



BLUEKNOTDAY

29 OCTOBER 2018

REAL LIVES. REAL CHANGE. #unitebkd

Monday 29 October 2018 is Blue Knot Day!

Blue Knot Day is a national awareness day developed by Blue Knot Foundation, Australia's leading organisation supporting adult survivors of childhood trauma. It is estimated that five million Australian adults are survivors of childhood trauma, and research shows that with the right support, adult survivors can and *do* recover.

This year we ask you to support the estimated 1 in 4 adult Australians living with childhood trauma by downloading the Blue Knot Day share images and posting to social media with the hashtag '#unitebkd'.

We recommend that all posts/tweets:

- Use the words 'share to show your support' or 're-tweet to show your support'
- Include '#unitebkd' hashtag for Blue Knot Day
- 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

Please find below suggested content for Blue Knot Day social media posts:

- "Real lives + real support = REAL CHANGE". Recovery is possible. Support adult survivors of childhood trauma this Blue Knot Day". #unitebkd
- "The time for blame, for turning away, for hiding, for running and denying is over. Recovery is possible. Support Blue Knot Day this year and help turn shattered lives around". #unitebkd
- "There are 5 million adults living in Australia today who are impacted by the trauma of their childhoods. Research shows that with the right support, adult survivors can and do recover. Support Blue Knot Day. Support healing. Support change". #unitebkd

[All share images can be downloaded here.](#)

Blue Knot Day Social Media Contact:

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