

BLUE KNOT DAY SOCIAL MEDIA CAMPAIGN



**OVER 1 IN 4 AUSTRALIANS;
OUR FRIENDS FAMILY, COLLEAGUES OR OURSELVES HAVE EXPERIENCED COMPLEX
TRAUMA. THIS CAN BE FROM ABUSE, NEGLECT, OR DOMESTIC AND COMMUNITY
VIOLENCE RESULTING IN LONG TERM STRUGGLES WITH HEALTH AND EVERYDAY LIFE.**

Complex trauma refers to repeated ongoing interpersonal trauma and abuse, most commonly experienced during childhood, but also in adulthood, or both. The term, complex trauma, describes exposure to multiple traumas, and the impacts of that trauma. Complex trauma, especially from childhood often has multiple impacts including low self-esteem, difficulties with relationships, completing an education, holding down a job, and challenges with mental and physical health.

Blue Knot Day is held every year in October. This year marks the 10th anniversary of Blue Knot Day and it falls on Monday 28th October. Events will be held in support of adult survivors during Blue Knot week from October 28th- November 3rd. The theme this year is:

UNTANGLE THE KNOT OF COMPLEX TRAUMA

EMPOWERMENT, RECOVERY AND RESILIENCE

We're asking you to support the Blue Knot Foundation's work with adult survivors of complex trauma by posting a "blue sky moment". A blue sky represents hope for a path to healing, health, connection and wellbeing. And a blue sky is coming on October 28.

In the lead up to Blue Knot Day on 28 Oct 2019, we're asking our survivors, partners, friends and family, and interested community members to post a piece of blue sky. Each and every post will embody a sign of hope and the possibility of healing to those with complex trauma. In particular, people struggling in their daily lives may have a glimpse of a blue sky moment which may resonate with them, letting them know that they are not alone.

Survivors in particular may wish to share their personal blue sky moments as part of a community of support for other survivors. Sharing is often empowering and we encourage everyone to like, share or comment with your support as well.

Follow the [#BlueKnotDay](#) and [#EmpowermentRecoveryResilience](#) hashtags.

WE RECOMMEND THAT ALL POSTS/TWEETS:

- Use the words 'share to show your support' or 're-tweet to show your support'
- Include [#BlueKnotDay](#) and [#EmpowermentRecoveryResilience](#) hastags
- Include URL to Blue Knot's website www.blueknot.org.au/BlueKnotDay
- On Facebook, tag key contacts who are likely to share the post
- Tweet @ key contacts who are likely to re-tweet, as above

SUGGESTED POSTS:

We're supporting [#BlueKnotDay](#) to raise awareness for adult survivors of complex trauma. Over 1 in 4 Australians are impacted by repeated trauma, abuse or violence experienced as a child or adult. Share to show your support and hope for healing

[#EmpowermentRecoveryResilience](#) www.blueknot.org.au/blueknotday

We're here to support survivors through sharing our "blue sky moment" to help bring hope to survivors, friends, family and colleagues. Over 5 million Australians experience the long-term effects of complex trauma but recovery is possible. Share to show your support [#BlueKnotDay](#)

[#EmpowermentRecoveryResilience](#) www.blueknot.org.au/blueknotday

More than 1 in 4 Australians have experienced complex trauma as a result of abuse, neglect, or domestic and community violence. We're supporting [#BlueKnotDay](#) to raise awareness for survivors and those who support them. We've been asked to share our blue sky moment as a sign of hope for our community.

[#empowermentrecoveryresilience](#) www.blueknot.org.au/blueknotday





FAQs:

THERE ARE SOME CLOUDS / OTHER BUILDINGS / OUR LOGO / A PERSON IN OUR BLUE SKY PHOTO. IS THAT OKAY?

Yes! Many people struggle to find their blue sky moment. The blue sky moment won't always be perfect, but that glimpse of blue sky can bring hope. Try to avoid putting too much focus on other objects or people. We really want to capture the possibility of hope and healing that can come with a great stretch of blue sky.

WE WANT TO WRITE OUR OWN MESSAGE INSTEAD OF USING THE SUGGESTED MESSAGES.

That's perfectly fine. We want to make it easy for some of our busy supporters to jump on board with our blue sky campaign, but you can write a caption that's most relevant to you.

We ask you to please use the #BlueKnotDay and #EmpowermentRecoveryResilience hashtags so we can easily find and share your photos online.

HOW IS POSTING ON SOCIAL MEDIA GOING TO HELP ANYONE?

In this digital age, social media is an important communication tool. Many survivors aren't ready to share their story. By showing your support, you're giving people the chance to start conversations at home, in the workplace or with close friends and family and to reach out for support.

The blue sky represents the possibility of recovery and a moment of hope for survivors of complex trauma. We want to capture the feeling of endless blue sky and deliver it to the feeds of all Australians. Sometimes it can be hard to remember that a blue sky moment is possible.

I WANT TO DO MORE THAN THE SOCIAL MEDIA CAMPAIGN

We love that! Go to www.blueknot.org.au/blueknotday for some great ideas on how you can get involved and show your support.