



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 and the work of Compassion.

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

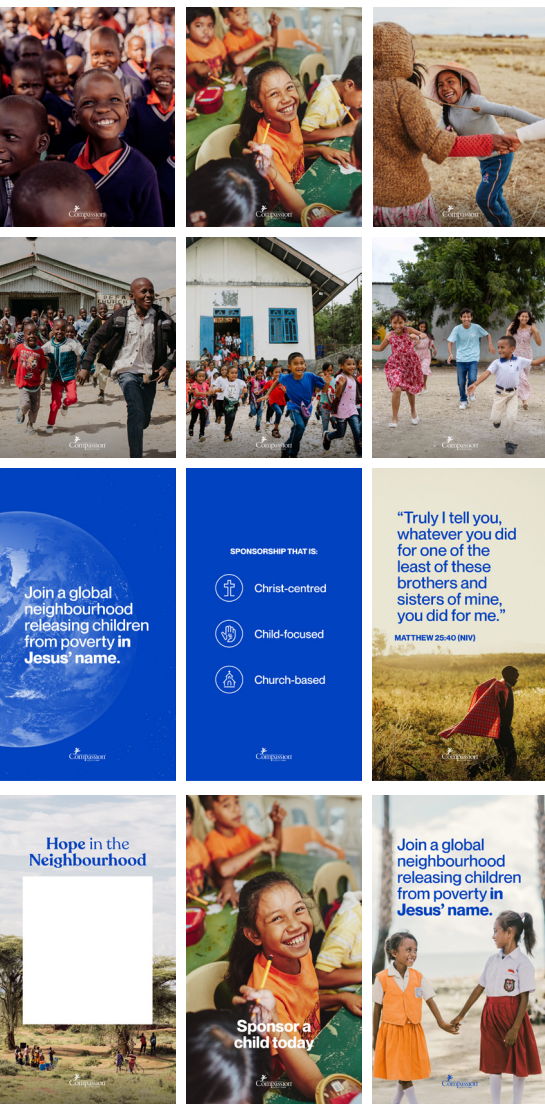


Photo Library

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 356 million children living in poverty today. For over 70 years, [**@compassionau**](#) 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://compassion.com.au) to find out more.

#CompassionAU #CompassionAustralia #HopeInTheNeighbourhood

02

For over 70 years, [**@compassionau**](#) 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://compassion.com.au) to find out more and sponsor a child today.

#CompassionAU #CompassionAustralia #HopeInTheNeighbourhood

03

You may want to celebrate the impact of Compassion Sunday by thanking your congregation and sharing how many children have been sponsored through your church.

THANK YOU!

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

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.

Let's continue to bring hope to our global neighbourhood!

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

#CompassionAU #CompassionAustralia #HopeInTheNeighbourhood

Hashtags

Please 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

As part of a global network of more than 40 countries, Compassion Australia is a child development charity with over 70 years' experience. By working with local partners who understand their communities' needs, our programs support over two million children living in poverty. Each child is given holistic support that enables them to reach their full potential.



**SEARCH FOR
COMPASSIONAU**

COMPASSION AUSTRALIA

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Christ-centred | Child-focused | Church-based