



SOCIAL MEDIA TOOLKIT



The Captain Compassion® Campaign

Committee for Children has been advocating for bullying prevention since the mid-1980s. Our research-based bullying prevention curriculum is taught to millions of students each year, and we continue to provide resources for parents and teachers to help inform and inspire them to take action.

In support of National Bullying Prevention Month this October, we welcome the return of bullying prevention superhero Captain Compassion, who empowers kids and adults to help stop bullying. By sharing this campaign, you can help your family, friends, and colleagues activate their upstander power and understand just how much good they can do by recognizing, reporting, and refusing bullying.

Below are a sample social media post, a shareable video and image, and an email you can send to your network.

Got Questions?

Contact us at press@cfchildren.org

Follow us    

CaptainCompassion.org

[#UpstanderPower](https://twitter.com/UpstanderPower)

Social Media Post

Imagine a world without #bullying. Now, discover how you can help make it a reality. Go to @cfchildren's CaptainCompassion.org to find tips, tools, and resources to help the kids in your life activate their #UpstanderPower. #NationalBullyingPreventionMonth

Shareable Video

Click on the video to watch it and share on social media.



Shareable Image

Click on the image to download it and share on social media.



Captain Compassion® Poster

Display your Captain Compassion poster at home, in your classroom, or at your community center! (You can download as many posters as you like.)