



# 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](mailto:press@cfchildren.org)

Follow us   

[CaptainCompassion.org](http://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 [@committeeforchildren's](https://www.cfcchildren.org) [CaptainCompassion.org](http://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.



## Email

Did you know 70 percent of students say they witness bullying regularly at school? October is National Bullying Prevention Month, and I wanted to introduce you to Committee for Children's Captain Compassion® bullying prevention campaign. Captain Compassion is a bullying prevention superhero who helps families and educators communicate with kids about how to recognize, report, and refuse bullying.

The Captain Compassion website is home to approachable, research-based tips and tactics drawn from Committee for Children's decades of work in the field of bullying prevention. It includes engaging comics, videos, and family resources that provide kids and adults with tools to address a range of bullying scenarios. The campaign empowers everyone to activate their upstander power to help stop bullying.

Join me in support of bullying prevention by checking out [CaptainCompassion.org](http://CaptainCompassion.org) and sharing the campaign with your friends and colleagues.



## 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.)