**Safeguarding Adults Week 2024**

**Social media campaign**

**Monday 18- Friday 22 November**

Please use the following tags: #SafeguardingAdultsWeek #SAW2024

We will be posting on social media (Facebook, X, and LinkedIn) every day of the campaign. Please follow @AnnCraftTrust for the latest updates.

We have created this social media schedule to aid you in supporting the week. Please feel free to personalise and share information about Safeguarding Adults Week 2024 on your own channels.

These posts will be most effective if you pair them with the social media images we’ve created, [which you can find on our website](https://www.anncrafttrust.org/events/safeguarding-adults-week/).

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| Date | Theme | Our Tweets | Things you might want to tweet about |
| Monday 18 November | Look, Listen, Ask – Developing Professional Curiosity | Safeguarding adults is vital in all industries and in the community. Everyone has a role in safeguarding. Use today to reflect on how you can contribute to safeguarding adults within your organisation or community.  Today is day one of the @AnnCraftTrust #SafeguardingAdultsWeek and the focus is on developing professional curiosity.  Professional curiosity is about looking, listening, asking direct questions and reflecting on ALL of the information received. #SafeguardingAdultsWeek  The @AnnCraftTrust is kicking off SAW2024 with their AGM and seminar! #SafeguardingAdultsWeek | We would love to hear about how you have developed professional curiosity in your role. Use the hashtag #SafeguardingAdultsWeek to share your reflections with us on social media.  You can share resources about what professional curiosity means in your sector or role.  Let us know if you have questions about developing professional curiosity, tag us using @AnnCraftTrust. |
| Tuesday 19 November | Working in partnership: How to work effectively with the people you support | ‘Making Safeguarding Personal’. ‘Person-centred practice’. ‘Co-production’. Each of these approaches focuses on working in partnership with people who use services. #SafeguardingAdultsWeek  It’s day two of #SafeguardingAdultsWeek and the focus is on how to effectively work in partnership with the people you support. Follow @AnnCraftTrust for the latest resources!  Reflect on how you work with those you support. What is working well and what could be improved? #SafeguardingAdultsWeek  Read our blog to learn more about co-production: <https://www.anncrafttrust.org/what-is-co-production/> #SafeguardingAdultsWeek | Share our resources about how to effectively work with those you support.  Tell us about how you are working in partnership with those you support in your role or organisation. What is working well? What are the challenges? |
| Wednesday 20 November | Establishing Professional Boundaries | It’s day three of #SafeguardingAdultsWeek and the focus is on establishing professional boundaries.  What do good quality relationships look like within and outside of work? Thinking about professional boundaries encourages us to establish clear foundations about the nature of working relationships from the outset. #SafeguardingAdultsWeek  Today the @AnnCraftTrust is hosting the annual Safeguarding Adults Conference! Check on their social media pages for live updates about the conference! #SafeguardingAdultsWeek  Check out @AnnCraftTrust for access free resources about establishing professional boundaries. | Let us know, what do appropriate professional boundaries look like in your sector, organisation or community?  What are the signs that professional boundaries are being blurred in your sector? How do you think you would respond?  If you are attending our Safeguarding Conference in Nottingham today, send us a photo of your day or let us know what you have learnt! Tag us @AnnCraftTrust |
| Thursday 21 November | Recognising exploitation: The ladder of criminality | It’s day four of #SafeguardingAdultsWeek and we will be discussing criminal exploitation of adults.  Criminal exploitation is the deliberate abuse of power and control over another person. It is taking advantage of another person or situation for criminal purposes or personal gain. #SafeguardingAdultsWeek  Criminal exploitation could also include other forms of harm and abuse such as modern slavery, sexual exploitation or cuckooing. #SafeguadingAdultsWeek | Share resources to raise awareness about what criminal exploitation is and how to spot the signs.  Tell us about any resources or tools you use to enable you to adapt a trauma informed approach. Tag @AnnCraftTrust.  What agencies would you need to work with to minimise the risk of criminal exploitation or respond to concerns? |
| Friday 22 November | Professional and Organisational Learning | It’s the final day of #SafeguardingAdultsWeek! It is important that learning about safeguarding adults continues beyond this week.  To effectively safeguard adults and establish safer cultures, it is important for organisations and individuals to be engaged in a process of continual learning and development.  What have been the successes and the challenges in safeguarding adults? What work do we still have to do and how can we continue to extend our learning?  The @AnnCraftTrust have a range of upcoming events for your to continue your learning: <https://www.anncrafttrust.org/events/> | What courses or training would you like to see? Tell us @AnnCraftTrust  Tell us about how you will continue your learning about safeguarding adults week? |
| General Tweets |  | We are supporting @AnnCraftTrust #SafeguardingAdultsWeek 2024!  This week we are supporting #SafeguardingAdultsWeeks run by the @AnnCraftTrust!  We are attending the @AnnCraftTrust Conference Working in Partnership! #SafeguardingAdultsWeek.  The @AnnCraftTrust are offering free seminars as part of SAW. Book your place: <https://www.anncrafttrust.org/events/>  The @AnnCraftTrust have a range of free resources as part of SAW. Share within your communities to show your support: <https://www.anncrafttrust.org/events/safeguarding-adults-week/> |  |