

Digital Campaign Kit



Australia's Biggest Child Safety Lesson 2021

Australia's Biggest Child Safety Lesson (ABCSL) is back in 2021! On Tuesday 7 September, the Daniel Morcombe Foundation will be livestreaming two brand new video resources, bringing children across the nation together to learn important safety messages in National Child Protection Week. Both lessons will focus on help-seeking, a crucial element of personal safety for all children.

Our Early Years and Junior Primary resource, which is perfect for 4 to 7 year olds will go live at 9am AEST. Then our Upper Primary resource, designed for 8 to 12 year olds, will be streamed at 10am AEST.

How You Can Help

We believe child safety is everyone's business. You can help us to spread awareness about ABCSL and reach millions of children across Australia with important child safety messages.

1. Participate in ABCSL

Register to tune in for the livestream of ABCSL. Registered participants receive a special preview of the lesson before it goes live on 7 September!

Register here <https://bit.ly/3l5Cq6i>

2. Promote ABCSL

- Share ABCSL across your social media platforms, we have made it easy and provided all the content for you, please see the next page!
- Share this campaign kit with your network of colleagues, friends, schools, early learning centres or community groups.
- Share Daniel Morcombe Foundation social media posts about ABCSL (weekly in the lead up to the event).

Follow us on social



@DanielMorcombeFoundation



@DanielMorcombe



@DanielMorcombeFoundation



Daniel Morcombe Foundation Inc.

Hashtags

We have created some hashtags you could use:

#ABCSL

#KeepingKidsSafe

See next page for social media posts

DanielMorcombe.com.au



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Social Media Posts

The following content has been developed for you to easily promote your support of ABCSL. Simply copy the suggested text below or edit if you like. Feel free to include why you are passionate about Keeping Kids Safe! This content is suitable for a variety of social media platforms or even a humble email to reach your network.

Register

Register now for Australia's Biggest Child Safety Lesson brought to you by the Daniel Morcombe Foundation! On 7 September, tune in for the national livestreamed events and teach your children valuable personal safety lessons.

Register now <https://bit.ly/3l5Cq6i> #ABCSL #KeepingKidsSafe



Reminder

Have you registered for Australia's Biggest Child Safety Lesson? It's free to register and be a part of this national child safety event. **Register now** <https://bit.ly/3l5Cq6i>

#ABCSL #KeepingKidsSafe



I'm Supporting

I'm a proud supporter of Australia's Biggest Child Safety Lesson because I believe child safety is everyone's business. Tune in on 7 September to take part in this national event. For more information and to register visit <https://bit.ly/3l5Cq6i>

#ABCSL #KeepingKidsSafe



Sneak Peek

Share our post of the Australia's Biggest Child Safety Lesson, posted to our social media on Tuesday 31 August.



On the Day

Will you be tuning in for Australia's Biggest Child Safety Lesson? The Daniel Morcombe Foundation is going live at 9am AEST with an engaging new lesson for 4 to 7 year olds and at 10am AEST with a resource for 8 to 12 year olds! Join in for this national event at <https://bit.ly/3l5Cq6i> #ABCSL #KeepingKidsSafe

