

SOCIAL MEDIA TOOLKIT

CAMPAIGN OVERVIEW

The Actions 4 ACEs campaign is a statewide initiative to educate teachers and law enforcement officers about adverse childhood experiences (ACEs) and the role they can play in reducing the impact of trauma and helping children heal.

This initiative was formed by the NJ ACEs Collaborative to bring awareness to this statewide issue and educate those working closely with children on the positive impact they can make. The resources available in this toolkit and on the [Actions 4 ACEs](#) website are available to organizations at no cost for the purposes of increasing the public's awareness about ACEs and their impact and, through training, increasing the amount of caring adults who are ready to respond to children experiencing adversity.

THE ROLE OF PARTNERS

Actions 4 ACEs has built an eco-system of partnerships across New Jersey and beyond working to help children thrive. Each of these partners offer invaluable resources and materials to better inform, educate, and activate the educator and law enforcement communities to deepen their awareness of ACEs and simple actions for frequent and positive interactions. Join us in making the Actions 4 ACEs campaign a success by using this toolkit towards increasing awareness of ACEs and their impact.

HOW TO USE THIS TOOLKIT

This toolkit was developed to help partners and other community members interested in reducing the impact of ACEs on New Jersey children conduct effective outreach using social media. In this toolkit you will find suggested posts and graphics that can be shared to your organization's Facebook, Instagram, LinkedIn and Twitter, plus additional tips on how to maximize post engagement.

"New Jersey is a leader across the nation in identifying ACEs as a public health crisis in need of attention and intervention. It's only through awareness that we can begin to heal and build resilience in our communities. I'm thankful for the breadth of partners we have committed to the hard, heart work ahead of us."

*– Dave Ellis, Executive Director
Office of Resilience, New Jersey Department of Children and Families*

MESSAGES FOR FACEBOOK

Facebook is a great tool for an organization to drive traffic, or clicks, to a separate page. When sharing Actions 4 ACEs materials, please direct audiences to the campaign homepage which is linked for you in the sample posts.

FACEBOOK BEST PRACTICES

- **Include context or a summary/commentary:** When posting on Facebook, include additional information and context to let audience know why the information is relevant to them.
- **Invite engagement:** Encourage followers, such as law enforcement members, educators, and other community members to share posts and get the word out about Actions 4 ACEs. Provide a call to action, such as “learn more,” to invite followers to click on the link in your post.
- **Post photos:** Graphics with short, to the point messages engage users and easily convey your point.
- **Avoid hashtags:** Facebook does not actively track hashtags, so it is not recommended that you include them in your post.

SAMPLE FACEBOOK POSTS

Adverse childhood experiences (ACEs) can affect children through adulthood. Connections with caring, supportive adults who understand the impact of ACEs can make a difference. To learn more about how you can help, visit [Actions4ACEs.com](https://actions4aces.com).

Nationally, 2 out of 3 children have experienced at least one adverse childhood experience (ACE). Together, we can help reduce the impact of ACEs for all children. Learn more at [Actions4ACEs.com](https://actions4aces.com).

Sample Facebook Posts Continued on Next Page

Without support, adverse childhood experiences (or ACEs) can cause long-lasting harm and increase the chances that children will experience negative health effects like heart disease, diabetes, stroke, depression, anxiety, and asthma later in life. Educators and law enforcement can provide care and support to children experiencing trauma. Learn more about ACEs and how you can help at [Actions4ACEs.com](https://actions4aces.com).

Adverse childhood experiences (or ACEs) are traumatic events that happen to children, and they can have lasting negative effects on their health and well-being. By building safe, nurturing relationships, adults can help children build resilience and thrive. Learn more about ACEs and how you can help at [Actions4ACEs.com](https://actions4aces.com).

New Jersey's statewide Handle With Care program is designed to promote partnerships between law enforcement and schools to create safe and supportive academic environments for children who face adverse childhood experiences (ACEs). Learn more about Handle With Care and ACEs at [Actions4ACEs.com](https://actions4aces.com)

Did you know you can play a role in helping a child heal from the impact of adverse childhood experiences (ACEs)? There are many ways to build a child's resiliency and reduce the impact of trauma, starting with building positive relationships that help a child build a sense of belonging, and increasing connections to community, culture, and spirituality. Learn more about ACEs and how you can help at [Actions4ACEs.com](https://actions4aces.com).

MESSAGES FOR LINKEDIN

LinkedIn is useful for reaching professionals and other stakeholders with longer form content. Like Facebook, it can be used to drive users to another website, like the Actions 4 ACEs site.

LINKEDIN BEST PRACTICES

- **Include visuals:** Videos, images and infographics generate engagement on LinkedIn and help draw attention to your post.

- **Include a call to action:** Phrases like “learn more” or “read more” with a link encourage users to visit websites relevant to your post or engage with image or article you’ve posted.
- **Engage with connections:** Engage with peer organizations and relevant posts on LinkedIn by liking, commenting on or sharing their posts. This will increase visibility among users that don’t follow your organization and provide additional content for you existing followers.

SAMPLE LINKEDIN POSTS

Nationally, 2 out of 3 children have experienced at least one adverse childhood experience (ACE). By working together and sharing resources and training, we can help reduce the impact of ACEs. Visit [Actions4ACEs.com](https://actions4aces.com) to learn more about ACEs and how New Jersey is working to become a more trauma-informed, healing-centered state.

Adverse childhood experiences (ACEs) cause long-lasting harm and impact, increasing the likelihood that a child will experience negative health effects like heart disease, diabetes, stroke, depression, anxiety, and asthma in adulthood. Making connections with caring, supportive adults who understand the impact of ACEs can make all the difference. To learn more about how you can help New Jersey’s children visit [Action4ACEs.com](https://actions4aces.com).

Through the Actions 4 ACEs campaign, New Jersey is committed to supporting children who have experienced adverse childhood experiences (ACEs). To learn more about how you can be part of making New Jersey a more trauma-informed, healing centered state, visit [Actions4ACEs.com](https://actions4aces.com)

Across New Jersey, organizations are coming together to help prevent and reduce the effects of trauma for children. To learn more about how you can be part of making New Jersey a more trauma-informed, healing centered state, visit [Actions4ACEs.com](https://actions4aces.com)

Sample LinkedIn Posts Continued on Next Page

New Jersey’s statewide Handle With Care program promotes partnerships between law enforcement and schools to create safe and supportive academic environments for children who face adverse childhood experiences (ACEs). To learn more about the Handle With Care program and other ways to help children experiencing trauma, visit [Actions4ACEs.com](https://actions4aces.com)

MESSAGES FOR INSTAGRAM

Instagram allows users to share information visually through posts and live “stories,” which disappear after 24 hours. Instagram can also be connected to an organization’s Facebook page, allowing for users to post to Instagram and Facebook simultaneously.

INSTAGRAM BEST PRACTICES

- **Include links in bio:** Instagram captions cannot include hyperlinks, but you can include important links in your bio. There are also a variety of free tools, such as [Linktree](#), that can compile multiple links from your Instagram bio so the most important information is easily accessible.
- **Keep captions short:** Instagram captions should be no more than 125 characters, so all text is visible. If a message is too long, it will be hidden with a “read more” button that requires another step for users to take to read it. Captions should contain easy to read calls to action.
- **Use relevant hashtags:** Hashtags on Instagram make it easy for users to see all the photos from a particular event or related topic. Include no more than five to seven relevant hashtags and the bottom of the post copy, like #Actions4Aces.

SAMPLE INSTAGRAM POSTS

#DYK? 2 out of 3 children in the US have experienced at least one #ACE. Learn more about how you can help at the link in our bio.

Caring, supportive adults can make a difference to a child experiencing trauma. Check the link in our bio for more on ACEs.

You can help children experiencing trauma. Learn more about ACEs at the link in our bio.

Download #Actions4ACEs community outreach materials to support your ongoing efforts to create awareness of ACEs in NJ. Check the link in our bio for more on ACEs.

Handle With Care promotes partnership between law enforcement and schools to create safe environments for children. Check the link in bio to learn more.

MESSAGES FOR TWITTER

Like Facebook and LinkedIn, Twitter can also be used to drive users to a separate page. When sharing Actions 4 ACEs materials, please direct audiences to the campaign homepage.

TWITTER BEST PRACTICES

- **Retweet others:** In addition to sharing your own posts, monitor other groups and partners dedicated to reducing ACEs, such as [@BurkeFoundation](#), [@NJDCE](#), [@NJSPA](#), [@NJEA](#), and [@NJSACOP](#) for posts that you could retweet to share additional relevant information with your followers. When possible, use the quote tweet function and include additional information about ACEs.
- **Use hashtags:** Use one to two relevant hashtags, like #Actions4ACEs, as part of your post copy. You can also post under general hashtags such as #WednesdayWisdom to increase visibility and reach.
- **Post pictures:** Photos increase the chance that your post will be retweeted and shared with even more users. An attention-grabbing image can make a post stand out from other posts in their timeline however, if posting more than one tweet about ACEs not every tweet needs a photo.
- **Simplify links:** Twitter automatically shortens links to 23 characters, regardless of how long the original URL is. You can make links look more uniform by using a free, link-shortening service like [Bitly](#).

SAMPLE TWITTER POSTS

#ACEs are common and can increase the chance of negative health effects in children. You can help build a child's resiliency and reduce the impact of trauma. Learn more at Actions4ACEs.com #Actions4ACEs

Educators and law enforcement can help children experiencing trauma. Get trained on #ACEs and help children in New Jersey thrive at Actions4ACEs.com. #Actions4ACEs

Educators and law enforcement can help children experiencing trauma. Get trained on #ACEs and help children in New Jersey thrive at Actions4ACEs.com. #Actions4ACEs

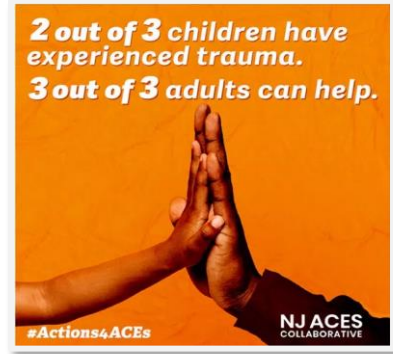
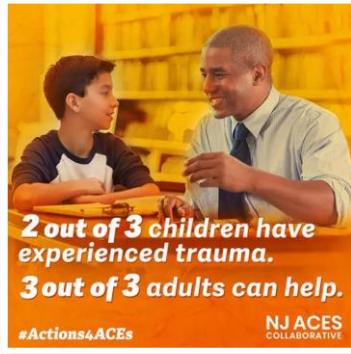
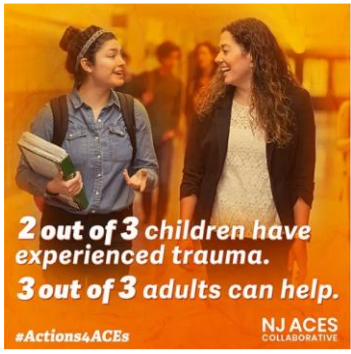
#DYK? 2 in 3 US children have experienced at least one #ACE. Learn more about how you can help reduce the impact of trauma at Actions4ACEs.com #Actions4ACEs

#DYK you can play a positive role in helping a child heal from the effects of adverse childhood experiences (or ACEs)? Learn more at Actions4ACEs.com #Actions4ACEs

Across New Jersey, organizations are coming together to help prevent and reduce the effects of trauma for children. Learn more at Actions4ACEs.com #Actions4ACEs

SOCIAL MEDIA GRAPHICS

Share these images and sample posts in social media or other messaging forums. And use the hashtag #Actions4ACEs to help us raise awareness about the simple but powerful actions educators and law enforcement can take to reduce the impact of ACEs. Visit Actions4ACEs.com to download images sized for each channel.



ADDITIONAL RESOURCES

MOMENTS TO CONSIDER LEVERAGING FOR SOCIAL MEDIA POSTS

When planning outreach, consider tying posts to related events and observances throughout the year. Below is a list that may be helpful in your outreach.

- **June**
 - National Safety Month
- **August**
 - Back to school month
- **October**
 - National Health Education Week
 - Children's Health Month
 - National Bullying Prevention Month
 - World Teachers Day (October 5)
- **November**
 - American Education Week (NEA.org)
- **February**
 - Teen Dating Violence Awareness Month
- **March**
 - Domestic Violence Services Awareness Week (NJ-Specific, Third Full Week in March)
- **April**
 - National Public Health Week (First full week of April)
 - National Child Abuse Awareness Month
 - Every Kid Healthy Week (April 26-30)

- **May**
 - Safety & Health Week
 - National Mental Health Awareness Month
 - Children’s Mental Health Awareness Week
 - Teacher Appreciation Week
 - National Police Week

GENERAL RESOURCES

Consider incorporating ACEs information from the following resources in your messaging and outreach.

- **New Jersey Office of Resilience** - The Office of Resilience works in partnership with communities to help New Jersey prevent, protect against and heal from the impact of ACEs.
- **New Jersey Department of Children and Families (DCF)** - Resources for residents of New Jersey.
- **New Jersey Resiliency Coalition Community** - An online community for people living and working in New Jersey to come together to help prevent ACEs.
- **New Jersey Statewide ACEs Action Plan** - The statewide action plan to help raise awareness of and create opportunities to eradicate ACEs. Be sure to download DCF’s New Jersey ACEs Statewide Action Plan social media toolkit with additional content and graphics that you can post.
- **New Jersey Adverse Childhood Experiences Report** - A report funded by the NJ ACEs Collaborative uncovering the opportunities to prevent, protect against and heal from the effects of ACEs in New Jersey.
- **NJ Spotlight News: “We all have a role to play in addressing childhood trauma”** - A virtual discussion focusing on the New Jersey Statewide ACEs Action Plan, featuring experts and community leaders.
- **NJ Spotlight News - Trauma’s Tragedy and Treatment Video Series** - A five-part video series exploring how childhood trauma can impact a person for decades to come.
 - <https://www.youtube.com/watch?v=tiV9iHdRIOM>
 - <https://www.youtube.com/watch?v=DQbEwSlxH48>
 - <https://www.youtube.com/watch?v=-bpPBeyPIG0>
 - https://www.youtube.com/watch?v=4-q_yxiEZw4
 - https://www.youtube.com/watch?v=3Ymoa2_vBJQ
- **How Childhood Trauma Affects Health Across a Lifetime** - A Ted Talk from pediatrician Nadine Burke Harris about the effects of toxic stress and childhood trauma.

- **Harvard Center for the Developing Child videos** - A library of videos highlighting toxic stress, trauma and the developing brain.
- **Brain Story Tool Kit** - Free resources from the Alberta Family Wellness Initiative for anyone to use and share.
- **Brain Story Certification** - A free course from the Alberta Family Wellness Initiative to provide a deeper understanding of brain development and its connections to addiction and mental health.
- **Center for Youth Wellness PSA** - A PSA to create awareness of how trauma affects children through adulthood.
- **Center for Child Counseling: Childhood Trauma is Linked to Long-Term Health Issues** - Data and research that shows ACEs scores correlated with health outcomes.
- **Center for Child Counseling: Adverse Childhood Experiences Survey** - A quick quiz to evaluate your ACEs, which will help you better understand children also facing ACEs.
- **Robert Wood Johnson Foundation: The Truth About ACEs Infographic** - A printable and shareable infographic to increase awareness and understanding of the impact of ACEs.
- **NumberStory.org** - Facts and resources for healthcare providers and others interested in learning more about ACEs.
- **What Happened to You?** - The #1 *New York Times* bestseller from Oprah Winfrey and renowned brain development expert Dr. Bruce Perry about the impact of past trauma and how to open the door to resilience and healing.

Resources for Educators

- **Healing-Centered Engagement in NJ Schools Pilot Program** - Statewide pilot program offering training and coaching on ACEs, healing-centered engagement, and Mental Health First Aid to selected New Jersey public schools.
- **NJEA ACEs Task Force** - Brings together educators and community members to share knowledge around trauma and resilience.
- **NJEA Professional Development** - Monthly professional learning opportunities for educators.
- **NJPSA/FEA Professional Learning** - Upcoming trainings on ACEs and student wellbeing.

- **Youth Mental Health First Aid** - Training opportunities for educators offered by the Mental Health Association in New Jersey.
- **Sesame Street in Communities** - Resources and Sesame Street activities to help children overcome traumatic events.
- **Managing Emotions in Times of Uncertainty & Stress** - A free Coursera course developed by the Yale Center for Emotional Intelligence to help educators understand and manage their emotions and those of their students.
- **National Child Traumatic Stress Network Toolkit** - Provides school administrators, teachers and staff basic information about working with traumatized children in the school system.

Resources for Law Enforcement

- **Resilient Minds on the Front Lines** - Webcasts about front line workers and their resiliency, including a conversation between Attorney General Grewal of New Jersey and Chief Leusner of the Middle Township Police Department.
- **Handle With Care Directive** - A partnership between schools and law enforcement that allows officers to notify schools when a child has recently faced a traumatic experience.
- **Handle With Care Video** - A short video describing the Handle With Care initiative in New Jersey.
- **Youth Mental Health First Aid** - Training opportunities for law enforcement officers offered by the Mental Health Association in New Jersey.
- **Resilience Film Community Conversation** - A discussion about the film *Resilience* convened by the Office of the Attorney General in New Jersey.

SUMMARY

This toolkit was written by the NJ ACEs Collaborative. The information is meant to be useful for organizations that want to use Actions 4 ACEs as part of their member or public education and outreach efforts. The Collaborative thanks you for becoming a partner of Actions 4 ACEs, and for working us to bring much needed awareness to this statewide issue. Together, we can reduce the impact of ACEs among New Jersey's children.

QUESTIONS

If you have questions about the campaign and its resources, please contact info@Actions4ACEs.com.