

**SOCIAL MEDIA TOOLKIT**  
**Brave Movement's Day of Action**  
**25th April 2023**

**PLEASE DON'T POST ANYTHING FROM THIS DOCUMENT UNTIL**  
**09.00 CET ON TUESDAY 25 APRIL! :)**

**THANK YOU** for supporting the Brave Movement's Day of Action on the 25th April from wherever you are in the world.

Survivors and allies are gathering outside of the European Parliament on the morning of April 25th to form a human chain, to demonstrate solidarity in support of the proposed Regulation to prevent and combat child sexual abuse. We are delighted to also have remote participation from all over the world from survivors and allies who **call on the EU to be brave so that children can be safe.**



**OBJECTIVES:**

1. WHAT: Mobilise survivors and allies on social media around the world to demonstrate broad support from survivors and allies for the proposed EU Regulation to prevent and combat child sexual violence.
  - a. HOW: Focus on quality of our networks - not on quantity of posts: aiming for a strong focus on survivor-led action and testimony from survivors in

support of the action - boosting the presence of the survivors who will be outside the EU Parliament on Tuesday. Key asks of Brave SAGE members & survivor-centred partners (Keep Kids Safe & survivor network in the Philippines)

2. WHAT: Encourage Member States, Members of the European Parliament and other EU decision-makers to support the proposed Regulation
  - a. HOW: strategic use of # and directing posts to domestic political targets as well as engaging and securing support for the action from well-networked allied partner organisations working across the spectrum to tackle this issue (e.g. safe technology initiatives, child protection and other specialist orgs)

### **BRAVE CHANNELS TO FOLLOW:**

Twitter: @BeBraveGlobal

Instagram: @bebraveglobal

### **ONLINE ACTION INSTRUCTIONS**

*We invite all survivors and allies to **post on Twitter and Instagram** (targeted platforms for the action) an organisational or personal message that starts with the line:*

**“We want the EU to Be Brave in the fight against childhood sexual violence because.....”**

- ***If you identify openly as a survivor of child sexual violence please complete this sentence: “I am a survivor of child sexual violence and I want #EU to #BeBrave because...”***
- ***If you are not a survivor but an ally please complete this sentence: “I/we are survivor allies & want #EU to #BeBrave because...”***
- ***If you are in the EU don’t forget to tag your Head of State - see below!***
- ***If you are NOT in the EU please tag BOTH Spanish President @sanchezcastejon and Swedish Prime Minister Kristersson @SwedishPM as Sweden and Spain are holding the current and upcoming Presidencies of the EU.***

Please use the #s: #EUvsChildSexualAbuse #BeBrave

You may add others but these are the key ones for tracking the mobilisation on the day - and ensuring it is noticed by key decision makers.

Examples:

- I want #EU to #BeBrave because 3 in 5 reports of online child sexual abuse material are hosted in an EU member state!  
The EU is at the centre of this global crisis & must act urgently to end these crimes! @HeadOfStateHandle #EUvsChildSexualAbuse
- I want EU to #BeBrave because it is our urgent duty @HeadOfStateHandle to protect children against the rising tide of sexual violence online & offline. A safer, freer future for children online is possible! #EUvsChildSexualAbuse
- I want #EU to #BeBrave because suffering the trauma of child sexual violence has lifelong consequences & @HeadOfStateHandle, we should be doing everything possible to protect children from these crimes!  
#EUvsChildSexualAbuse
- I want EU to #BeBrave because child sexual violence is at crisis levels worldwide & is getting worse: webpages profiting from sharing child sexual abuse material DOUBLED between 2020 & 2022.  
@HeadOfStateHandle - we can stop this!  
#EUvsChildSexualAbuse #BehindtheScreens

[LINK TO GRAPHIC FOR TWITTER](#)



[LINK TO GRAPHIC FOR INSTAGRAM](#)

*This online action will have an offline leg at the demonstration on Tuesday morning where people will be invited to write their messages on a big canvas.*

*We will film this and share some videos on our Twitter and Instagram channels rapidly after the action - we encourage you to share these!*

## OTHER COPY FOR SOCIAL MEDIA

- I stand with survivors and allies who are gathering in Brussels calling on the #EU to #BeBrave and pass the proposed legislation to protect children from sexual violence online. #BeBraveEU #BeBrave [tag your/a Head of State] #EndChildhoodSexualViolence
- Lawmakers in Europe are discussing crucial regulation that will help end the scourge of childhood sexual violence online and offline. Stand with survivors all over the world to say #EU can do this #BeBraveEU #BeBrave [tag your/a Head of State] #EUvsChildSexualAbuse
- 3 in every 5 reports of child sexual abuse material is hosted in an EU member state. We call on [country] to support this vital piece of legislation #BeBraveEU #BeBrave [tag your/a Head of State] #EndChildhoodSexualViolence
- The number of child sexual abuse material found online increased from 1 million in 2014 to over 20 million in 2021, with the majority of this being hosted in the EU. @HeadOfStateHandle, that's why I'm calling on the #EU to #BeBrave and pass the legislation to prevent child sexual abuse online #EUvsChildSexualAbuse

*Please find assets for Instagram (squares) and Twitter/other platforms in this folder: [https://drive.google.com/drive/folders/1C\\_ciAlAajxrqFfBpDjPIABMrWa0leoRe?usp=share\\_link](https://drive.google.com/drive/folders/1C_ciAlAajxrqFfBpDjPIABMrWa0leoRe?usp=share_link)*

## MORE DETAILED KEY MESSAGES & ASSOCIATED DATA

### MESSAGE 1

**The EU must #BeBrave and lead the world in making the internet safe for children.**

Data points illustrating:

- Three in every five child sexual abuse reports are hosted in an EU member state - this is a global crisis which the EU is at the centre of.
- 1 in 5 children in Europe are subject to sexual violence and abuse.
- Children under 10 feature in 30% of child sexual abuse material online worldwide.
- 7 out of 10 adults in the EU want more child safety online. EU decision-makers must listen.

**MESSAGE 2**

**Survivors and allies in the EU and across the world are mobilised and fighting for this legislation to be passed. We know EU can DO THIS!**

Data points / soundbites illustrating:

- Child sexual abuse online and offline has many long term consequences on the lives of children and adults.
- Victims of online child sexual violence not only suffer the initial abuse but continue to suffer each time child sexual abuse material is distributed or viewed.
- The amount of child sexual abuse material found online globally increased 20 fold from 1 million images in 2014 to more than 20 million in 2021.

**MESSAGE 3**

**Child sexual violence is at crisis levels worldwide - and getting worse. The proposed EU Regulation must urgently be adopted and implemented to stop the increasing spread of child sexual abuse material online.**

Data points illustrating:

- In 2022 more of the most heinous Category A child sexual abuse material was found online than ever before.
- Commercial pages exploiting and profiting from child sexual violence doubled to 28,933 between 2020 & 2022.
- In 2022, 81 per cent (810 URLs) of URLs containing the sexual abuse of 0-2 year old

- children contained Category A material.
- In 2022, 50 per cent of the imagery of 3-6 year olds (5,622 URLs) was deemed to
- contain Category A material.

## EU HEADS OF STATE TO BE TAGGED

*We encourage you to tag your Heads of State and/or your relevant Minister(s) and/or, if relevant, another Head of State in the below list. The Tier 1 list is the list of Heads of State who we target as a matter of priority. The Tier 2 list is the list of those who we are not priority but great to get on board.*

*If you are based outside of the EU, please tag BOTH the Spanish President and the Swedish Prime Minister.*

Country	Head of State's name	Facebook and twitter handles
<b>TIER 1</b>		
Spain	Prime Minister Pedro Sanchez	<a href="#">@pedro.sanchezperezcastejon/</a> <a href="#">@sanchezcastejon</a>
Netherlands	Prime Minister Mark Rutte	<a href="#">@markrutte/</a> <a href="#">@MinPres</a>
France	President Emmanuel Macron	<a href="#">@EmmanuelMacron/</a> <a href="#">@emmanuelmacron</a>
Sweden	Prime Minister Ulf Kristersson	<a href="#">@UlfKristerssonM</a> <a href="#">@SwedishPM</a>
Germany	Federal Chancellor Olaf Scholz	<a href="#">@olafscholz</a> <a href="#">@bundeskanzler</a>
<b>TIER 2</b>		
Italy	Prime Minister Giorgia Meloni	<a href="#">@palazzochigi.it</a> <a href="#">@Palazzo_Chigi</a>
Belgium	Prime Minister Alexander De Croo	<a href="#">@alexanderdecroo</a> <a href="#">@alexanderdecroo</a>
Austria	Federal Chancellor Karl Nehammer	<a href="#">@nehammerkarl</a> <a href="#">@karlnehammer</a>

Ireland	Taoiseach Leo Varadkar	<a href="#">@leovaradkar/</a> <a href="#">@LeoVaradkar</a>
Greece	Prime Minister Kyriakos Mitsotakis	<a href="#">@kyriakosmitsotakis</a> <a href="#">@primeministerGR</a>
Portugal	Prime Minister Antonio Costa	<a href="#">@antoniolscosta</a> <a href="#">@antoniocostapm</a>