



Social Media Kit Instructions

Thank you for your social media engagement with OneChild. The OneChild Social Media Kit contains the following for your posting convenience: Sensitive Messaging Quick Reference Guide, OneChild Social Media Kit Sample Messages and OneChild Social Media Graphics to invite others to join you and your church/organization as part of the OneChild global community.

Image Layout

The images are arranged first by region (Africa, Asia, and Latin America), then by country. You have been provided images with text—such as “Be a Champion,” “Join Our Global Community,” and “Hope in Hard Places”—as well as images without text. We have provided each of the graphics in a Facebook or Instagram-sized version.

Content Usage

- With consideration to the sensitive messaging guidelines included in the kit, creative liberties may be taken when posting.
- We encourage the utilization of any of the images provided to announce sponsorship events and invite people to sponsor a child or support children through giving to the Children's Crisis Fund or other area of need.
- We have also included a set of two graphics for "In two weeks..." and a set for "In one week..." to build excitement for an upcoming sponsorship Sunday.

Suggestions

If your church or organization has its own OneChild sponsorship page, we suggest adding a link to that page with your social media posts to make it easy for people to find children waiting for a sponsor.

We thoughtfully ask that you do not alter any of these images or use them for other events or promotions unrelated to the OneChild global community.