



**NATIONAL
RUNAWAY
PREVENTION
MONTH**

SOCIAL MEDIA TOOLKIT 2023

1800RUNAWAY.org/NRPM



FYSB Family & Youth
Services Bureau

2023 SOCIAL MEDIA TOOLKIT

Every November, the National Runaway Safeline, with support from the Family and Youth Services Bureau (FYSB) as well as hundreds of organizations and youth, recognizes National Runaway Prevention Month (NRPM). This public awareness campaign “shines a light” on youth homelessness, educates the public about the role they can play in preventing and ending youth homelessness, and increases visibility of the critical services offered to vulnerable youth nationwide.

And we are proud to share that every year, NRPM gets bigger, louder, and stronger! The community of partners and NRPM Youth Ambassadors grows, our collective voice reminds youth experiencing homelessness that they are not alone, and our efforts to increase our reach get more creative and more effective.

One of the best and easiest ways to spread the word about NRPM is through social media. Of course, we want to meet youth where they are – and they are on social media a lot! Young people see these platforms as safe spaces – in fact, most youth have social media accounts, and more than half visit social media sites at least daily.

Throughout the years, we’ve shared best practices and have helped partners and Youth Ambassadors use social media platforms, such as Facebook, Instagram, TikTok, and LinkedIn, to support their NRPM activities.

So, whether you’re a seasoned social media marketer or more of a beginner in this space, we’re here to help you maximize your NRPM reach on social media, engage with your target audience, and achieve your goals.

Use this Social Media Toolkit as a companion to the National Runaway Prevention Month 2023 Partner Toolkit and Youth Ambassador Toolkit. We created this new resource to support you in the planning and activation of your NRPM social media campaigns.

[Click here](#) to register as an official NRPM 2023 partner

[Click here](#) to register as an official NRPM 2023 Youth Ambassador

In this toolkit, you’ll find ideas, tips, and links, all created to ensure you don’t have to do the heavy lifting in caption writing and video or graphic design. Instead, you can focus on posting valuable social media content leading up to and during NRPM, engaging with your audiences, and growing your reach.

While there are many benefits to social media, there are also opportunities for negative or harmful experiences, such as hurtful or inappropriate advertisements and messages, cyber bullying, non-consensual sharing of images, recruitment and/or exploitation, fraud, and theft. While we can use social media to raise awareness, find or share valuable information, and make or strengthen beneficial connections online, the National Runaway Safeline stresses that we must also evaluate information critically and be cautious about our actions.

SOCIAL MEDIA PLATFORMS

We've highlighted some of the most popular social media platforms for young people and included some general suggestions about the cadence of posting. While there is a bit of nuance to the timing and frequency of posts, the details below give you an idea of how to approach your social media strategy.



Instagram is a photo and video sharing social networking app that allows users to upload media that can be edited with filters, organized by hashtags, and associated with a location via geographical tagging. Users can also view, comment, and like posts shared by friends.

Suggested frequency of posts: 3 times per week, starting from the day you register as an NRPM partner or Youth Ambassador.



TikTok is a short-form video hosting service that plays user-submitted videos, ranging in duration from 3 seconds to 10 minutes. TikTok is by far the most popular social media platform for young adults, and its wild popularity has forced other social media platforms to center content around videos as opposed to still images.

Suggested frequency of posts: As often as possible because TikTok's algorithm prioritizes users who post frequently and consistently.



Facebook – Facebook has nearly 3 billion monthly users making it the largest social media network. The platform allows users to share content such as text status posts, images, videos, and external links like articles, and users can engage with the content other people share by reacting to it with a like, a laugh, disapproval, a hug, and more.

Suggested frequency of posts: 3 times per week, starting from the day you register as an NRPM partner or Youth Ambassador.



Threads – Threads is an online social media and social networking service that offers users the ability to post and share text, images, and videos, as well as interact with other users' posts through replies, reposts, and likes. Threads is the best option for sharing long-form content broken down into digestible sections.

Suggested frequency of posts: Once per week, starting from the day you register as a partner or Youth Ambassador.



YouTube Shorts – YouTube Shorts is the short-form section of the video-sharing website YouTube, hosting content much like YouTube's primary service but with a focus on vertical videos at a maximum length of 60 seconds. Sharing content on YouTube Shorts not only helps spread awareness, but also increases your visibility within Google's search algorithm.

Suggested frequency of posts: As often as possible because YouTube's algorithm prioritizes users who post frequently and consistently.



LinkedIn – LinkedIn is a business and employment-focused social media platform. While youth are not likely to have a presence on LinkedIn, it is an ideal way to engage your professional network in NRPM.

Suggested frequency of posts: Once per week, starting from the day you register with NRPM.

SHARE INFORMATION

HASHTAGS

Hashtags on social media platforms such as Instagram and TikTok help bring order to the social media user experience by enabling people to find content that matters to them. Once a hashtag is published, it becomes a clickable, searchable link.

NRPM 2023 HASHTAGS INCLUDE:

#NRPM2023	#ShineALight
#NationalRunawayPreventionMonth	#WearGreenDay
#LightTheNight	#RunawayHomelessYouth
#NRPMChat (in connection with the Instagram and Threads Chat on Nov. 21)	

PLATFORM-SPECIFIC HASHTAGS

Instagram and TikTok each have unique algorithms that impact the content users see. Understanding the algorithms can help you reach more people.

In simple terms, the **Instagram algorithm** looks at information about content (Reels, feed posts, and Stories) and information about users (interests and behavior on the platform) to serve the right content to the right people. The **TikTok algorithm** enables users to watch exactly what they want, and it also allows creators (like you!) to experience organic growth of their following. This sets TIKTOK apart from other social media platforms that tend to support pre-established creators over new ones.

While all social media platforms use hashtags, only Instagram and TikTok have algorithms that dictate what content users see based on hashtags. Using NRPM hashtags specifically on Instagram and TIKTOK will help drive more users to your content, even if they aren't necessarily looking for NRPM information.

In addition to the official NRPM 2023 Hashtags listed above, using these tags on their respective platform will help increase visibility of your content.

Instagram:

- #nonprofit
- #nonprofitsofinstagram
- #youthhomelessness
- #runawayprevention
- #youthactivism
- #youthhomelessness

TikTok:

- #nonprofitsoftiktok
- #ineedhelp
- #kickedout
- #mentalhealthtok
- #fyp
- #foryoupage
- #nonprofit
- #homelessnessawareness
- #runawayprevention
- #volunteer



SHARE INFORMATION CONTINUED

SHARING CONTENT FROM OTHER PARTNERS

One of the biggest benefits of social media is being able to share content posted by other users. Each platform has a unique approach to sharing and may use slightly different terminology. Below are ways to share content that generate the most engagement:

TikTok

Duet

- Duet allows you to post your video side-by-side with a video from another creator on TikTok. A Duet contains two videos in a split screen that play at the same time. To duet a TikTok, tap the Share button on the side of the video you'd like to Duet. Tap duet at the bottom, choose from the filming options on the side panel, and record your video.

Stitch

- Stitch is a creation tool that allows you to combine another video on TikTok with one you're creating. If you allow another person to Stitch with your video, they can use a part of your video as a part of their own video. To stitch a video on TikTok, tap the Share button on the side of the video you'd like to Stitch. Tap stitch at the bottom, choose the part of the video you would like to stitch then tap next. Choose from the filming options on the side panel, and then record your video.

Instagram

Sharing to Stories

- Stories allow you to capture the everyday, highlight the special moments, or express yourself with text, music, interactive stickers, filters, and GIFs to bring your stories to life. Sharing content to Instagram Stories allows you to import content from another IG user into your own Instagram Stories.

Threads

Repost

- Reposting on Threads allows you to share content posted by other users on your own profile page.

Sharing to Stories

- Sharing to Stories allows you to share content from Threads to your Instagram stories. (Threads and Instagram are affiliated).

YouTube Shorts

Remix

- Remixing allows you to use posts from other users as a template for a new post on your own page.

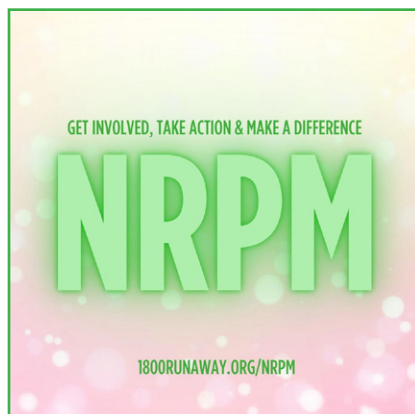
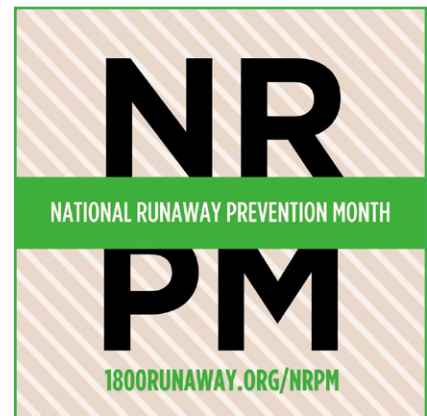
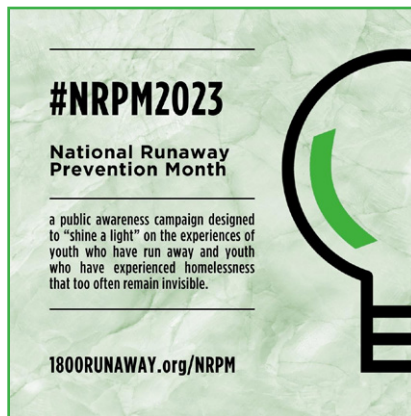
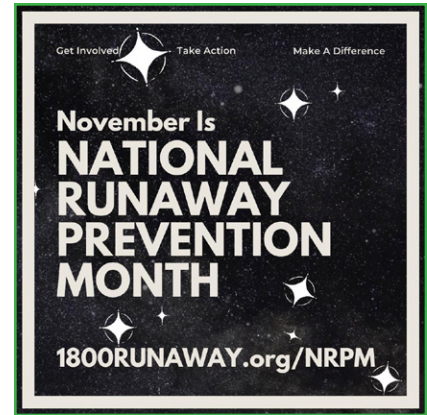
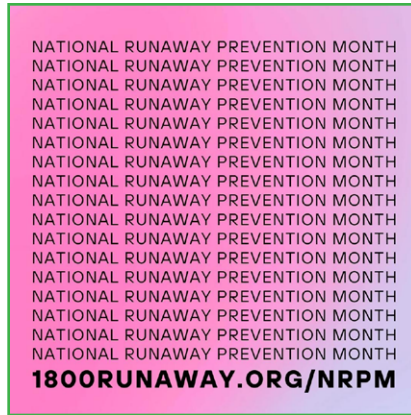


SHARE INFORMATION CONTINUED

SOCIAL MEDIA POSTS & CAPTIONS

Social Media Blast (November 1)

Kick off National Runaway Prevention Month by posting on social media! We have provided several assets to make raising awareness easy and fun, including filters for Instagram and Facebook Stories, and stickers for TikTok.



SHARE INFORMATION CONTINUED

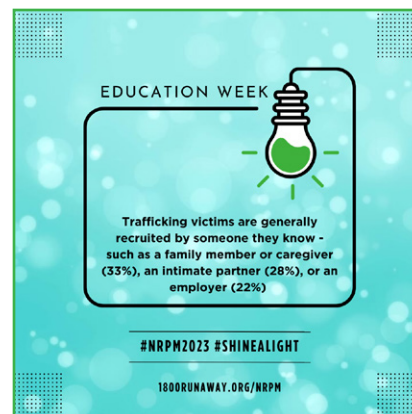
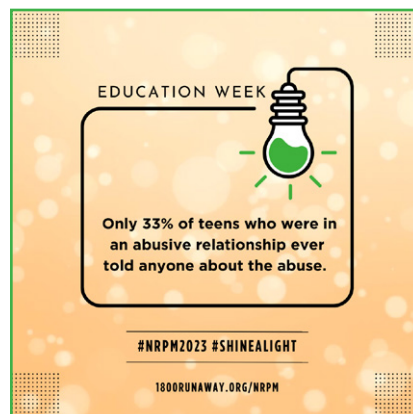
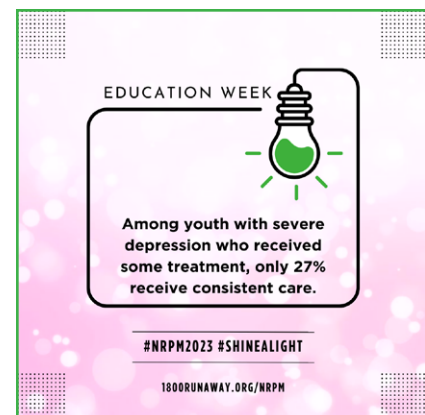
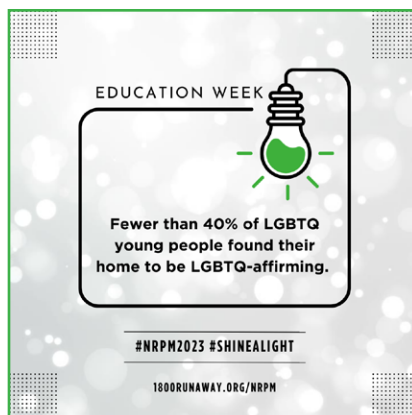
National Resource Day (November 2)

Throughout the day, partners and Youth Ambassadors will use social media to spotlight resources in their own communities, showing those in need how they can access help. Post online about the resources you offer and use the hashtag #NRPM2023. NRS may highlight what you share.



Education Week (November 6–10)

The National Runaway Safeline will raise awareness of issues impacting youth who have run away and those experiencing homelessness through an online educational series. Each day, NRS will post new content on topics such as crisis intervention, mental health and the intersectionality with youth homelessness, the challenges facing youth who identify as LGBTQIA2S+, those with disabilities and supporting underserved communities. We encourage you to engage and share. Or consider creating your own series of informative social media content for posting during Education Week.



SHARE INFORMATION CONTINUED

Wear Green Day (November 16)

On this special day, we wear green to show our support for and remind young people who have run away or are experiencing homelessness that they are not alone. Wear Green Day is an ideal day to flood social media with images and captions!



Light the Night Community Events (November 17)

Events, such as resource fairs, 5K walks, candlelight vigils help raise awareness of youth homelessness and engage individuals and communities in efforts to support youth who are considering running away or are experiencing housing instability.









Social Media Live Chat (November 21)

NRS will host a Live Chat on Instagram and Threads to engage people in an online discussion about youth homelessness. Follow along and participate @1800RUNAWAY and use the hashtag #NRPMChat. Registered participants will receive Chat questions in advance.

MAKE CONNECTIONS

Following and sharing content posted by the National Runaway Safeline (NRS) and NRPM partners helps you reach a larger audience, build awareness for you/your organization and NRPM, and spark conversation about youth homelessness. We encourage you to follow NRS and partner organizations and to use their social media handles when posting.

YOU CAN FIND NRS AT:

 <p>@1800RUNAWAY</p>	 <p>@NationalRunawaySafeline</p>
 <p>@1800RUNAWAY</p>	 <p>@1800RUNAWAY</p>
 <p>@NationalRunawaySafeline</p>	 <p>https://www.linkedin.com/company/national-runaway-safeline/</p>

NATIONAL RESOURCES

National Runaway Safeline

The National Runaway Safeline (NRS) is a non-profit organization committed to keeping runaway, homeless, and at-risk youth safe and off the streets. Founded in 1971, NRS serves as the home for the federally supported National Communication System (NCS) and crisis line for youth and families, providing critical crisis intervention 24 hours a day, 365 days a year. Each year, NRS makes hundreds of thousands of connections to help and hope through hotline (1-800-RUNAWAY), online (1800RUNAWAY.org), and prevention services.

988 Suicide & Crisis Lifeline

The 988 Suicide & Crisis Lifeline (formerly known as the National Suicide Prevention Lifeline) provides free and confidential emotional support to people in suicidal crisis or emotional distress 24 hours a day, 7 days a week, across the United States. The Lifeline is comprised of a national network of over 200 local crisis centers, combining custom, local care and resources with national standards and best practices. Learn more [here](#).

Childhelp

This nonprofit is the largest organization dedicated to helping victims of child abuse and neglect as well as at-risk children. Their 24/7 hotline offers crisis intervention, information, and referrals to emergency, social service, and support resources. Available at 1-800-422-4453 or click [here](#) to learn more.

love is respect

love is respect is the national resource to disrupt and prevent unhealthy relationships and intimate partner violence by empowering young people through inclusive and equitable education, support, and resources. Available at 1-866-331-9474 and learn more [here](#).

National Center for Missing & Exploited Children (NCMEC)

The National Center for Missing & Exploited Children's mission is to help find missing children, reduce child sexual exploitation, and prevent child victimization. NCMEC works with families, victims, private industry, law enforcement, and the public to assist with preventing child abductions, recovering missing children, and providing services to deter and combat child sexual exploitation. Available at 1-800-843-5678 and click [here](#) to learn more.

National Domestic Violence Hotline

24 hours a day, 365 days a year, the National Domestic Violence Hotline provides essential tools and support to help survivors of domestic violence so they can live their lives free of abuse. Contacts to The Hotline can expect highly trained advocates to offer free, confidential, and compassionate support, crisis intervention information, education, and referral services in over 200 languages. Call 1-800-799-SAFE (7233) or click [here](#) to learn more.

National Human Trafficking Hotline

Operated by Polaris, the National Human Trafficking Hotline connects victims and survivors of sex and labor trafficking with services and supports to get help and stay safe. The Trafficking Hotline also receives tips about potential situations of sex and labor trafficking and facilitates reporting that information to the appropriate authorities in certain cases. Available 24/7 at 1-888-373-7888 or click [here](#) to learn more.



NATIONAL RESOURCES CONTINUED

National Maternal Mental Health Hotline

Pregnancy and a new baby can bring a range of emotions. Many new moms feel overwhelmed, sad, anxious, or exhausted at different times during their pregnancy or after the baby is born. The National Maternal Mental Health Hotline is available 24/7 and offers free, confidential support before, during, and after pregnancy. Call 1-833-852-6262 or click [here](#) to learn more.

RAINN (Rape, Abuse & Incest National Network)

RAINN (Rape, Abuse & Incest National Network) is the nation's largest anti-sexual violence organization. RAINN created and operates the National Sexual Assault Hotline in partnership with more than 1,000 local sexual assault service providers across the country and operates the DoD Safe Helpline for the Department of Defense. RAINN also carries out programs to prevent sexual violence, help survivors, and ensure that perpetrators are brought to justice. Available 24/7 at 1-800-656-4673 or learn more [here](#).

Safe Place

Safe Place is a national youth outreach and prevention program operated by National Safe Place Network for young people under the age of 18 (up to 21 years of age in some communities) in need of immediate help and safety. As a collaborative community prevention initiative, Safe Place designates businesses and organizations as Safe Place locations, making help readily available to youth in communities across the country. Safe Place locations include: libraries, YMCAs, fire stations, public buses, various businesses, and social service facilities. Learn more [here](#).

The Trevor Project

The Trevor Project is focused on suicide prevention efforts among lesbian, gay, bisexual, transgender, queer, and questioning youth, and offer a toll-free telephone number where confidential assistance is provided by trained counselors. Available 24/7 at 1-866-488-7386 or learn more [here](#).

Trans Lifeline

Trans Lifeline is a grassroots hotline and microgrants non-profit organization offering direct emotional and financial support to trans people in crisis – for the trans community, by the trans community. Available at 1-877-565-8860 or learn more [here](#).