

# Social Media Messaging Guide 2021



**777 MARATHON**

**7 MARATHONS 7 STATES 7 DAYS**

Thank you for taking part in 777 Marathon and supporting Bravehearts' Mission to prevent child sexual assault and exploitation in Australia.

Adding your voice to this very important issue helps to break the silence around this crime and demonstrate to Australians that there is nothing more important than protecting children.

### How to use this guide

You can use this guide to help you formulate your social media posts about your fundraising efforts for 777.

### In this guide

In this guide you will find;

- FAQs about 777 and Bravehearts
- Key campaign messages;
- Wording for social media posts;
- Campaign hashtags;
- Overview of 777 social media assets.



## FAQs about 777 Marathon and Bravehearts

Q What is 777 Marathon?

A 777 Marathon (777) was created in 2013 as a unique way for individuals to raise money for and awareness of Bravehearts and the prevention of child sexual assault and exploitation. 777 is an annual ultra-Marathon that sees participants travelling across seven states, participating in one marathon leg in each state, each day, over seven days.

777 is unique in that it attracts not only marathon enthusiasts, but also regular people who are looking for an endurance challenge that supports an important cause.

The Marathon involves two categories of participants – **National** and **State**:

- National participants (also known as our National Team) are those participants who commit to completing all seven state legs over the seven days and states, and raise a minimum of \$10,000 each for Bravehearts.
- State participants are those who choose to complete one leg of the Marathon (usually the one in their home state). State participants can choose to register for their state leg as an individual participant, or as part of a team. State participants are encouraged to fundraise for Bravehearts, however this is not mandatory. State participants are charged a registration fee of \$50.

Since its inception 777 Marathon has raised over a million dollars for the prevention of child sexual assault and exploitation.

Q Who is Bravehearts?

A Bravehearts is Australia's leading child protection organisation working holistically to prevent child sexual assault and exploitation.

Bravehearts EDUCATES, EMPOWERS and PROTECTS Australian children by way of nationally recognised personal safety programs for children and young people, child protection training, specialist counselling services for children and families affected by child sexual assault and exploitation, research and lobbying.

Bravehearts' Vision is to make Australia the safest place in the world to raise a child.

Q What will Bravehearts do with the funds raised for 777?

Funds raised go towards helping Bravehearts prevent child sexual assault and exploitation via preventative education and training programs. Funds also go towards supporting survivors of child sexual assault and exploitation (children and their protective family members) via Bravehearts' specialist counselling services.

## Key campaign messages of 777 Marathon 2021

- ✓ 777 Marathon is Australia's mightiest marathon, with 7 marathons across 7 states over 7 days.
- ✓ 777 Marathon raises funds for the prevention of child sexual assault and exploitation.
- ✓ 1 in 5 children in Australia are sexually harmed in some way before they turn 18.
- ✓ All Australians must work together to protect kids from child sexual assault and exploitation.
- ✓ Educating children about personal safety is key to preventing child sexual assault and exploitation.

## Wording for social media posts

Following is suggested wording for your social media posts in the lead-up, during and post the event. These suggested posts have been written to reflect the key messaging of 777 Marathon 2021.

### 777 HASHTAGS

Please help us increase exposure of the campaign by adding the following HASHTAGS to all your social media posts:

**#Bravehearts #777 #777Marathon2020 #Run4Kids #ProtectKids #BeBrave**

I'm taking part in 777 Marathon to raise funds for the prevention of child sexual assault and exploitation. Please help me meet my fundraising goal of \$[INSERT GOAL] by donating online today at [INSERT LINK TO YOUR FUNDRAISING PAGE]. #HASHTAGS

Join me in making our community safer for kids by supporting my 777 Marathon journey, which raises funds for Bravehearts. You can donate here: [INSERT LINK TO YOUR FUNDRAISING PAGE]. #HASHTAGS

I'm helping child protection organisation Bravehearts to protect Aussie kids from child sexual assault and exploitation by taking part in 777 Marathon 2021. Join me in supporting this important cause by donating today: [INSERT LINK TO YOUR FUNDRAISING PAGE]. # HASHTAGS

I am running in the [INSERT STATE] leg of 777 Marathon on [INSERT DATE OF RUN] in support of Bravehearts, Australia's leading child protection organisation. Why not join me? Together we can raise much needed funds and awareness for the prevention of child sexual assault and exploitation! [Register as a state runner today] [INSERT LINK TO 777 SECTION OF BRAVEHEARTS WEBSITE]. #HASHTAGS

1 in 5 children in Australia are sexually harmed in some way before they turn 18. I am taking a stand against this crime by running in 777 Marathon. Join me in protecting Aussie kids by donating today – every little bit counts! [INSERT LINK TO YOUR FUNDRAISING PAGE]. #HASHTAGS

## Social media assets and useful resources

We have created a suite of useful digital assets that you can download and share on your own social media platforms. You can access these in the 777 section of the Bravehearts website - [bravehearts.org.au](http://bravehearts.org.au).

Digital assets you can download include;

- Facebook cover banner
- Instagram tile
- Email signature
- 777 logo
- Proudly Supporting Bravehearts logo

## Need to get in touch with us?

Call us on **07 5552 3000**

Or email us at [fundraising@bravehearts.org.au](mailto:fundraising@bravehearts.org.au)

