



Child Safety Week Social Media Toolkit

Starting November 14 to November 20, 2024

Child Safety Week 2024 is here!

Like every year we call on you to support the 'Child Safety Week' campaign to raise awareness, amplify conversations and encourage collective action to prevent Child Sexual Abuse (CSA) and heal those affected by it. This year, Arpan is launching India's first ever large-scale public awareness campaign **#ProtectedByPOCSO** targeting offenders.

To know more about the campaign visit: <https://www.arpan.org.in/child-safety-week/>

To deter offenders to commit sexual abuse and ensure safety of all children make **#ProtectedByPOCSO campaign** a success. Follow the campaign, share it on your social media handles and tag us on:

- Instagram: [@arpan_csa](#)
- Facebook: [@arpan](#)
- LinkedIn: [@ARPAN](#)
- Twitter/X: [@arpan_csa](#)

Use the campaign hashtags:

- **#ProtectedByPOCSO**
- **#StopRightNow**
- **#ChildSafetyWeek2024**
- **#Arpan**

This section of the toolkit provides captions and visuals to help raise awareness of what constitutes Child Sexual Abuse (CSA) and deter offenders. Due to limited understanding around CSA, abuse often goes unnoticed, allowing offenders to exploit this and act without fear of consequence. Share these captions during Child Safety Week to support the **#ProtectedByPOCSO** campaign and make a meaningful impact online.

Captions and Visuals for posts of CSW 2024 which will run from 14 to 20 November 2024:

Video Link: https://youtu.be/Wei-99CYI1k?si=PJ_iSJFAepSDAwTz

14 November: Children's Day in India

50% of children in India face sexual abuse. 50%. But you can change this. How? This Children's Day, let's pledge to warn offenders that Child Sexual Abuse is a serious crime under the Protection of Children from Sexual Offences Act (POCSO). Offenders will face legal and social consequences for harming children.

What do you need to do? 🗣️ Watch Arpan's #ProtectedByPOCSO campaign video and share it to send a clear message: 🙅 Stop Right Now or Get Caught. Stand up against Child Sexual Abuse, and let's work toward a world where children are safe, happy, and thriving.

Visit arpan.org.in/child-safety-week to learn more.

Share this post and tag friends who believe in protecting children. Comment with a ❤️ to stand with us for child safety.

#ProtectedByPOCSO #StopRightNow #ChildSafetyWeek2024 #Arpan



CSA Fact #1: Groping a child or touching them in a sexual manner is Child Sexual Abuse. Child Sexual Abuse is a punishable offence under the POCSO (Protection of Children from Sexual Offences) Act. Offenders exploit our lack of awareness and portray this heinous crime as accidental or pass it as a game or as a gesture of love and care. Recognise, raise your voice. Tell them: All children in India are #ProtectedByPOCSO and warning them to 🙅 Stop Right Now or Get Caught.

Join the movement for knowing more and creating a safer world at arpan.org.in/child-safety-week.

Protect a child's right to safety!

#ProtectedByPOCSO #ChildSafetyWeek2024 #StopRightNow #Arpan



CSA Fact #2: Showing an inappropriate/ sexual video or photo to a child is also a form of Child Sexual Abuse which can cause long-lasting harm . It is a punishable offence under the Protection of Children from Sexual Offences Act. Since this is a form of non-contact abuse, offenders often go unnoticed. Let's identify the offenders in our surrounding and warn them to 🖐️ **Stop Right Now or Get Caught.**

Remember, all children in India are #ProtectedByPOCSO.

Learn more about different types of Child Sexual Abuse and how we can protect children at arpan.org.in/child-safety-week.

#ProtectedByPOCSO #ChildSafetyWeek2024 #StopRightNow #Arpan



CSA Fact #3: Sharing sexualised images of children is a punishable offence under the POCSO Act. 86% cyber crime cases against children include creating /sharing of sexualised images. Behind every sexualised image there is a real child being sexually abused and this is a gross violation of their dignity and rights.

Give these offenders a stern warning to 🖐️ **Stop Right Now or Get Caught.** Raise your voice and isolate offenders. Ensure they face legal and social consequences for their behaviour.

Visit arpan.org.in/child-safety-week to learn more about the POCSO Act and how you can support and protect children from sexual abuse.

#ProtectedByPOCSO #ChildSafetyWeek2024 #StopRightNow #Arpan



18 November: World Day for the Prevention of and Healing from Child Sexual Exploitation, Abuse, and Violence

CSA Fact # 4: Today is World Day for the Prevention of and Healing from Child Sexual Exploitation, Abuse, and Violence. So let's raise our voice for every child's right to safety.

Did you know that an alarming 86% of cyber crime cases against children include creating /sharing of these sexualised images? Filming a child in a sexualised manner is a form of Child sexual Abuse. It is a punishable offence under the Protection of Children from Sexual Offences Act (POCSO) Act. Offenders exploit our lack of awareness and continue to sexually abuse children.

Let's identify the offenders around us and send them a loud and clear message to 🙌 **Stop Right Now or Get Caught**. Because all children in India are **#ProtectedByPOCSO**. Learn more about the POCSO Act and how to protect children at arpan.org.in/child-safety-week.

#ProtectedByPOCSO #ChildSafetyWeek2024 #StopRightNow #Arpan



19 November: World Day for Prevention of Child Sexual Abuse

CSA Fact #5: This World Day for Prevention of Child Sexual Abuse, pledge to o protect children and deter offenders from offending. How? Child Sexual Abuse (CSA) can happen either through contact sexual acts or through non-contact sexual behaviours. This is a punishable offence under the Protection of Children from Sexual Offences Act (POCSO) Act.

Let's raise our voice against offenders. Identify and isolate someone who is sexually abusing children. Ensure they face legal and social consequences for their behaviour. Sending them a stern warning to 🖐️ **Stop Right Now or Get Caught.**

Reshare this post to spread more awareness Learn more at arpan.org.in/child-safety-week.

#ProtectedByPOCSO #ChildSafetyWeek2024 #StopRightNow #Arpan



20 November: International Children's Day

CSA Fact # 6: This International Children's Day, let's promise our children a safer world. How? By making yourself aware about CSA and raising a voice against the offenders.

Did you know that stalking, groping, and filming children inappropriately is a sexual offence and is punishable under Protection of Children from Sexual Offences (POCSO) Act. In India, 50% of children have faced some form of sexual abuse. But every child in India is #ProtectedByPOCSO. So together, let's stop Child Sexual Abuse. Warn the Offenders: 👉 Stop Right Now or Get Caught.

Learn more about protecting children at arpan.org.in/child-safety-week.

#ProtectedByPOCSO #ChildSafetyWeek2024 #StopRightNow #Arpan

The link to download all the visuals: <https://bit.ly/4fLLpT0>

*Captions given above are suggestive captions. Feel free to make any modifications that best suit your platform and audience while ensuring that the core message remains intact. Please use the relevant hashtags and tag Arpan in your posts.

This Child Safety Week let's unite as a community to protect children from Child Sexual Abuse. By participating in the #ProtectedByPOCSO campaign, you are helping to build 'A world Free of Child Sexual Abuse'.

Thank you for being a part of this mission.