



INTERNATIONAL SAFEGUARDS
FOR CHILDREN IN SPORT

International Safe Sport Day: 8th August 2026 Social Media Guide

Join the campaign on International Safe Sport Day and help us raise awareness of the importance of safe sport for every child.

In 2026, our theme is: **Every child means EVERY child.**

Join us in celebrating the children who are coaches, referees, ball squad members, spectators, and more – who deserve to be safe – just like athletes.

Key Messaging: Every child means EVERY child!

Call to Action: “We've committed to keeping every child safe in sport every day. Make that commitment too and join #TeamSafeSport!”

What you can do before International Safe Sport Day:

1. Create a social media **countdown** leading up to Safe Sport Day.
2. **Map out all the ways children interact with your activity.** Do you have children who are coaches, referees, spectators, etc.?
3. **Learn more** about the International Safeguards at [SafelnSport.org](https://safelnsport.org).

What you can do on International Safe Sport Day:

1. **Share all the ways children interact with your activity and the ways you keep them safe.**
2. Use August 8th to **announce your latest safeguarding success or initiative.**
3. If you haven't done it, **take the Safe Sport Pledge [here](#) and then share.**
4. Invite your staff to **post on their own accounts** about safeguarding and Safe Sport Day. Suggested prompt: **How do you keep every child safe and why it is important.**

Graphics: We have created [this graphic](#) for you to save, adapt and use.

Best Practice Guidance (Facebook, Instagram, LinkedIn)

Always include these hashtags:

#SafeSportDay + #TeamSafeSport + #SafeSportDay2026

Tag:

Facebook: **@SafeInSports**

Instagram: **@internationalsafeguards**

LinkedIn: **@international safeguards for children in sport**

Like, Share, Retweet, Repost:

Facebook: Follow page, and like and share posts: <https://www.facebook.com/SafeinSports>

Instagram: Follow, like, and repost: <https://www.instagram.com/internationalsafeguards/>

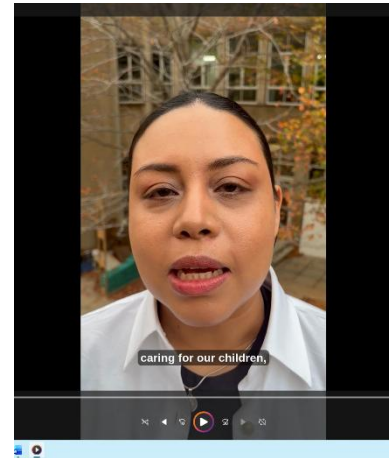
LinkedIn: Follow, like, and repost: <https://www.linkedin.com/company/international-safeguards-for-children-in-sport/>

Photos and Videos

Video is key, especially video of your athletes sharing their thoughts about safeguarding!

When photographing or filming:

- **Lighting.** Natural light is best! Film outside or set up near a window. If that is not an option, try to get it as bright as possible.
- **Get creative and have fun!** Film or take a photo on your field of play.
- **Get close.** Instead of “zooming in”, move in as close to your subject as you can.
- **Get permission** before sharing any photo or video, especially for children 17 and under (see additional guidance below).



Guidance Around Images and Films of Children

If you involve children in the campaign, it is really important you get their **informed consent** before using photos or videos of them. *Informed consent* means giving permission in **full knowledge** of the possible consequences.

Click [here](#) for more guidance and a sample release form.