**Social Media Comms Plan for NHS Devon**

The username to be tagged in captions needs to be adjusted according to the social media platform.

* Facebook: Stop It Now! UK and Ireland
* X (Twitter): @Lucy\_Faithfull\_
* LinkedIn: Lucy Faithfull Foundation
* Instagram: @lucyfaithfullfoundation

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| **Week One** | **Caption** | **Resource (Facebook/X (Twitter)/LinkedIn** | **Resource (Instagram)** | **Audience** |
| **Launch**  **Post** | We are delighted to be partnering with @Lucy\_Faithfull\_ for their #StopItNow campaign to deter online child sexual abuse in Devon and Cornwall.  For more: [www.stopitnow.org.uk](http://www.stopitnow.org.uk) |  |  |  |
| 1 | Throughout March, we are delighted to be partnering with @Lucy\_Faithfull\_ for their campaign to deter online child sexual abuse in Devon and Cornwall.  For concerns about child sexual abuse prevention, visit: www.stopitnow.org.uk  #StopItNow |  |  | Offenders/  at risk of offending |
| 2 | Are you in Devon and Cornwall and concerned that a friend or family member is viewing sexual images of children online?  Contact @Lucy\_Faithfull\_'s Stop It Now for help and support: www.stopitnow.org.uk  #StopItNow | THE WIFE  "V:\Non-Confidential\DETERRENCE CAMPAIGN\IIOC videos\The Wife\IIOC\_WIFE\_30\_Sec\_16x9\_E1 01.13.21\_SUBS.mp4" |  | Family and Friends |
| 3 | Are you a parent or carer in Devon and Cornwall concerned that a young person you know is viewing sexual images of children online?  Contact @Lucy\_Faithfull\_'s Stop It Now for help and support: www.stopitnow.org.uk  #StopItNow |  |  | Parents |
| 4 | Viewing sexual images of children is dangerous, illegal and there are serious consequences. But there is help to stop.  Visit [www.stopitnow.org.uk](http://www.stopitnow.org.uk) for advice and support/  #StopItNow |  |  | Offenders/At risk |
| 5 | Last year, more than 13,000 people in the South West contacted the #StopItNow helpline with concerns about sexual thoughts or behaviour towards children.  If you need advice and support visit @Lucy\_Faithfull\_'s Stop It Now: www.stopitnow.org.uk |  |  | Professionals |
| **Week Two** |  |  |  |  |
| 1 | Viewing sexual images of children online is dangerous, and illegal. There are serious consequences.  But, there is help to stop via @Lucy\_Faithfull\_'s Stop It Now: www.stopitnow.org.uk  #StopItNow |  |  | Offenders/at risk of offending |
| 2 | If you’re concerned that a friend or family member is viewing sexual images of children, help is available.  For confidential advice and support, visit @Lucy\_Faithfull\_'s Stop It Now: www.stopitnow.org.uk  #StopItNow |  |  | Family and Friends |
| 3 | Are you a parent or carer in Devon and Cornwall with concerns about a child’s sexual thoughts or behaviour?  Visit www.stopitnow.org.uk from @Lucy\_Faithfull\_ for confidential advice and support.  #StopItNow |  |  | Parents |
| 4 | If you’re a young person with concerns about sexual thoughts or behaviour, visit www.stopitnow.org.uk from @Lucy\_Faithfull\_ for confidential advice and support.  #StopItNow | HOUSEMATE VIDEO  "V:\Non-Confidential\DETERRENCE CAMPAIGN\IIOC videos\The Housemate\IIOC\_HOUSEMATE\_30\_Sec\_16x9\_E1 01.13.21\_SUBS.mp4" |  | Young People |
| 5 | The #StopItNow helpline from @Lucy\_Faithfull\_ has supported more than 75,000 people.  If you’re a professional with concerns about someone’s sexual thoughts or behaviour and in need of confidential advice and support, visit: www.stopitnow.org.uk |  |  | Professionals |
| **Week Three** |  |  |  |  |
| 1 | Viewing sexual images of children online is dangerous, and illegal. There are serious consequences.  But, there is help to stop via @Lucy\_Faithfull\_'s Stop It Now: www.stopitnow.org.uk  #StopItNow | THE KNOCK VIDEO  "V:\Non-Confidential\DETERRENCE CAMPAIGN\IIOC videos\The Knock - FlashingImagesWarning\Subs\THE KNOCK - 15' - 16-9\_Subs.mp4" |  | Offenders/at risk of offending |
| 2 | Are you concerned that a friend or family member has been viewing sexual images of children online?  Contact Stop It Now from @Lucy\_Faithfull\_ for advice and support: www.stopitnow.org.uk  #StopItNow |  |  | Family and Friends |
| 3 | Are you a parent with concerns about a young person’s behaviour online?  The #StopItNow helpline provides anonymous and confidential advice and support.  Visit @Lucy\_Faithfull\_'s www.stopitnow.org.uk for more information. |  |  | Parents |
| 4 | If you’re a young person with concerns about sexual thoughts or behaviour, visit @Lucy\_Faithfull\_'s www.stopitnow.org.uk for advice to stop.  #StopItNow |  |  | Young People |
| 5 | Are you a professional with concerns about someone’s sexual thoughts or behaviour towards children?  Visit @Lucy\_Faithfull\_'s Stop It Now for advice and support: www.stopitnow.org.uk.  #StopItNow |  |  | Professionals |
| **Week Four** |  |  |  |  |
| 1 | If you are viewing sexual images of children online, there are serious consequences including job loss, family breakdown and arrest.  For confidential help and support to stop, visit @Lucy\_Faithfull's Stop It Now: www.stopitnow.org.uk  #StopItNow |  |  | Offenders/at risk of offending |
| 2 | Do you know someone who has been looking at sexual images of children?  For confidential help and support, visit @Lucy\_Faithfull's Stop It Now: www.stopitnow.org.uk  #StopItNow | TRIGGERS VIDEO  "V:\Non-Confidential\DETERRENCE CAMPAIGN\IIOC videos\Triggers\Triggers\30s\Subs\LFF\_30\_16x9 Subs.mp4" |  | Family and Friends |
| 3 | If you live in Devon and Cornwall and know someone who has been looking at sexual images of children, we can help.  Visit: www.stopitnow.org.uk from @Lucy\_Faithfull\_ for confidential help and support.  #StopItNow |  |  | Parents |
| 4 | This month, we are proud to support @Lucy\_Faithfull\_’s #StopItNow campaign in Devon and Cornwall.   For more information, visit: [www.stopitnow.org.uk](http://www.stopitnow.org.uk) |  |  | Offenders/At Risk |
| 5 | We are proud to support @Lucy\_Faithfull\_’s #StopItNow campaign.  If you’re a professional and you’re concerned about someone's sexual thoughts or behaviour towards children, visit: www.stopitnow.org.uk |  |  | Professionals |
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