

# RIDE FOR MISSING CHILDREN SCHOOL SOCIAL MEDIA GUIDE



Thank you for supporting the National Center for Missing & Exploited Children, NY (NCMEC/NY) with your school's participation in the Ride for Missing Children (RFMC). Social media can be a powerful way to share your school's experience. Following is some sample content for use on social media platforms, websites and newsletters to help promote your school's involvement.

## SAMPLE SOCIAL MEDIA TOPICS

### BEFORE RIDE DAY

- 🚲 Share about your school's involvement (Rest Stop, Ride-By or supporting affiliated riders/team).
- 🚲 Share web links to the event and registration pages:

[www.ride.missingkids.com/rochester](http://www.ride.missingkids.com/rochester)

[www.firstgiving.com/rideformissingchildren/Rochester2018](http://www.firstgiving.com/rideformissingchildren/Rochester2018)

- 🚲 Share why your school supports the Ride (i.e. To keep children safer, to cheer on riders, etc)
- 🚲 Share links to NCMEC/NY's prevention websites (listed below).
- 🚲 Announce affiliated riders/team and share their online fundraising links.
- 🚲 Share photos from the pre-event Ride Pep Rally.

### ON RIDE DAY

- 🚲 Share photos from your school's Ride Day participation.
- 🚲 Share photos of affiliated riders/team and their online fundraising link.
- 🚲 Encourage followers to speak with the children in their life about safety and share prevention links.

### AFTER RIDE DAY

- 🚲 Gather quotes from students and share what they learned about online and real world safety.
- 🚲 Gather photos and quotes from riders about their Ride Day experience.
- 🚲 If your school fundraised, announce how much the school raised.

Be sure to tag NCMEC/NY in your posts!  /missingkidsNY  @missingkidsroc

Use the following Hashtags: #RFMC2018 #RideforMissingChildren #RochesterRide or #RFMCroc

## ADDITIONAL LINKS AND RESOURCES

[www.Ride.missingkids.org/Rochester](http://www.Ride.missingkids.org/Rochester) — event info and link to registration

[www.missingkids.org/NewYork](http://www.missingkids.org/NewYork) — learn more about NCMEC/NY

[www.netsmartz.org](http://www.netsmartz.org) — NCMEC Internet safety resources

[www.kidsmartz.org](http://www.kidsmartz.org) — NCMEC abduction prevention resources

[www.cybertipline.org](http://www.cybertipline.org) — NCMEC's 911 for the Internet

1-800-THE-LOST (1-800-843-5678) - national hotline to report a children missing or to report a cybertip

585-242-0900/nybranch@ncmec.org — to reach the NCMEC/NY office in Rochester, NY

## SAMPLE NEWSLETTER ARTICLE

(Name of school) is “gearing” up to support the Ride for Missing Children (RFMC) on Friday, May 18th. This is a very exciting event! Over 200 riders will pedal 100 miles, two-by-two, with police escort from the Monroe County Sheriff and other departments, passing through many communities along the way.

The RFMC is an awareness and fundraising event for the Rochester office of the National Center for Missing & Exploited Children, NY (NCMEC/NY). Riders commit to meet fundraising goals, to train, and to ride. The goal is to honor and bring awareness to the plight of missing children and to help support the NCMEC/NY prevention education efforts which serves schools, including our own, in the Greater Rochester area.

We are proud to have some of our own brave folks riding on behalf of our school. They are: (list rider/team names, add pics). Anyone wanting to help them reach their fundraising goal can visit their online page to make a donation at: (insert link to team or rider pages)

One hundred miles is a long way to go and the riders are going to need encouragement. That’s why we are proud to be selected to cheer on the riders. Students and staff will make their way outside to greet the riders as they arrive to our school.

(Rest stops schools may add: The riders will be onsite for 20 minutes (25 minutes for the lunch stop) to hydrate, refuel, and hand out pencils to the students. For the students, this is a high energy event. They will be led by NCMEC/NY staff and volunteers in cheering on the riders as they arrive and depart. In between there will be music that will reinforce safety messages and a special visit from Clicky, the NetSmartz Internet safety spokes-robot. NetSmartz is a program of NCMEC/NY and teaches kids how to be safer online.)

Prior to the event day, a NCMEC/NY educator will visit for a Ride Pep Rally to prepare the students for what to expect during the ride, what the event is all about and to learn tips and strategies to keep them safer. (Mention school affiliated riders/team that may join the pep rally).

Much thanks to the entire school community for supporting this worthy cause. To learn more about the event or to register to ride please visit: [www.ride.missingkids.org/Rochester](http://www.ride.missingkids.org/Rochester). There is also a 50 mile option available.

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Other content you may want to include:

- 🚲 Links to additional resources (see page 1).
- 🚲 Any additional fundraising efforts (i.e. Paper Bikes, penny drive, etc)
- 🚲 School participation in the Rock One Sock Campaign ([www.rockonesock.org](http://www.rockonesock.org))



**For more information, please contact Debra Ortiz-Pardi**  
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