

The logo features a large white circle on a green and blue background. Inside the circle, the text "National Runaway Safeline" is written in a bold, sans-serif font. The word "National" is in grey, "Runaway" is in black, and "Safeline" is in a larger, bold black font. A green curved line is positioned to the left of the text, and a registered trademark symbol (®) is to the right.

**National  
Runaway  
Safeline**®



**NATIONAL  
RUNAWAY  
PREVENTION  
MONTH**

**NRPM Partner Call**  
**Social Media #NRPM2021**  
**October 7, 2021**

# Partnership Overview

- The partner community continues to grow – and we aim to have partners representing every state to make this a truly national initiative.
- If you collaborate with organizations who may be interested in becoming an NRPM partner, let them know about the campaign and how to get involved.
- Partners receive various benefits, from guidance to event invitations to welcome packages. The packages will be in the mail soon!

# Social Media Overview

National Runaway Prevention Month (NRPM) is an overwhelming digital campaign. Considering the health of your networks and communities, engaging online is often the best method for getting the word out.

There are many great ways to participate!

- Social Media Kickoff
- Education Week posts
- Twitter Chat
- Resource Day
- Wear Green Day



**Discussion: If you've participated in NRPM in the past – how have you best used social media?**

# Social Media Kickoff – Nov. 1


- Encourage your networks (volunteers, board members, staff, former clients, etc.) to use the #NRPM2021 Facebook profile picture frame on November 1
- **New this year:** Use our new Instagram AR filter! To be released ahead of November 1
- Provide a sample post for them to copy and paste or edit. For example:



*“November is National Runaway Prevention Month (NRPM). Did you know that every year, 4.2 million young people experience some form of homelessness? It’s been a year for all of us, but these young people endure things most of us can’t imagine.*”

*Check out ways you can get involved this month at [1800RUNAWAY.org/nrpm](https://1800RUNAWAY.org/nrpm). If you are able to give, please donate to the NRPM campaign at [bidpal.net/nrpm](https://bidpal.net/nrpm). #NRPM2020*

# Education Week – Discuss the Issue

|  |  |
|--|--|
|  | <p>EDUCATION WEEK</p>  <p><b>NATIONAL<br/>RUNAWAY<br/>PREVENTION<br/>MONTH</b></p>  |
|  | <p>Populations with increased risk of homelessness:</p> <ul style="list-style-type: none"><li>• <b>LGBTQ+ Youth - 120% higher risk</b></li><li>• <b>Black Youth - 83% higher risk</b></li><li>• <b>Hispanic, Non-White Youth - 33% higher risk</b></li></ul> <p>Visit <a href="https://1800RUNAWAY.org">1800RUNAWAY.org</a> for more information</p> |
|  | <p>Follow along on social media - @1800RUNAWAY #NRPM2020</p>   |

## Education Week Topics for This Year Are:

- 11/1 - Race & Discrimination
- 11/2 - Mental Health
- 11/3 - LGBTQ+ Issues
- 11/4 - Human Trafficking
- 11/5 - Prevention Strategies

[1800RUNAWAY.org/NRPM](https://1800RUNAWAY.org/NRPM)

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# Resource Day – Nov. 2

Resource Day is all about highlighting the incredible resources out there for RHY.

We encourage you to:

- 1) Post about your own organization and tag it **#NRPM2021**! NRS may share your post, and it will receive visibility from the hashtag.
- 2) Share posts from other organizations, or highlight other organizations that you admire.

This is a chance for the RHY community to lift each other up and show young people that there is help for them out there.



**NOVEMBER  
2021**

Learn More At  
[1800RUNAWAY.org/NRPM](https://1800RUNAWAY.org/NRPM)

**#NRPM2021**

**GET INVOLVED  
TAKE ACTION  
MAKE A DIFFERENCE**

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# Twitter Chat – Nov. 5

## Twitter Chat Questions – Preview/Possible Questions:

- What does youth homelessness look like?
- What resources are available in your community to support the needs of runaway, homeless and at-risk youth?
- How is your community addressing the underlying issues of runaway behaviors and youth homelessness?
- What are some factors that make young people more vulnerable to experiencing homelessness? What are some protective factors?
- What are the intersections of youth homelessness and discrimination?
- How does racism impact at-risk youth or youth experiencing homelessness?
- How can experiencing homelessness impact a young person's mental health?
- Why is it important to end negative stereotypes of runaway youth and youth experiencing homelessness?
- Why is the youth voice important in developing a plan to reduce or prevent youth homelessness?
- What are some things the general public doesn't know about runaway and homeless youth?
- What are the barriers to reducing or preventing youth homelessness?

*As partners, you will receive the approved Twitter Chat questions in advance.*



**Discussion: What questions would you like to see at the Twitter Chat?**

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# Wear Green Day! – Nov. 10

This one is a favorite of supporters of NRPM. It is so easy to wear something green and share a picture of it! Encourage your networks to do the same. Just like with the Social Media Kickoff, make it easier for them by providing a sample post.

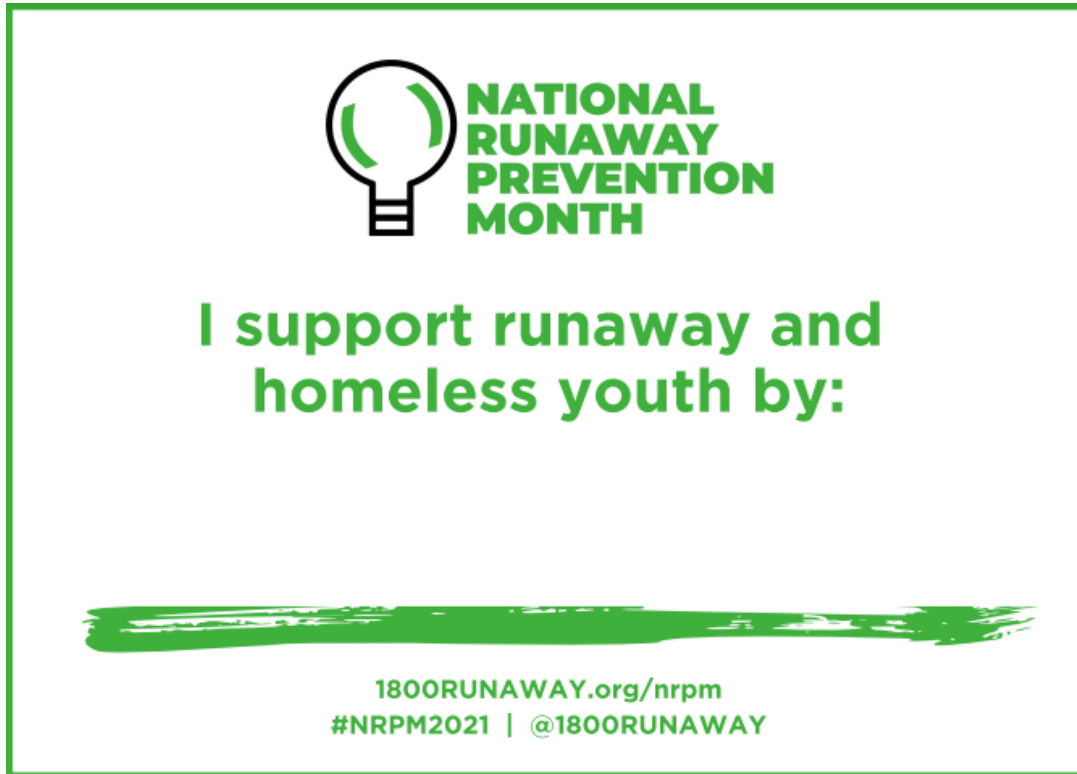


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# Other Posting Opportunities



- Commitment Cards
- Building lit up green
- Proclamations
- Events
- Run a Facebook fundraiser
- Post a Twitter thread or Instagram story about the issue
- Host an Instagram Live for your audience

# General Tips – Share your own!

- Tag everything NRPM related with #NRPM2021 – it'll increase your visibility and NRS may share your posts
- Identify your audiences and post accordingly.
- i.e. Youth use IG/Tiktok, donors use Facebook, potential volunteers use LinkedIn, etc.
- Use our free resources:
  - Social media tip sheet
  - Social media graphics
  - Graphic template



## 2021 PARTNER TOOLKIT

[1800RUNAWAY.org/NRPM](https://1800RUNAWAY.org/NRPM)

# 2021 Partner Toolkit

## *Coming in October*

### Overview:

- Tips on communication and spreading the word
- Event and activity ideas
- Tips for planning events
- Messaging guide
- Statistics, talking points
- Resources and templates

[1800RUNAWAY.org/NRPM](https://1800RUNAWAY.org/NRPM)

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# Next Partner Call: October 14, 2021

## *Breaking News: Pitching the Story in Your Community*

- Learn more about the public relations resources provided by NRS
- Get tips for how to maximize your NRPM messaging & pitch effective stories
- Brainstorm ideas for getting media placements in your community

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