



Social Media Guidelines

Thank you for partnering with us to release children from poverty in Jesus' name!

In this guide you will find social media resources to help promote the impact of your partnership and raise awareness about children living in poverty.

Please ensure that all social media posts follow our terms of use:

- None of the photos should be edited or altered in any way.
- The surrounding context of the photo must treat children with dignity and respect.

Social Media Resources

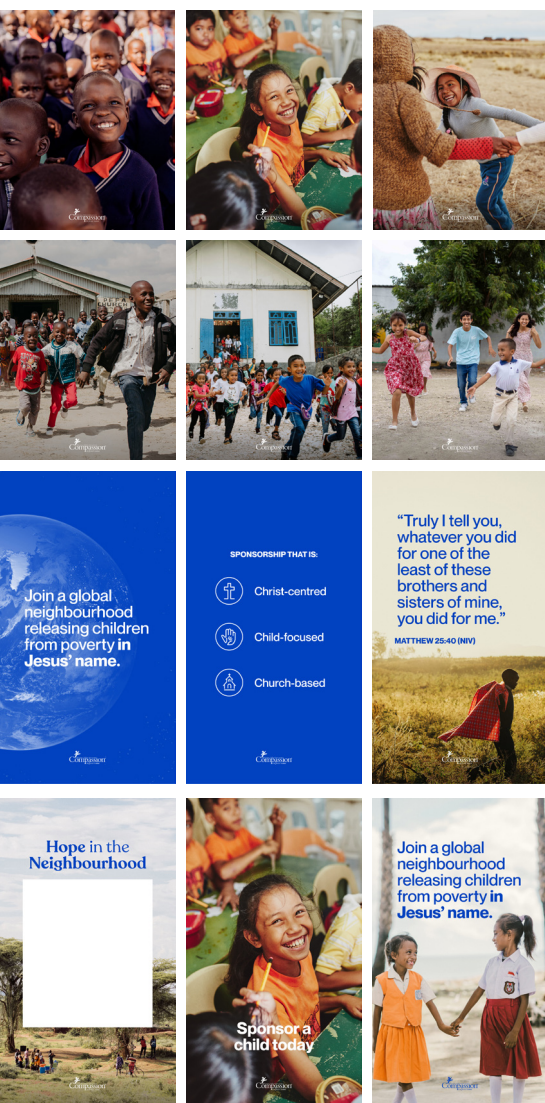


Photo Library

In the accompanying folder you will find digital assets that you can use to post about Compassion on your social media platform.

Ways to post about Compassion

To promote your partnership with Compassion, you could post an image and caption it with information around why your church decided to partner with us.

For example, you could talk about:

- What uniquely drew you to the work of Compassion
- How partnering with Compassion will impact your church
- The importance of empowering the local church in other countries to bring the hope of Jesus to their communities

01

Here are some options that you can use to form your captions:

There are 333 million children living in poverty today. For over 70 years, [@compassionau](https://www.compassion.com.au) has partnered with the local church to bring hope to vulnerable children by providing love and care to over 2 million children across the world.

Together, we can continue to make a significant impact in the lives of our global neighbours!

You can join Compassion's global neighbourhood by sponsoring a child today.

Head to [compassion.com.au](https://www.compassion.com.au) to find out more.

#CompassionAU #CompassionAustralia #HopeInTheNeighbourhood

02

For over 70 years, [@compassionau](https://www.compassion.com.au) has been working to release children from poverty in Jesus' name. Poverty has devastating consequences in the lives of vulnerable children, but it doesn't need to have the last word in their lives.

Sponsor a child and help bring hope to those in our global neighbourhood!

Head to [compassion.com.au](https://www.compassion.com.au) to find out more and sponsor a child today.

#CompassionAU #CompassionAustralia #HopeInTheNeighbourhood

03

You may want to celebrate the impact of your Compassion Sunday/ Compassion event by thanking your congregation and sharing how many children have been sponsored and/or the amount of funds raised by your church.

THANK YOU!

Because of your generosity, **[INSERT NUMBER]** children in **[INSERT COUNTRY]** are now receiving love and care through their local church.

OR

Because of your generosity, we have raised **[INSERT AUD NUMBER]** to empower the local church in **[INSERT COUNTRY]** to show the love of Jesus to vulnerable children.

Thank you for partnering with Compassion to see children released from poverty in Jesus' name. Together we are making a difference in the lives of vulnerable children and their families.

Thank you for helping us to continue to bring hope to our global neighbourhood!

Head to [compassion.com.au](https://www.compassion.com.au) to find out more.

#CompassionAU #CompassionAustralia #HopeInTheNeighbourhood

Hashtags

Please tag us using our handle [@compassionau](#) so we can repost your content on our platform and raise awareness or celebrate your impact.

You can also use these hashtags when posting on your platform so your posts can link back to the Compassion library where people will be able to find similar posts and further information.

- [#CompassionAU](#)
- [#CompassionAustralia](#)
- [#HopeInTheNeighbourhood](#)

About Compassion

Compassion has been releasing children from poverty in Jesus' name for over 70 years. By working with local partners in more than 25 countries who deeply understand their communities' needs, Compassion's programs assist over 2.3 million children living in poverty. Currently, 125,000 Australians are supporting over 133,000 children through donations, advocacy and prayer.



**SEARCH FOR
COMPASSIONAU**

COMPASSION AUSTRALIA

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Phone: 1300 22 44 53 | ABN 67 001 692 566
Fundraising Authority: CFN10658

Christ-centred | Child-focused | Church-based