**#LookCloser**

**Media and Social Media resource**

Follow us on the below channels for updated posts during the week!

The Children’s Society social media handles

Twitter @childrensociety

Facebook @childrenssociety

Instagram @thechildrenssociety

LinkedIn The Children’s Society

We have also drafted the below for you to use from 17 May, 2021 to launch our #LookCloser campaign week of action:

**Draft Tweets**

1. We’re joining @BTP, @PoliceChiefs and @childrensociety

in asking the public to #LookCloser

Exploitation can happen anywhere, to any child.

Learn how to look beyond the obvious and spot the signs.

Learn more bit.ly/3iVNxLI

2. When it comes to exploitation, there is no ‘perfect victim’,

any young person can be exploited.

We’re joining @BTP, @PoliceChiefs and @childrensociety

in asking the public to #LookCloser.

Learn to spot the signs and how to report if you have concerns bit.ly/3iVNxLI

3. Victims of child exploitation are often most visible in public spaces like Public transport

Fast food outlets & shopping centres

Hotels

Roadside services

Taxis and rideshares

Know how to #LookCloser and spot the signs to help protect young people bit.ly/3iVNxLI

4. We can all contribute to making public spaces safe for young people.

We’re joining @BTP, @PoliceChiefs and @childrensociety in asking the public to #LookCloser to help spot the signs of exploitation and abuse.

Learn more bit.ly/3iVNxLI

5. Sadly, exploitation did not stop during lockdown. As restrictions begin to lift children who were groomed online during lockdown may now be visible in public spaces. Find out how to #LookCloser and spot the signs bit.ly/3iVNxLI

**Draft Facebook post**

1. Exploitation can happen anywhere, to any child. We’re joining

@britishtransportpolice, @NCA and @childrenssociety

in asking the public to #LookCloser to help spot exploitation and abuse.

Know what signs to look for and how to report concerns.

bit.ly/36o2Qb7

2. It’s everyone’s role to #LookCloser to protect children from exploitation and abuse. Victims of child exploitation are often most visible in public spaces like bus and train stations, fast food outlets & shopping centres, hotels or taxi & rideshares. We’re joining @britishtransportpolice, @NCA and @childrenssociety

in asking the public to #LookCloser to help spot exploitation and abuse.

Learn how you can help and please share this message bit.ly/36o2Qb7

**Draft Instagram post**

1. Young people are being exploited and are losing hope, but it’s not always obvious. It can happen anywhere, to any child. We’re joining @national\_crime\_agency, @britishtransportpolice and @thechildrenssociety in asking the public to #LookCloser to help spot exploitation where it is visible in public spaces.

Visit the link in our bio for information on spotting the signs and how to report concerns. Add link to bio bit.ly/3iXgbMG

**Draft LinkedIn post**

1. Exploitation can happen anywhere, to any child. Public spaces like bus & train stations, fast food outlets, shopping centres, hotels and roadside services can be where young victims of child exploitation are most visible.

We’re joining @britishtransportpolice, @NCA and @childrenssociety in asking the public to #LookCloser to help spot exploitation and abuse.

Know what signs to look for and how to report concerns. bit.ly/2MBnQnz

2. We can all contribute to making public spaces safe for young people.

We’re joining @britishtransportpolice, @NCA and @childrenssociety

in asking the public to #LookCloser to help spot exploitation and abuse.

Learn how you can help bit.ly/2MBnQnz

**Media enquiries**

For a quote from The Children’s Society or to arrange an interview with an expert about Look Closer or child exploitation please contact Senior Media Officer Rob Devey on rob.devey@childrenssociety.org.uk or 07814 525918