



# Social Media Marketing

## Facebook Posts (Organic)

 **Family & Children's Place**  
August 14, 2020 · 🌐

Please join us in thanking Terrence Spence of [Louisville Water Company](#) as he concludes two years of service as our board chair! 🌟 Family & Children's Place has made incredible strides under his leadership and we're thrilled to keep him on board for a while longer. We're grateful for you, Terrence!



**Terrence Spence**  
2019 and 2020  
BOARD CHAIR

  You and 33 others  10 Comments  11 Shares

 **Family & Children's Place**  
July 26, 2020 · 🌐


"We are all mandated reporters. If we see something, we need to pick up the phone. It could save that child's life." 📞 In Kentucky, call 1.800.752.6200. In Indiana, call 1.800.800.5556.



COURIER-JOURNAL.COM

**'Isolation helps keep secrets': Child abuse, neglect reports drop during pandemic**

  You and 5 others  34 Shares

 **Family & Children's Place**  
December 22, 2020 · 🌐

We are sad to share that our Jeffersonville, IN office sustained severe damage in a building fire this past Sunday. Mercifully, no Family & Children's Place staff or clients were in the building at the time of the fire. The cause of the fire remains unknown.


Our Jeffersonville office served as one of our child advocacy centers, providing child victims of sexual and physical abuse with a safe place to tell their story to law enforcement officials and child protective services. The office also provided professional counseling services to hundreds of children and families impacted by abuse, neglect, and other forms of trauma.


Child advocacy staff have been serving clients in-person throughout the COVID-19 pandemic and are working hard to ensure Southern Indiana clients can be seen at our New Albany office or another facility that has yet to be determined. Counseling staff have been operating almost entirely remotely since the start of the pandemic, thus minimizing the impact to those clients.






"I'm so proud of the dedicated professionals we have here at Family & Children's Place," says President/CEO Pam Darnall. "We've already taken a number of steps to ensure no child or family is negatively impacted by this fire. We are deeply committed to every single one of our clients."

We are working closely with the building landlord, local authorities, and our insurance provider to assess the full scope of the damage and to develop a plan to recover. Any immediate needs related to the building fire will be shared with the community on our website ([famchildplace.org](#)) and social media.

This year has presented a number of challenges to Family & Children's Place – including, of course, the onset of the COVID-19 pandemic. Donations have dropped by a staggering 26% as we prepare to serve more than 4,500 Louisville and Southern Indiana families in 2021. Members of the community who would like to support Family & Children's Place during this unprecedented time are encouraged to make a financial donation at [famchildplace.org/donate](#). All donations are tax-deductible and will be used where most needed.

 **John Vissing** (Jeffersonville [News and Tribune](#))



   You and 267 others  18 Comments  61 Shares





# Social Media Marketing

## Facebook Posts (Organic)

 **Family & Children's Place**  
April 12, 2020 · 🌐

Happy Easter to all who celebrate! Our team recently made [contactless] deliveries of Easter baskets to children in our after-school programs. We love these families and we're committed to caring for them - no matter what! #TeamKentucky #TogetherKY #HealthyAtHome  
📷: Nunn Photography



  You and 31 others

 3 Comments  3 Shares


 **Family & Children's Place**  
May 20, 2020 · 🌐

Let's show some love to [allnex](#), [Margo Birdwhistell](#), [Project Linus](#), [JustServe.org](#), [Americana Community Center, Inc.](#), [Advanced Business Solutions](#), [Saltwater Woody](#), and [Kerr Workplace Solutions](#)! Their generous donations of personal protective equipment are enabling us to continue protecting and healing children and families!  
❤️❤️❤️ [famchildplace.org/wishlist](https://famchildplace.org/wishlist)



  You and 43 others

 2 Comments  3 Shares

 **Family & Children's Place**  
September 3, 2020 · 🌐

Jaylen\* was just seven years old when he witnessed an argument between his parents that escalated into physical violence. They came to Family & Children's Place in search of healing.

Jaylen began meeting with "Miss Lauren" Ganote, one of our highly-trained trauma therapists. While he was always very engaged in counseling sessions, Jaylen struggled to express any negative emotions – especially the sadness, anger, and fear he felt about his parents' violent argument.

But when his family began meeting with Miss Lauren by video during the COVID-19 pandemic, Jaylen opened up like never before. Jaylen's mom was able to participate now, too, since transportation was no longer a barrier. His breakthrough was just a few weeks away.

As Jaylen opened up, he voiced just how afraid and unsafe he felt at home. Miss Lauren soon connected the dots and discovered that any time Jaylen's dad became upset about a normal, everyday event, Jaylen would re-experience the painful trauma of his parents' violent argument.

With this discovery in mind, Miss Lauren was able to facilitate a deeply healing interaction between Jaylen and his dad. Miss Lauren recounts the moment when Jaylen's dad tenderly expressed how sorry he was for what happened.


"Jaylen just melted. He was kind of stand-offish in the corner of the camera and just really unsure. But when his dad said those things, Jaylen jumped out of his seat and jumped into his dad's lap and told him that he missed him. It was really beautiful. You could tell the barrier between them was broken in that moment when his dad was able to say he was sorry."

Jaylen's family found relief and a renewed sense of connection through counseling with Miss Lauren. Jaylen is working to overcome the feeling that his parents' violent argument was his fault, and his parents are learning how to help him express negative emotions and calm down when he feels triggered. Jaylen's dad is even beginning his own counseling at Family & Children's Place.




Unfortunately, stories like Jaylen's are all too common. Thousands of children right here in Louisville and Southern Indiana need specialized counseling to overcome child abuse and neglect, as well as other forms of trauma in their homes and in our community.



Please join us. Give the gift of healing today.

\*This name and certain details have been changed for privacy reasons. The child depicted in the photo is not a real client of Family & Children's Place.



**Jaylen's Story**

   You and 65 others

 3 Comments  6 Shares





# Social Media Marketing

## Instagram Posts (Organic)



**famchildplace** • Follow

**famchildplace** It's #FlashbackFriday! @govandybeshear posed for a photo with Emmie, our facility dog, back during his tenure as Attorney General. 💖 Thank you to Gov. Beshear, all of our Congressional representatives, and the agencies below for working tirelessly to help us protect and heal children from abuse and neglect - despite COVID-19! #TeamKentucky #TogetherKY

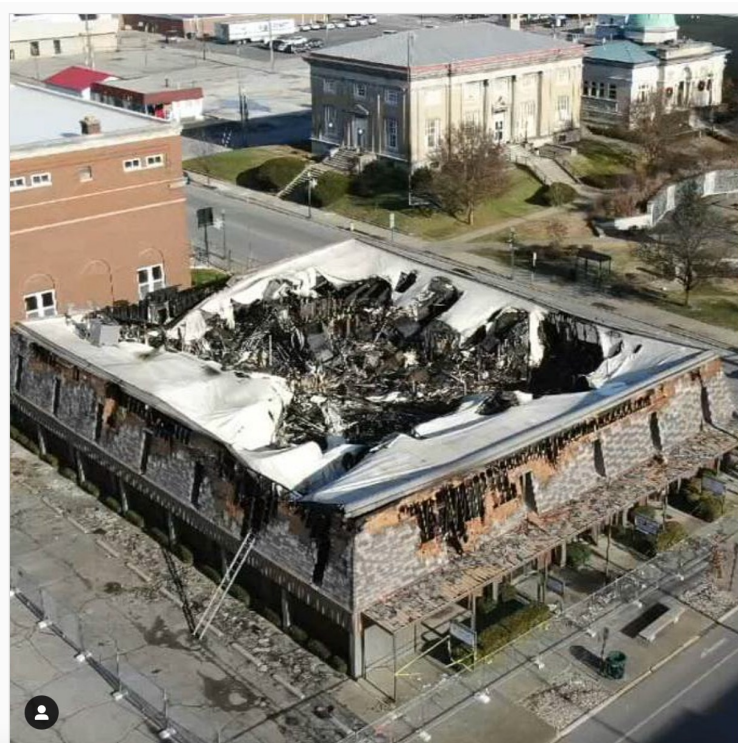
👤: @chfsky, KY Justice & Public Safety Cabinet, @kydeptofed, @voicesofdc, IN Criminal Justice Institute, @educatein

82w

48 likes

MARCH 27, 2020

Log in to like or comment.



**famchildplace** • Follow

**famchildplace** We're so grateful for the outpouring of support we've received in response to the fire at our Jeffersonville office. 💖 Like everything else 2020 has thrown our way, we will overcome this! We are resolved to continue preventing, stopping, and healing child abuse and neglect in 2021. If you'd like to help, please make a tax-deductible donation. Link in bio!

👤: @wdrb\_news

43w

28 likes

DECEMBER 28, 2020

Log in to like or comment.



**recenterministries** • Follow

Re:Center Ministries

**recenterministries** One week until #Christmas and the Emergency Day Shelter at our Louisville campus is feeling so festive! 🎄🎅🎁 #homelessness

201w

**gracelandchurchonline** Merry Christmas to you all!

201w Reply

29 likes

DECEMBER 18, 2017

Log in to like or comment.



**recenterministries** • Follow

Re:Center Ministries

**recenterministries** Happy National Volunteer Week! 🙌💖👥 #volunteer #nvw #Louisville

...

Today, we're celebrating the nearly 300 families and groups that prepared a meal last year for residents of our LifeChange program. Your love and care for the homeless do not go unnoticed. The food is always delicious, too!

184w

26 likes

APRIL 16, 2018

Log in to like or comment.





# Social Media Marketing

## Twitter Posts (Organic)



**Family & Children's Place** @FamChildPlace · Mar 18, 2020

We'll kick off [#ChildAbusePreventionMonth](#) with a \*Virtual\* Rally to End Child Abuse on 4/1! 🐶 It's more important than ever before that we raise awareness about child abuse & neglect. Home isn't always safe - even and especially in the midst of [#COVID19](#). [bit.ly/391QDYe](https://bit.ly/391QDYe)



1 11 17



**Family & Children's Place** @FamChildPlace · Mar 30, 2020

Words cannot express how grateful we are to be one of the first nonprofits benefiting from the One Louisville: [#COVID19](#) Response Fund. To [@cflouisville](#) and all those contributing to the fund: THANK YOU! ❤️ Together, we will protect and heal children from abuse and neglect.



Community Foundation of Louisville

2 4 19



**Family & Children's Place** @FamChildPlace · Mar 31, 2020

Emmie, our facility dog, is sad she won't get to see you, but wants to make sure YOU participate in tomorrow's Virtual Rally to End Child Abuse! Like, comment on, and share our posts throughout the day to help us protect children from abuse and neglect!



JeffersonCoAttorney and 6 others

3 14



**Family & Children's Place** @FamChildPlace · May 18, 2020

We're THRILLED to be launching Greater Louisville Head Start as one of our prevention programs! Awesome partnership with [@4cforkids!](#)

 **National Head Start Association** @NatlHeadS... · May 18, 2020

Today is the 55th anniversary of [#HeadStart](#)—a program that has helped transform the lives of +37 million children, and continues to provide essential supports in this current moment of stress and uncertainty. Join us at 3pm ET on Facebook Live to celebrate [#OurFutureLegacy](#).

[Show this thread](#)



3 11





# Social Media Marketing

LinkedIn Posts (Organic)



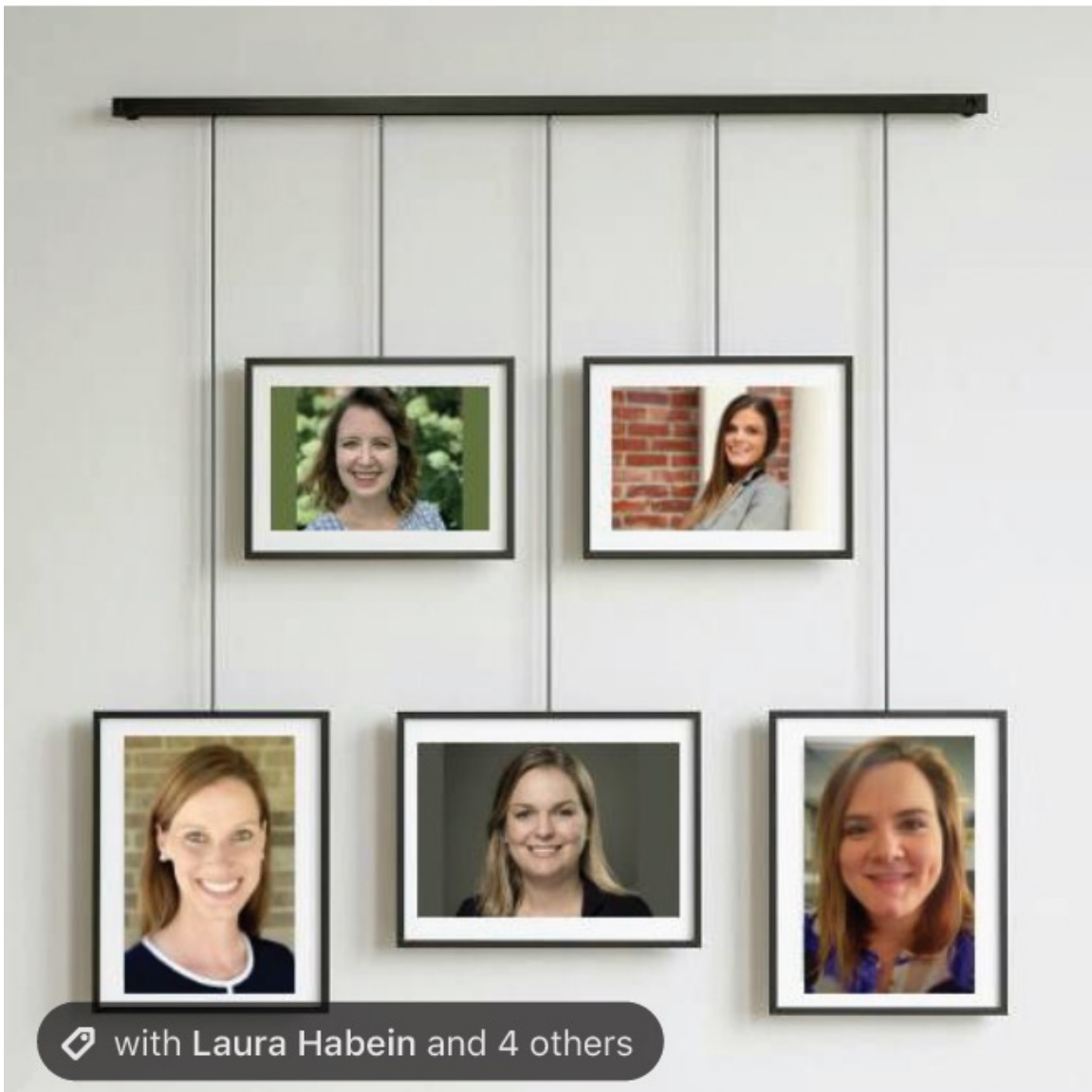
**Family & Children's Place**

1,134 followers

1yr • Edited •

[+ Follow](#)

Stay tuned over the next several days as we meet the newest class of Family & Children's Place Ambassadors! These talented young professionals represent a range of fields, including marketing, law, healthcare, human resources, and supply chain management. They're passionate child advocates who will raise support for our mission over the coming year. Welcome, FCP Ambassadors!



25 • 1 comment