientLV #COVID-19 #ResilientLV



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IMAGE 5

**Facebook:**

The most common type of maltreatment is neglect. Help us keep kids safe – if you suspect something, report it. Visit <https://bit.ly/2W9yk01> for additional resources and information.

#COVID-19 #ResilientLV

**Twitter:**

Are the children safe at home? A simple phone call could save a life. For more information, visit <https://bit.ly/2W9yk01>. #COVID-19 #ResilientLV

**Spanish:**

Este es un momento para que familiares, amigos y vecinos se ayuden mutuamente. Si tiene alguna inquietud por un niño o una familia, llame a la línea directa y deja un informe anónimo. Para más información visite: <https://bit.ly/2YM38FX> @ResilientLV #COVID-19 #ResilientLV



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Parents, it's ok to ask for help. If you're feeling overwhelmed, help is just a call away.

LEHIGH COUNTY  
610-782-3200

NORTHAMPTON COUNTY  
610-252-9060



Padres/Tutores, está bien pedir ayuda. Si te sientes abrumado, la ayuda está a solo una llamada de distancia.

CONDADO DE LEHIGH  
610-782-3200

CONDADO DE NORTHAMPTON  
610-252-9060



IMAGE 6

**Facebook:**

It's normal to feel stressed out as a parent and it's okay to ask for help. If you're feeling overwhelmed or need help, resources are available. Visit <https://bit.ly/2W9yk01> for more information. #COVID-19 #ResilientLV



**Twitter:**

Parenting can be challenging, especially during a crisis with added stress and anxiety. Do not hesitate to ask for judgement-free help. For resources available that may alleviate pressure and protect those you love, visit <https://bit.ly/2W9yk01>. #COVID-19 #ResilientLV

**Spanish:**

EL COVID-19, es la causa de enfrentarnos al estrés del cierre de escuelas y negocios, la familia se encuentra aislada en una fase de uarentena con una inestabilidad económica. Cuida a tus hijos. Cuidate a ti mismo. Para más información visite: <https://bit.ly/2YM38FX>  
@ResilientLV #COVID-19 #ResilientLV



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Parents, it's ok  
to ask for help.  
If you're feeling  
overwhelmed, help  
is just a call away.

LEHIGH COUNTY  
610-782-3200

NORTHAMPTON COUNTY  
610-252-9060



Padres/Tutores,  
está bien pedir  
ayuda. Si te  
sientes abrumado,  
la ayuda está a solo  
una llamada de  
distancia.

CONDADO DE LEHIGH  
610-782-3200

CONDADO DE  
NORTHAMPTON  
610-252-9060



IMAGE 7

**Facebook:**

Remember, your words and actions help children feel secure. If you need help, there are available resources in every community. For more information, visit <https://bit.ly/2W9yk01>. #COVID-19 #ResilientLV

**Twitter:**

Are you feeling stressed out as a parent? It's ok, we are in this together. Resources are available and help is just a phone call away. Visit <https://bit.ly/2W9yk01> for more information. #COVID-19 #ResilientLV

**Spanish:**

Si te encuentras en la situación de sentirse continuamente enojado, enfadado, alterado o abrumado --- Y no sabes qué hacer?--- Hay recursos de información, o gente que te puede ayudar durante esta situación. Para más información visite: <https://bit.ly/2YM38FX> @ResilientLV #COVID-19 #ResilientLV



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WHEN UNEMPLOYMENT IS HIGH AND  
PARENTS ARE STRESSED AND AFRAID,  
CHILDREN CAN SUFFER.

Check on the families you know.

See if the children are safe.

If you suspect something,  
say something.

Make the call to protect a child  
and support a struggling family.



IMAGE 8

**Facebook:**

Feeling stress and needing help is not wrong. Hurting a child is. Questions to ask a child: How's everyone getting along today? Are you worried about anything? What are you doing for fun? If something doesn't seem safe or sound safer, report it. @ResilientLV

<https://bit.ly/2YM38FX> #COVID-19 #ResilientLV

**Twitter:**

Now is the time for family, friends and neighbors to help each other. Questions to ask a parent: Is everyone okay? Can you get everything you need? Do you need any help right now? If you suspect it, report it: 1.800.932.0313 @ResilientLV For more tips and information:

<https://bit.ly/2YM38FX> #COVID-19 #ResilientLV



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 Take a break.  
You deserve it.

**DO THIS FOR YOU:**

1. Sit comfortably and close your eyes.  
Do absolutely nothing.
2. What are you thinking?
3. What are you feeling?
4. Is your body tense?  
Do you feel any pain?
5. Focus on your breathing. In and out.  
Can you slow it down a little?
6. When you're ready ... open your eyes.  
Tell yourself, "I can handle this."



## IMAGE 9

### Facebook:

Are you angry too often, yelling all the time and feeling overwhelmed and don't know where to turn? Help is available, call 1.800.932.0313. We're in this together. For more information and resources, visit: <https://bit.ly/2YM38FX> @ResilientLV #COVID-19 #ResilientLV

### Twitter:

You are not alone. The pandemic is affecting everyone, including our children who are particularly vulnerable. Take care of your children, take care of yourself. For help, call: 1.800.923.0313 or visit: <https://bit.ly/2YM38FX> @ResilientLV #COVID-19 #ResilientLV



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**Facebook Cover:**

We suggest switching the header halfway through the campaign.



IMAGE 1

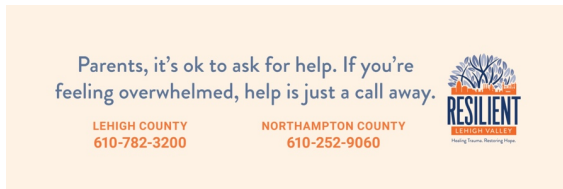


IMAGE 2



Please assist with engagement, shares and likes by using the list on the following page to @mention a few partner organizations in your posts.



@ResilientLV  
@ResilientLV  
@ResilientLehighValley  
[www.ResilientLehighValley.org](http://www.ResilientLehighValley.org)

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PARTNER ORGANIZATION	FACEBOOK	TWITTER
ACES Connection	@ACEsConnectionNet	@ACEsConnection
Age-Friendly Lehigh Valley	@Age-Friendly Lehigh Valley	
Allentown Police Dept	@allentownpolice	@AllentownPolice
Allentown School District	@AllentownSchoolDistrict	@AllentownSD
Barnes and Noble	@barnesandnoble	@BNBuzz
Bethlehem Area School District	@badschools	@BethlehemAreaSD
Bethlehem Health Bureau	@BethlehemHealth	@BethlehemHealth
Catasauqua School District	@Cattysd	
Cedar Crest College	@CedarCrestCollege	@cedarcrestcolle
Center for Humanistic Change	@centerforhumanisticchange	@CHCLLehighValley
Center for Trauma Informed Policy and Practice	@CTIPPorg	@CTIPPorg
City of Bethlehem	@Bethlehem City Hall	
City of Bethlehem Police Department	@BethlehemPolice	@BethlehemPolice
Colonial Intermediate Unit 20	@ciu20	not active
Colonial Intermediate Unit 21	@CarbonLehighIntermediateUnit21	@CLIU21
Common Ground	@commongroundfarmandretreat	
Crime Victim Council Lehigh Valley	@CrimeVictimsCouncil	@CrimeVictimsOrg
Department of Education	@ED.gov	@usedgov
Department of Health and Human Service	@HHS	@HHSGov
Department of Justice	@DOJ	@TheJusticeDept
East Penn School District	@eastpennsd	@EastPennSD
Easton Area School District	@EastonAreaSchoolDistrictSuccesses	@EastonAreaSD
G-Pez Consulting		
Haven House Lehigh Valley	@havenhouseLehighValley	
Kellyn Foundation	@kellynfoundation	@kellynorg
Kids Peace	@KidsPeace.org	@KidsPeace
Lehigh County	@CountyofLehigh	@CountyofLehigh
Lehigh County Children and Youth		
Lehigh Valley Charter High School for the Arts	@charterarts	@charterarts
Lehigh Valley Health Network	@lvhealthnetwork	@LVHN
Lehigh University	@lehighu	@LehighU
Magellan Behavioral Health of Pennsylvania	@MagellanHealth	@MagellanHealth
Marywood University	@marywoodu	@MarywoodU
Michael Schlossberg	@michaelschlossberg	@RepSchlossberg
National Alliance on Mental Illness	@NAMI	@NAMICommunicate
National Alliance on Mental Illness Lehigh Valley	@NAMILEhighValley	@NAMILEhigh1
National Association for the Advancement of Colored People	@naacp	@NAACP
National Child Traumatic Stress Network	@NCTSN	@nctsn
Neighborhood Health Centers of the Lehigh Valley	@nhclv	@nhclv
Northampton County	@CountyExecutiveLamontMcClure	@NorthamptonExec
Northampton County Juvenile Probation		
Northern Lehigh School District		@NorthernLehigh
The Office of Juvenile Justice and Delinquency Prevention	@OJPOJDP	@OJPOJDP
Parkland School District	@PSDDistrict	@ParklandSchools
Paws 2 Freedom	@P2F.org	
Penn State Lehigh Valley	@psulehighvalley	@PSULEhighValley
Pennsylvania Attorney General's Office	@PaAttorneyGen	@PAAttorneyGen
Pennsylvania Commission on Crime and Delinquency	@Pennsylvania Commission on Crime and Delinquency	@PaCrimeComm
Pennsylvania Department of Education	@PADEpartemento fEducation	@PADEpto fEd
Pennsylvania Department of Health and Human Services	@pennsylvaniadepartemento fhealth	@PAHealthDept
Pennsylvania Representative Allentown	@MikeSchlossberg	@RepSchlossberg
Pinebrook Family Answers	@PBFALV	@pinebrookfamily
Promise Neighborhoods of the Lehigh Valley	@PromiseNeighborhoodsoftheLehighValley	@PNLehighValley
Safe 2 Say Hotline	@safe2saySomething	
Salvation Army Lehigh Valley	@LehighValleySalvationArmy	
Senator Pat Browne's Office	@SenatorBrowne	@SenatorBrowne
St. Luke's University Health Network	@sluhn	@MvStLukes
Substance Abuse and Mental Health Services Administration	@samhsa	@samhsagov
Susan Wilds Office	@repsusanwild	@wildforcongress
Third Street Alliance	@thirdstreetalliance	@ThirdStAlliance
Truth for Women	@TruthforWomen	@TruthforWomen
Turning Point of Lehigh Valley	@turningpointlv	@turningpointlv
United Way of the Greater Lehigh Valley	@UnitedWayGLV	@UnitedWayGLV
Valley Youth House	@ValleyYouthHouse	@VYHouse
Whitehall Coplay Police Department	@WhitehallTownshipPD	@Whitehall PD
Whitehall Coplay School District	@WhitehallCoplay	@WCSZDEPHYRS
Youth Advocate Programs, Inc.	@YAPINC1975	@YAPInc



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