



Social Media Kit

"Miles for Hope" is an awareness and fundraising event to support the work of the National Center for Missing & Exploited Children (NCMEC).

Join us this September, to help raise funds while biking, running, walking, skating, swimming, kayaking, even skipping! How you get those miles is completely up to you – but we have a fundraising goal and we're asking you to help us get there!

Whether you are participating as an individual or on a team, it's easy to get involved with "Miles of Hope", and a great time to focus on safety with your family, group or school. This September we will join together as ONE Team with ONE Mission – to keep kids safer.

To register and start fundraising today, visit

MissingKids.org/MilesForHope

Event Details:

➔ September 1 - September 30, 2021

SOCIAL MEDIA

Help spread the word about Miles for Hope and share how you're supporting NCMEC's mission this September. Our hope is partners and participants can share on their social channels and make it personal! Let them know why you're participating and how they can too!

To make that easier, we've pulled together everything you need to get started in this kit.

It includes:

- ➔ Social Media Guide with suggested language, key hashtags, and other ideas
- ➔ Images that you can use with your social media posts
- ➔ You can even update your Facebook profile picture with a temporary frame, search **Miles for Hope 2021**

We look forward to following along as you're racking up those miles! Don't forget to tag, **@MissingKids** in every post on Twitter, Instagram and Facebook!