

#LookCloser

Media and Social Media resource

Follow us on the below channels for updated posts during the week!

The Children's Society social media handles

Twitter **@childrensociety**

Facebook **@childrensociety**

Instagram **@thechildrensociety**

LinkedIn **The Children's Society**

We have also drafted the below for you to use from 8 February, 2021 to launch our National **#LookCloser** campaign:

Draft Tweets

- 1.** We're joining **@BTP**, **@PoliceChiefs** and **@childrensociety** in asking the public to **#LookCloser**
Exploitation can happen anywhere, to any child, even in lockdown.
Learn how to look beyond the obvious and spot the signs
Learn more **bit.ly/3iVNxLI**
- 2.** When it comes to exploitation, there is no 'perfect victim', any young person can be exploited.
We're joining **@BTP**, **@PoliceChiefs** and **@childrensociety** in asking the public to **#LookCloser**.
Learn to spot the signs and how to report if you have concerns **bit.ly/3iVNxLI**
- 3.** Victims of child exploitation are often most visible in public spaces like
Bus and train stations
Fast food outlets
Hotels
Roadside services
Know how to **#LookCloser** and spot the signs to help protect young people
bit.ly/3iVNxLI

4. Ensuring public spaces are safe for all young people is everyone's responsibility. We're joining **@BTP**, **@PoliceChiefs** and **@childrensociety** in asking the public to #LookCloser to help spot the signs of exploitation and abuse. Learn more bit.ly/3iVNxLI
5. Exploitation doesn't stop in lockdown and it's everyone's role to #LookCloser to identify and protect children. Exploitation is still visible in places like parks, supermarkets, social media and online gaming environments. Learn to help spot the signs bit.ly/3iVNxLI

Draft Facebook post

1. Exploitation can happen anywhere, to any child, even in lockdown. We're joining **@britishtransportpolice**, **@NCA** and **@childrensociety** in asking the public to #LookCloser to help spot exploitation and abuse. Know what signs to look for and how to report concerns to the police bit.ly/36o2Qb7
2. Exploitation doesn't stop in lockdown and it's everyone's role to #LookCloser to identify and protect children. Exploitation is still visible in places like parks, supermarkets, social media and online gaming sites. We're joining **@britishtransportpolice**, **@NCA** and **@childrensociety** in asking the public to #LookCloser to help spot exploitation and abuse. Learn how you can help and please share this message bit.ly/36o2Qb7

Draft Instagram post

1. Young people are being exploited and are losing hope, but it's not always obvious. It can happen anywhere, to any child, even in lockdown. We're joining **@national_crime_agency**, **@britishtransportpolice** and **@thechildrensociety** in asking the public to #LookCloser to help spot exploitation where it is still visible in places like parks, supermarkets, social media and online gaming sites. Visit the link in our bio for information on spotting the signs and how to report concerns to the police. Add link to bio bit.ly/3iXgbMG

Draft LinkedIn post

1. Exploitation can happen anywhere, to any child, even in lockdown. Public spaces like bus and train stations, fast food outlets, hotels and roadside services can be where young victims of child exploitation are most visible. We're joining **@britishtransportpolice**, **@NCA** and **@childrenssociety** in asking the public to #LookCloser to help spot exploitation and abuse. Know what signs to look for and how to report concerns to the police **bit.ly/2MBnQnz**
2. Exploitation doesn't stop in lockdown and it's everyone's role to #LookCloser to identify and protect children. Exploitation is still visible in places like parks, supermarkets, social media and online gaming environments. We're joining **@britishtransportpolice**, **@NCA** and **@childrenssociety** in asking the public to #LookCloser to help spot exploitation and abuse. Learn how you can help **bit.ly/2MBnQnz**



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Media enquiries

James Simmonds-Read, National Programme Manager at The Children's Society's Prevention programme, which runs the #LookCloser campaign, said: 'Criminals have adapted their methods to continue exploiting children under lockdown at a time when they may be feeling lonely, worried about family finances and have little respite from challenges or dangers at home.

'Children may be particularly vulnerable to offers of cash, gifts, food, friendship and status by perpetrators right now - but this grooming later turns into coercion as criminals deploy terrifying threats and violence to ensure compliance with their demands.

'Under lockdown, however, these young people and the risks they face are often less visible to professionals like teachers and social workers.

'That's why we are encouraging everyone who sees children in their daily lives to look out for signs of exploitation and report any concerns to police so these young people can be identified and offered the help they desperately need.

'Places like parks, supermarkets, banks, as well as taxis and public transport, are still in use under lockdown and may be used in the grooming and exploitation of children.

'But we also want the wider public, as well as parents and carers, to be vigilant for signs of grooming through online platforms like gaming and social media. The internet is also a public space and risks of grooming have increased over the last year as children are spending more time indoors and on devices.'

The above can be used in press releases.

For more information from The Children's Society or to arrange an interview with an expert about Look Closer or child criminal exploitation please contact Senior Media Officer Rob Devey on **rob.devey@childrenssociety.org.uk** or **07814 525918**.



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