



Social Media Pack: International Missing Children's Day

March 25th 2021

www.missingpeople.org.uk/IMCD



Introduction

To mark International Missing Children's Day, we at Missing People are encouraging everyone to post about the day on their social media accounts to raise awareness about the issue of missing. We have created the following pack to make it as easy as possible to get involved.

Whether you Tweet, Snap or Insta, we have you covered!

Children and young people go missing for a variety of reasons, and every missing experience is unique. Reasons include but are not limited to mental health issues, problems at home, sexual or criminal exploitation, and domestic violence. Luckily, 90% of missing children are found within 48 hours, but for the families with a missing child, it's the not knowing that hurts the most.

We have created several image assets that can be shared on all the main social media platforms.

Each image shares a case study of a missing child.

All case studies are based on real experiences.

We hope that the campaign will bring to light the complexities of the issue of missing and raise awareness of all the families who are currently missing a child.

In this social media pack, you will find some key stats and information as well as some suggested text to go with your **#IMCD** posts.

We are also asking that for the week of 24 – 28 May, everyone shares as many missing children's appeals as they can. These can be [retweeted on our Twitter](#) or [shared via our Facebook page](#). You can also share them through our website.

Find all current missing children appeals here: <http://missingkids.co.uk/>

In 2020, 700 children and young people we searched for were found safe and well and with your help, we know this year we can reunite even more children with their loved ones.

Together, we can #FindEveryChild.



Key stats and information

- A child is reported missing every **2 minutes** in the UK.
- Nearly **76,000** children go missing every year.
- Of the 353,000 reported missing incidents, almost **220,000** are children (this figure includes repeat missing incidents).
- Looked after children are at high risk of being reported missing. **1 in 10** looked after children are reported missing compared to 1 in 200 children.
- Looked after children who are reported missing will be reported on average **6 times**.
- In 2020 alone, Missing People supported **4,490** missing children via call, text, online chat, email and face-to-face.
- The most common reasons for children and young people contacting our Helpline in 2020 were relationship breakdown and being unhappy where they live, mental health, including suicide, self-harm and depression, homelessness, and living in care.
- **1 in 5** children who completed return home interviews with Missing People disclosed information about mental health issues.
- **7 in 10** young people who have been sexually exploited have also been reported missing.
- **80%** of children are found within 24 hours, **90%** of children are found within 2 days and **2%** of children are missing for a week or longer.

Suggested text for social

- A child is reported missing just every 2 minutes in the UK. This #IMCD I'm supporting Missing People by helping to raise awareness of the issue so that we can find an end to this story and many more. #FindEveryChild
- Nearly 76,000 children are reported missing every year in the UK. This is a shocking statistic and why I'm joining the search this #IMCD. Together, we can #FindEveryChild
- Today is #IMCD and I'm supporting Missing People by helping to reunite more missing children with their families. For many families, it's the not knowing that hurts the most. Don't let the story end here and help #FindEveryChild today.
- The story can't end here... For many families it's the not knowing that hurts the most. This #IMCD I'm helping to find an end to the story by spreading awareness and sharing missing children appeals! #FindEveryChild
- Every year, nearly 76,000 children and young people are reported missing in the UK. There are a variety of reasons that they may feel driven to leave home from problems at home to mental health issues to homelessness. No two missing experiences are the same. I'm proudly supporting Missing People this #IMCD by helping to find an end to this story and many more. Together, we can raise awareness of the issue and help #FindEveryChild Get involved and sign-up to learn more about how the charity helps

to support missing children and their families>
<https://www.missingpeople.org.uk/IMCD>

- A child is reported missing every 2 minutes in the UK. Luckily, most children are found within the first 48 hours but for the families with a missing child, it's the not knowing that hurts the most. Missing People are raising awareness this #IMCD by sharing case studies of missing children. Don't let the story end here and get involved in the search today> <https://www.missingpeople.org.uk/IMCD>

Tag us

Instagram: @missingpeople.uk

Facebook: @missingpeople.uk

Twitter: @missingpeople

LinkedIn: Missing People

Hashtags

#IMCD

#FindEveryChild

Thank you