

# RESPONSIBLE VOLUNTEERING: SOCIAL MEDIA PACK

## Overview

This social media pack includes ready-to-use graphics promoting responsible volunteering practices.

- **2 graphics** are targeted at *travellers and voluntourists* to encourage them to choose responsible volunteering experiences that protect children and benefit communities. We recommend including a link to an [article](#) on ECPAT's website that explains what unregulated voluntourism is, why it can be harmful, and actions travellers can take to ensure ethical practices.
- **2 graphics** are designed for *travel and tourism operators*, providing guidance on how to promote responsible voluntourism within their businesses. We suggest including a link in your post to a resource or page on your own website where your audience can learn more about this topic.

## Captions & Engagement

We've also provided multiple caption options to accompany each graphic, offering flexibility based on your tone and audience. Feel free to choose the one that fits best with your messaging. Please tag ECPAT International in your posts so we can engage with and amplify your content - our social media handles are listed below.

## Customising Graphics

If you would like to make changes to the graphics (e.g. modifying images, adjusting text, etc.), you can do so by accessing our Canva templates [here](#). *Note: In line with ECPAT's Communications policy, please do not include identifiable features of children in communication and marketing materials.*




## Need Support?


If you have any questions or need further assistance, please contact us at:  
[communications@ecpat.org](mailto:communications@ecpat.org)

## ECPAT's Social Media Handles

- [Facebook](#)
- [Instagram](#)
- [LinkedIn](#)
- [X](#)

## Social Media Posts

Graphic	Target Audience	Suggested Social Copy
 <p>Download <a href="#">here</a></p>	Travel and Tourism Businesses	<p>Does your #TravelAndTourism business offer #Voluntourism products?</p> <p>It's time to lead by example! Ensure that you only promote responsible forms of voluntourism to consumers.</p> <p>Find out more: [add link to a page on your website here]</p>
 <p>Download <a href="#">here</a></p>	Travellers	<p><u>Option 1</u> Want to make a difference while travelling?</p> <p>Make sure your volunteer experience is responsible and benefits local communities.</p> <p>Learn more about how you can travel with purpose and protect children during your trip: <a href="https://ecpat.org/story/volunteering-abroad-make-sure-youre-not-putting-children-at-risk/">https://ecpat.org/story/volunteering-abroad-make-sure-youre-not-putting-children-at-risk/</a></p> <p><u>Option 2</u> Volunteering abroad? Make sure your efforts contribute to real change.</p> <p>Choose ethical and responsible experiences that support local communities without putting children at risk.</p> <p>Learn more: <a href="https://ecpat.org/story/volunteering-abroad-make-sure-youre-not-putting-children-at-risk/">https://ecpat.org/story/volunteering-abroad-make-sure-youre-not-putting-children-at-risk/</a></p>
 <p>Download <a href="#">here</a></p>	Travellers	<p><u>Option 1</u> Every journey has an impact.</p> <p>By making responsible choices, you can help protect children and contribute to positive change in the places you visit.</p> <p>Discover how you can be part of the solution: <a href="https://ecpat.org/story/volunteering-abroad-make-sure-youre-not-putting-children-at-risk/">https://ecpat.org/story/volunteering-abroad-make-sure-youre-not-putting-children-at-risk/</a></p> <p><u>Option 2</u> When volunteering overseas, your actions can have a lasting impact.</p>

		<p>Make sure your experience supports and protects children in the communities you visit.</p> <p>Discover how to volunteer responsibly:  <a href="https://ecpat.org/story/volunteering-abroad-make-sure-youre-not-putting-children-at-risk/">https://ecpat.org/story/volunteering-abroad-make-sure-youre-not-putting-children-at-risk/</a></p>
 <p>Download <a href="#">here</a> and <a href="#">here</a></p>	<p>Travel and Tourism Businesses</p>	<p><u>Option 1</u> Does your business offer voluntourism activities?</p> <p>Here are 4 ways you can take action to protect children and support communities while providing meaningful experiences for travellers.</p> <p>Together, let's set a higher standard in responsible tourism.</p> <p><u>Option 2</u> Responsible practices in tourism are good for business and communities.</p> <p>Make sure your travel agency upholds responsible practices by following these 4 steps.</p> <p>Together, we can protect children and create positive change.</p> <p><u>Option 3</u> Looking to make your travel agency a force for good?</p> <p>By promoting responsible volunteering , you can lead the way in sustainable travel.</p> <p>Start by ensuring your offers and packages protect children and benefit local communities.</p>