

U.S. Department of Homeland Security

KNOW2PROTECT™ SOCIAL MEDIA TOOLKIT

Communication Guidance and Resources

April 2024



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Overview and Guidance

What is online child sexual exploitation and abuse (CSEA)? Online child sexual exploitation and abuse includes a broad range of criminal acts that involve victimizing a minor, often for sexual gratification or some other personal or financial gain. In the last decade, this crime has increased exponentially and is now a global epidemic.

The National Center for Missing and Exploited Children, the nation's clearinghouse for child sexual abuse material (CSAM), received over 36 million CyberTips in 2023, corresponding to more than 88 million images and videos of child sexual abuse — a roughly 75% increase in just five years. What's worse is that these numbers represent only CSAM on the open web; they do not include the massive amount of CSAM produced and shared on the dark web and through livestream platforms. Online CSEA is growing at an alarming rate and the federal government must do more to change course.

WHAT IS KNOW2PROTECT?

Know2Protect is a national public awareness campaign led by the U.S. Department of Homeland Security to raise awareness about the rapidly escalating threat of online CSEA. The lack of understanding of online CSEA and increased technology use among children and teens has created space for these crimes to flourish. For too long, our communities have been left on their own when it comes to understanding the online dangers that exist and how to prevent them. What will Know2Protect do?

Know2Protect educates kids, parents, trusted adults, policymakers, and the broader public about online threats and the steps we can take to keep kids safe online. Through strategic partnerships with technology, sports, and entertainment companies we meet people where they are, explain how to report online enticement and victimization and offer support resources for victims and survivors of online child sexual exploitation. The campaign spreads awareness about these global threats, shares preventive strategies to stop future victimization, empowers the public to report suspected abuse, and supports survivors of online CSEA.

Know2Protect relies on the expertise and authority of DHS special agents who have dedicated their careers to not only finding online predators and bringing them to justice but providing victim assistance.

DHS AND COMBATTING CRIMES OF EXPLOITATION

DHS is a global leader in combatting online CSEA. DHS, via its components' law enforcement authorities, takes a trauma-informed victim centered approach to its work. DHS is undertaking a wide range of actions to 1) enhance prevention through public education and training, 2) identify, protect, and support victims, and 3) detect, apprehend, and disrupt perpetrators of exploitation. In spring 2023, DHS issued the [Quadrennial Homeland Security Review](#), which outlines its comprehensive, strategic approach to securing the nation. The Department reaffirmed its five enduring mission sets and added a sixth homeland security mission: combatting crimes of exploitation and protecting victims, including child exploitation. This reflects the agency's commitment to combat these crimes through enhanced prevention efforts, robust public education, and training.

To learn more about DHS's efforts to combat online child sexual exploitation and abuse, read the latest [DHS Fact Sheet](#) and refer to the CSEA one-pager included in the zip file of additional resources.

SOCIAL TOOLKIT AT-A-GLANCE

The Know2Protect campaign answers the Department's call to invest in prevention and awareness. The campaign will launch nationally on April 17, 2024, during National Child Abuse Prevention Month. Know2Protect partners, champions, and all supporters can use this social media toolkit to support the Know2Protect campaign **by sharing campaign resources, amplifying related events and activities, and posting your own content on social media**. This social media toolkit provides guidance on how to best use the materials provided. Your organization's support is critical to expand the campaign's messages and so we can reach more communities across the nation and internationally.

The Know2Protect Social Media Toolkit includes:

- Helpful campaign information
- What Know2Protect is doing on social media
- Campaign collateral and graphics

Campaign Background

CAMPAIGN GOALS

The following goals help outline Know2Protect’s objectives and communications targets:

- **Education:** Raise awareness of online CSEA and encourage people to educate themselves and others about the problem.
- **Prevention:** Provide resources and tools for audiences to protect themselves and others against online CSEA.
- **Intervention:** Empower audiences to act, report abuse and support online CSEA survivors.

TARGET AUDIENCES

This crime impacts everyone, but messaging needs to resonate with specific audiences. Think about how each of the following groups fit into your agency’s demographics.

- **Parents and caregivers** are the first line of defense in protecting children but are largely unaware of the problem due to lack of information, denial, and disbelief.
- **Trusted adults**, like teachers or coaches, who spend the most time with children outside the home.
- **Teens** are the most technologically active and most vulnerable demographic, often falling prey to various forms of online CSEA.
- **Preteens** use mobile devices with varying levels of parental supervision to connect with others on social media and gaming platforms.

Know2Protect Launch

This section outlines how you can help support the Know2Protect launch starting April 17, 2024. We request that you leverage the following opportunities and expand upon them by posting your own content on your social media accounts, directing people to know2protect.gov, and requesting in person educational presentations, such as Project iGuardian training from Homeland Security Investigations and Childhood Smart training facilitated by the U.S. Secret Service.

KNOW2PROTECT.GOV: Know2protect.gov will be the go-to federal clearinghouse for educational materials associated with combatting online CSEA. This website includes resources on how to report online CSEA, ways to take action, resources for survivors, and a portal with resources specifically for kids ages 10 and up.

SOCIAL MEDIA: You can find the campaign under the @Know2Protect handle on Facebook, Instagram, X, and YouTube (look for the “Know2Protect” playlist on the DHS YouTube channel). We encourage government agencies, partner organizations, and the public to follow and share content from our accounts about the campaign.

PAID MEDIA: We will amplify the campaign launch with paid advertising on the NASDAQ billboard in Times Square; digital displays in New York City, Los Angeles and Chicago; traditional billboards and posters in the top 25 markets; Meta platforms, such as Facebook and Instagram; and traditional TV placements.

PARTNERSHIPS: Know2Protect is collaborating with the tech sector, national sports leagues, youth-serving organizations, and other groups to amplify our messaging and increase the campaign's reach. Key partners include high profile social media companies, national sports leagues, and prominent youth-serving organizations. Learn more about partnering with Know2Protect online at <https://www.dhs.gov/know2protect/campaign-resources>

EDUCATIONAL PRESENTATIONS: The campaign highlights two distinct training opportunities. Homeland Security Investigations and Secret Service special agents present on the threat of online CSEA, how to implement preventive strategies, and report suspected abuse to law enforcement officers. These presentations are tailored for kids, parents, and trusted adults. You can learn more and schedule training opportunities by visiting the Training page on [know2protect.gov](https://www.know2protect.gov).

Campaign Resources

You can share the following executive briefing materials internally and externally with your leadership, staff, and other stakeholders.

EXECUTIVE BRIEFING MATERIALS

- **Know2Protect Campaign Brochure:** A high-level description of the campaign and the facts and figures that help describe the scope of the threat.
- **Know2Protect Training Opportunities:** An overview of public education opportunities offered by DHS to learn how to stay safe online and combat online CSEA.
- **DHS Online CSEA One-pager:** Overview of how DHS counters online CSEA.
- **Top 10 Tips:** A list of 10 helpful tips that parents and trusted adults can share with children and teens to stay safe online.

These briefing materials are in the accompanying zip file.

The campaign also offers a host of additional helpful campaign resources such as informational handouts, campaign materials, and internet safety checklists that can be accessed at [dhs.gov/know2protect/campaign-resources](https://www.dhs.gov/know2protect/campaign-resources) on and after launch on April 17, 2024.

Know2Protect on Social Media

This section highlights Know2Protect's presence on social media platforms, such as Facebook, Instagram, and X.

Follow @Know2Protect on all social channels listed above and amplify Know2Protect messaging by creating content for your owned social channels using your own unique language.

SOCIAL MEDIA HIGHLIGHTS

- Monitor @Know2Protect, @DHSgov, and @HSI_HQ for social media posts that you can share and tag our accounts in your communications.
- Consider linking to [know2protect.gov](https://www.know2protect.gov) in your posts.
- Consider tagging the DHS main channels as well:
 - <https://x.com/DHSgov>
 - <https://www.facebook.com/homelandsecurity/>
 - <https://www.instagram.com/dhsgov/>
 - <https://www.threads.net/@dhsgov>
- Suggested hashtags are:



- #Know2Protect (primary hashtag)
- #K2P
- #iGuardian
- #OnlineSafety
- #ChildSafety
- #KeepKidsSafeOnline
- #PreventionPartnership

KNOW2PROTECT SAMPLE POST COPY AND CREATIVE ASSETS

The following are social media posts for Facebook, Instagram, and X that will be produced under the @Know2Protect owned social channels. If you repost or share any of our content on social media, please tag @Know2Protect and consider leveraging recommended hashtags mentioned above.

<p style="text-align: center;">FACEBOOK/INSTAGRAM Posts from @Know2Protect</p>		
<p>Online child sexual exploitation and abuse is a rising threat to our nation's children. In 2023, there were more than 36 million reports of online child sexual exploitation and abuse made to NCMEC. @Know2Protect is on a mission to help protect our children and ensure they know the signs of this crime. Let's stand together to protect our kids online. Together We Can Stop Online Child Exploitation™. Visit know2protect.gov to learn more. #OnlineSafety</p>	<p>Every child deserves a safe and nurturing environment to grow, learn and thrive, in person and online. Protecting children is everyone's responsibility, but online child sexual exploitation and abuse is still on the rise. Online child sexual exploitation and abuse is a horrific crime that targets some of the most vulnerable people in our community - our children. It includes a broad range of criminal acts that involve victimizing a minor, often for sexual gratification or some other personal or financial gain. Join the @Know2Protect campaign in the fight against this escalating crime and learn how you can make a difference by visiting know2protect.gov. #ChildSafety</p>	<p>Online child sexual exploitation and abuse does not discriminate. Every child who uses the internet is at risk. It's never too early to start having open conversations about online safety with the people you care about. Together We Can Stop Online Child Exploitation™. To learn ways to #KeepKidsSafe online, visit know2protect.gov.</p>

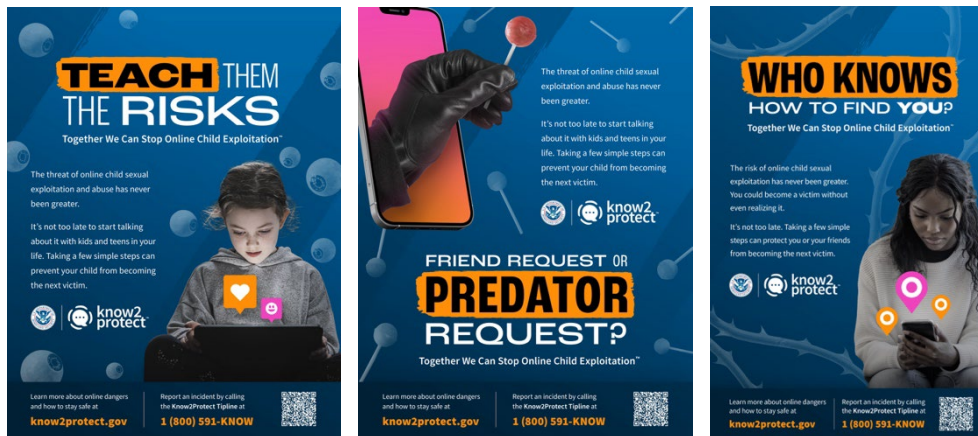
X (TWITTER) Posts from @Know2Protect		
<p>Online child sexual exploitation and abuse is a rising threat to our nation's children. @Know2Protect is on a mission to help protect our children and ensure they know the signs of this crime. Together We Can Stop Online Child Exploitation™. To learn more, visit know2protect.gov.</p>	<p>Protecting children is everyone's responsibility but online child sexual exploitation and abuse is still on the rise. Join the @Know2Protect campaign in the fight against this escalating crime. Learn how you can make a difference by visiting know2protect.gov. #ChildSafety</p>	<p>@Know2Protect is helping parents and trusted adults understand how to keep their children and teens safe online. Visit know2protect.gov for more information. #OnlineSafety</p>

Creative Assets

The Know2Protect campaign will also provide a zip file that includes printable resources, including handouts, posters, and digital materials such as social media content. The following resources are available in the zip file, which will also be available for download via web at <https://www.dhs.gov/know2protect/campaign-resources>.

PRINTABLE POSTERS

You can leverage printable posters to promote the campaign and prompt audiences to learn more on the Know2Protect website. Put these posters in high-traffic areas or where your audiences gather, such as libraries, community centers, and government buildings.



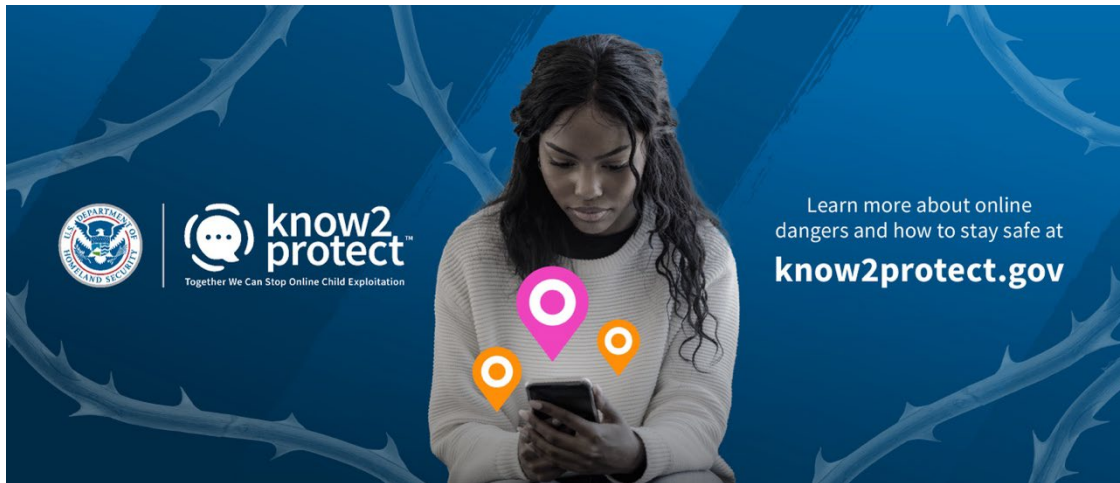
TV BULLETIN

You can display TV bulletins on screens with rolling presentations in waiting rooms, local office sites, lobbies, and other locations.



EMAIL BANNER

You can use this email banner to capture attention and communicate to audiences to visit the Know2Protect website.



Contact Information

Questions? Email: Know2Protect@HSI.DHS.gov