

Social Media Toolkit

Step Up. Do Something 2026 | See Us Now

Join See Us Now for Blue Out Day on **September 24th** as we step up together for missing and trafficked foster youth. During National Missing & Trafficked Foster Children Awareness Week, we're raising awareness for the roughly 20,000 foster youth who go missing each year and inspiring everyone to take action.

How to Participate



Film It

Step 1: **Wear blue.**
Grab your phone and start moving, walk, dance, skip, whatever. Anywhere works. Nothing fancy, just film it.



Say It

Share how you're stepping up for foster youth and what action you're committing to take to make a difference.



Post It

Share your video and help spread the word. Post to your social channels, tag us, and use the campaign hashtags.



Pass It On

Challenge someone else to step up. Tag a friend, family member, coworker, or organization and ask them to share how they'll take action, too.

NEED IDEAS?

Use this script.

20,000 steps. 20,000 kids.

That's how many foster youth go missing every year.

I'm wearing blue and showing you my steps
Walk, dance, run, skip, whatever...we can all step up and do something.

My step: I'm [donating to / mentoring with / contacting my lawmaker about] [fill in].
I'm challenging [NAME] to step up and do something too.

How will you step up?

Tag someone. Use the hashtags. Invite @SeeUsNowUSA to collab.

Tag + Hashtags

Instagram: @see.us.now

TikTok: @Seeusnoworg

Facebook: SUN.FosterCareCrisis

#BlueOut

#SeeUsNow

Ways to Step Up

- ADVOCATE
- DONATE
- VOLUNTEER
- MENTOR
- EDUCATE
- AMPLIFY

Tag us, the campaign hashtags, add us to collab and we'll share your steps on our social channels!

