

# #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 **@TCSImpact** and **@childrensociety**

Facebook **@childrensociety**

Instagram **@thechildrensociety**

LinkedIn **The Children's Society**

We have also drafted the below for you to use from 11 October, 2021 to launch our **#LookCloser** campaign week of action. We have made our **#LookCloser** images and gifs available for download. Please feel free to add these to any of the drafts below. Images and gifs are available here: [https://drive.google.com/drive/folders/1b13iYAgbwlmA3\\_L\\_IKP4rvSneLfBgdHK?usp=sharing](https://drive.google.com/drive/folders/1b13iYAgbwlmA3_L_IKP4rvSneLfBgdHK?usp=sharing)

## 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](https://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](https://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](https://bit.ly/3iVNxLI)



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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. Lets all commit to take a **#LookCloser** action. I/We are pledging to... [add your own pledge here, for more information about this see our guide].

## Draft Facebook post

1. Exploitation can happen anywhere, to any child. We're joining **@britishtransportpolice**, **@NCA** and **@childrensociety** 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 **@childrensociety** 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**
3. Lets all commit to take a **#LookCloser** action. I/We are pledging to... [add your own pledge here, for more information about this see our guide].

## 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 **@thechildrensociety** 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**
2. Lets all commit to take a **#LookCloser** action. I/We are pledging to... [add your own pledge here, for more information about this see our guide].

## 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**
3. Lets all commit to take a **#LookCloser** action. I/We are pledging to...  
[add your own pledge here, for more information about this see our guide].

**James Simmonds-Read, National Programme Manager at The Children's Society's Prevention programme, which runs the Look Closer campaign, said:**

"Predators groom children with offers of cash, gifts, drugs and alcohol, friendship and status - then use terrifying threats and violence to exploit them to carry drugs in 'county lines' operations or for sexual or labour exploitation.

"Young people may not ask for help because they have been manipulated into thinking they are making a choice or because they are too scared to speak out. We must not hold children responsible for preventing their own exploitation but should instead work together as a society to prevent it from happening to them.

"That's why our **Look Closer campaign** highlights how important it is for people to look out for and report any signs a child is being exploited – be it in public spaces like train stations, parks, shopping centres and

banks, or in online spaces like social media and gaming platforms.

"Doing so isn't just a matter for parents and professionals. Everyone from morning commuters and transport staff to hotel and shop workers can play a potentially vital role in helping children to escape a situation of horrific abuse and unimaginable trauma.

"Exploited children may not always appear vulnerable or behave in the way we would expect victims to, so it's vital people look beyond the obvious and remember that trauma may cause young people to appear angry or aggressive."

Feel free to use this quote in any media releases you are issuing about Look Closer or county lines this month. Journalists can arrange interviews with an expert about Look Closer or child exploitation by contacting Senior Media Officer Rob Devey on **rob.devey@childrenssociety.org.uk** or **07814 525918**.



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