

# Social media tool kit

## Child Abuse Prevention Month 2025

Hello! April is Child Abuse Prevention Month. We invite you to share the following social media posts on your social platforms in effort to raise awareness and help us #stopchildabuse.

Please note:

*Should you decide to add your organization's logo to any of the tool kit graphics, we have created a space to the right of the Cook Children's Center for Community Health logo for an additional logo. There are a couple of logo standards that accompany the Cook Children's brand. The first is that our logo must be of equal size to the other logo. Secondly, there must be a 'C' width of clear space around our logo at all times. What that means is that if you extract the 'C' from our logo, you should be able to place it around all sides of our logo without touching any text, design elements or other logos. Lastly, the Cook Children's Center for Community Health logo is not to be removed from the graphics or altered in any way.*

**Should you have any questions about graphic usage and adherence to Cook Children's system guidelines, please contact Christine Gores at [Christine.gores@cookchildrens.org](mailto:Christine.gores@cookchildrens.org).**

### Go Blue Day post

Friday, April 4<sup>th</sup> is Go Blue Day. Wear blue to support Child Abuse Prevention Month.

Learn more at [saynotoabuse.org](http://saynotoabuse.org). #stopchildabuse



### Child Abuse Prevention Month post

April is Child Abuse Prevention Month. The pinwheel is the national symbol for child abuse prevention. It represents playfulness and joy, and reminds us that everyone deserves a loving childhood.

Learn more at [saynotoabuse.org](http://saynotoabuse.org). #stopchildabuse



**Abuse facts** – *some of these facts have a digital graphic in the folder that could supplement the post.*

**Post A**

Did you know that at least 1 in 10 children will experience sexually abuse? Visit [saynotoabuse.org](http://saynotoabuse.org) to learn more. #stopchildabuse

**Post B**

April is Child Abuse Prevention Month. Over 90% of children know their abuser. Abusers are often be charming, helpful, and in places of leadership within the community. Be aware and learn more at [saynotoabuse.org](http://saynotoabuse.org). #stopchildabuse

**Post C**

Did you know neglect is the #1 most common type of child maltreatment? #stopchildabuse Get more information at [saynotoabuse.org](http://saynotoabuse.org). #stopchildabuse

**Post D**

Texas is #1 in the country for child abuse fatalities. Learn more at [saynotoabuse.org](http://saynotoabuse.org). #stopchildabuse

**Post E**

Did you know that 1 in 7 children have experienced child maltreatment in the past year? #stopchildabuse

**Post F**

April is Child Abuse Prevention month. The pinwheel is the national symbol for child abuse prevention. It represents playfulness and joy, and reminds us that everyone deserves a loving childhood. Learn more at [saynotoabuse.org](http://saynotoabuse.org) #stopchildabuse

**Post G**

Did you know crying is the #1 trigger of abuse causing severe head trauma? #stopchildabuse

**Post H**

3 out of 4 adolescents who have been sexually abused were victimized by someone they knew well. Abusers are often be charming, helpful, and in places of leadership within the community. Be aware and learn more at [saynotoabuse.org](http://saynotoabuse.org). #stopchildabuse

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Facebook cover photo



**Support, recognize,  
report. Everyone can  
make a difference.**

April is Child Abuse  
Prevention Month.

#stopchildabuse



**CookChildren's.**  
Center for Community Health

