

U.S. Department of Homeland Security

KNOW2PROTECT™ SOCIAL MEDIA TOOLKIT

Communication Guidance and Resources



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Overview

Know2Protect™ is a Department of Homeland Security national public awareness campaign to educate and empower children, teens, parents, trusted adults and policymakers to prevent and combat online child sexual exploitation and abuse (CSEA); explain how to report online enticement and victimization; and offer response and support resources for victims and survivors of online child sexual exploitation. 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 so we can reach more communities across the nation and internationally.

To learn more about this threat and how to get involved in this campaign, please visit know2protect.gov.

Social Media

Know2Protect is active on [Facebook](https://www.facebook.com/know2protect), [Instagram](https://www.instagram.com/know2protect), and [X](https://twitter.com/know2protect), and has a playlist on DHS's official [YouTube channel](https://www.youtube.com/channel/UCk2P).




Follow @Know2Protect on all social channels listed above and amplify Know2Protect's 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 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 have been 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 the recommended hashtags mentioned above.

FACEBOOK/INSTAGRAM Posts from @Know2Protect		
		
<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 offers printable resources, including handouts, posters and digital materials such as social media graphics. Below are samples of our creative assets. Please visit our website at <https://www.dhs.gov/know2protect/campaign-resources> to see more.

PRINTABLE POSTERS

You can leverage printable posters to promote the campaign and prompt audiences to learn more on the Know2Protect website. These posters are great in high-traffic areas or where audiences gather, such as libraries, community centers, government buildings, etc. Access [printable posters](#).



TV BULLETINS

TV bulletins work well on screens with rolling presentations in waiting rooms, local office sites, lobbies and other locations. Access [TV bulletins](#).



EMAIL BANNERS

Email banners capture attention and communicate to audiences to visit the Know2Protect website. Access [email banners](#).



Contact Information

Questions? Email: Know2Protect@HSI.DHS.gov