



## Social Media Influencer Posting Guide

### 1. The Invitation (A call to action)

- Each post should clearly invite people to participate.

Primary CTA

*“Join me in helping children who have experienced sexual abuse find safety, justice, and healing. Just \$10 a month **will** move a child from trauma to triumph.”*

Short CTA

*“Give \$10 a month and join me in helping children move from trauma to triumph.”*

Always include:

- Your campaign landing page link
- A personal invitation: “Join me”

### 2. Suggested Post Structure (3 Simple Steps)

1. Why I care: Share why this matters personally – share your own Trauma to Triumph story if you feel called to.

2. What Kids Alive does: Kids Alive works to both respond to abuse and prevent future harm through four core areas:

- **Prevention** (stopping abuse before it happens)
- **Safety** (safe homes, safe people)
- **Justice** (legal advocacy)
- **Healing** (trauma-informed care)

3. Join me: Invite your audience to participate using your personal link.

(Feel free to add in other trusted influencers that are part of this to increase trust)

### 3. Key Phrases to Include (Use 1–2)

- “Every child deserves safety, justice, and healing.”
- “Together we can help children move from trauma to triumph.”
- “Your monthly gift helps provide safety, trauma-informed care, and justice advocacy.”
- “Even \$10 a month can help change a child’s future.”

#### **4. Speak In Your Own Voice**