



NATIONAL RUNAWAY PREVENTION MONTH



Social Media Tip Sheet

Thank you for your interest in supporting National Runaway Prevention Month (NRPM)! NRPM is an annual campaign designed to raise awareness of the runaway and homeless youth crisis and the issues that young people face.

Social media is a key method for spreading the word and we encourage you to use your own social media channels to amplify the message!

Use the posts provided to educate your communities and the public about the role they can play in runaway prevention and ending youth homelessness.



POSTS

You can copy and paste these posts or edit them to suit your character count or organization's communication style. Where we've listed links, feel free to include your own.

TIP: If you don't have an NRPM landing page on your website, consider writing up a blog post and linking to that! Talk about your organization's work, as well as the importance of NRPM.

November is National Runaway Prevention Month! Each year, approximately 4.2 million young people experience some form of homelessness. This is unacceptable and we're working to create a better future for youth everywhere. Learn more about the issue at 1800RUNAWAY.org/NRPM. #NRPM2021

Approximately 7% of youth in the United States are LGBTQ+, while 40% of youth experiencing homelessness are LGBTQ+. Housing instability disproportionately impacts those who are already vulnerable. This November, join us as we work to raise awareness of the experiences of runaway & homeless youth! Learn more at 1800RUNAWAY.org/NRPM. #NRPM2021

In an average classroom of 30 students, at least one of them will experience homelessness this year. This November, join us as we work to show young people in this situation that they are not alone. We're empowering individuals, organizations & communities to take action and help prevent youth homelessness! #NRPM2021

November is National Runaway Prevention Month and we're using our voice to help prevent youth homelessness. Youth experiencing homelessness are at a higher risk for dangerous situations and life-long health impacts. 46% of young people experiencing homelessness have faced incarceration versus 15% of the general population. Learn more at 1800RUNAWAY.org/NRPM. #NRPM2021

GRAPHICS



Social media is a visual medium. It is unlikely that your post will be seen if you do not include some sort of image. You can include pictures of your staff or volunteers dressed in green for Wear Green Day, or holding up a Commitment Card ([click here](#) to see all of our national events). Or, you can use one of the graphics we've provided here. Download the hi-res .PNGs by [clicking here](#).

TIP: Posting pictures is a great way to make your social media presence more sincere. Most people, especially younger audiences, engage more with posts that seem genuine and informal.

HASHTAGS

Hashtags are an invaluable way to ensure that your posts are seen by audiences outside of your direct network. Make sure you're always using #NRPM2021! Also, feel free to use hashtags from the suggested list below to help amplify your message.

TIP: If you're posting on Instagram, don't put the hashtags in the body of your post. Add them as the first comment, and more people will see it! On other feeds, use the hashtags throughout the post.

#youth #homelessness

#youthhomelessness

#teenhomelessness #teenhomeless

#youthactivism #homelessyouth

#runawayyouth #runawayteen

#ineedhelp #gethelp #youthincrisis

#vagabond #livedexperience

#prevention #betheone #lgbtq

#mentalhealth #anxiety #depression

#depressed #couchsurfing

#schoolsucks #bullying

#iwanttobrunaway #youmatter #support

#freeresources #resource

#endthestigma



**NOVEMBER
2021**

Learn More At
1800RUNAWAY.org/NRPM

#NRPM2021

Experiencing homelessness increases a young person's likelihood of dropping out of school by almost 87%.



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2021**

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1800RUNAWAY.org/NRPM

#NRPM2021

Shine a light on the experiences of runaway, homeless and at-risk youth.



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2021**

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TAKE ACTION
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