

15 SECONDS TO SAFETY DIGITAL TOOLKIT

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ABOUT THE CAMPAIGN

Every 15 seconds, a report of child abuse is made in the United States.

That's thousands of children every day experiencing abuse or neglect — often at the hands of those meant to protect them.

15 Seconds to Safety is a national campaign designed to bring together the voices of celebrities, influencers, and everyday people using the power of social media to raise awareness and inspire support for children in need.



HOW TO GET INVOLVED:

01 DOWNLOAD CAMPAIGN ASSETS

Scroll down to browse through a collection of social graphics, videos, and LinkedIn banners promoting the 15 Seconds to Safety Campaign.

02 POST AND SHARE

After clicking to download the design file of your choice, take to social media and make a post to help spread the word!

03 MARK YOUR CALENDAR

Join us on the 15th of every month as we use our voices to spread a movement that helps break the cycle of child abuse and bring healing, safety, and hope to children who need it most.

NEED HELP POSTING? FOLLOW THIS QUICK GUIDE:

1.) Start a New Story

Open Instagram and tap your profile picture with the + at the top-left of the feed or swipe right from your feed.

2.) Select the File

Tap the square gallery thumbnail at the bottom-left. Find and tap the campaign asset you downloaded from your device.

3.) Add a URL

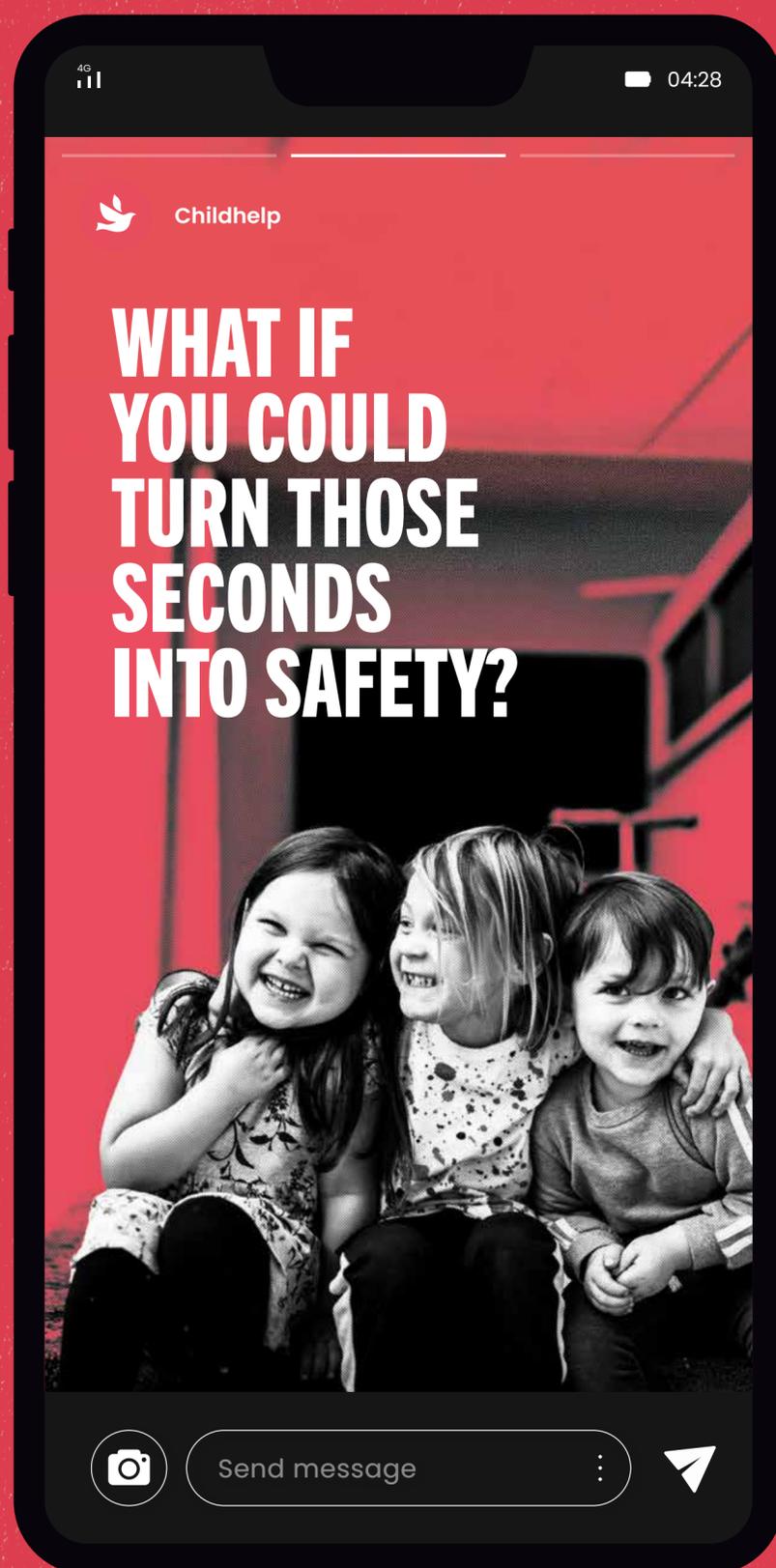
Tap the second icon at the top right that looks like a sticker. Locate and tap the "Link" option. Paste the URL below and customize the call-to-action.

www.childhelp.org/15seconds

4.) Share Your Story

Tap "Your Story" to publish it. Viewers can now see your post and tap the link.

DIGITAL CAMPAIGN ASSETS



[Click to Download](#)



**THANK YOU
FOR PARTNERING
WITH US!**

