



International Missing Children's Day

missing people

Registered charity in England and Wales (1020419)
and in Scotland (SC047419)

A lifeline when someone disappears

INTERNATIONAL MISSING CHILDREN'S DAY



Social Media Pack: International Missing Children's Day

Saturday 25th May 2024



www.missingpeople.org.uk/MissingChildrensDay



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 and the link with mental health. We have created the following pack to make it as easy as possible to get involved.

Mental health conditions open young people up to being especially vulnerable if they go missing. In the run-up to Missing Children's Day (20-25th May) we'll be publishing ways that members of the public can support young people with mental health conditions connected to missing and how the charity Missing People can support young people in crisis.

In addition to your own social media posts, we'd hope you can reshare Missing People's posts in the build up to the day, which will be published on the following dates:

Monday 20th May, 9:00am - Identifying mental health conditions and signposting support

Wednesday 22nd May, 12:00pm - Case study: our Helpline

Saturday 25th May, 10:00am - Case study: TextSafe®

We hope that the campaign will bring to light the complexities of missing and mental health. In this social media pack, you will find some key stats and information as well as some suggested text to go with your **#MissingChildrensDay** posts.

Together, we can help children in crisis.

Key stats and information

- **Around 70,000** children go missing every year.
- 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**.
- Last year, Missing People helped **over 5,000** young people in crisis.
- **1 in 5** children who completed return home interviews with Missing People disclosed information about mental health issues.
- More people who go missing are coming to harm than ever before.
- **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

- This #IMCD I'm supporting Missing People by helping to raise awareness of the issue of young people who go missing. www.missingpeople.org.uk/MissingChildrensDay
- Around 70,000 children are reported missing every year in the UK. This is a shocking statistic and why I'm supporting Missing People this #IMCD.
- Today is #IMCD and I'm supporting Missing People by tackling the link between missing and mental health. Together, we can support young people facing a mental health crisis.
- On #MissingChildrensDay, it's important to acknowledge a lot of young people go missing while struggling with mental health conditions. Find out more about by going to www.missingpeople.org.uk/MissingChildrensDay.
- Every year, around 70,000 children and young people are reported missing in the UK. There are a variety of reasons that they may feel driven to leave home, including mental health. No two missing experiences are the same. I'm proudly supporting Missing People this #MissingChildrensDay by helping to spread awareness of mental health issues that can lead to young people running away from home.

Tag us

Instagram: @missingpeople.uk

Facebook: @missingpeople.uk

Twitter: @missingpeople

LinkedIn: Missing People

Hashtags

#IMCD

#MissingChildrensDay