

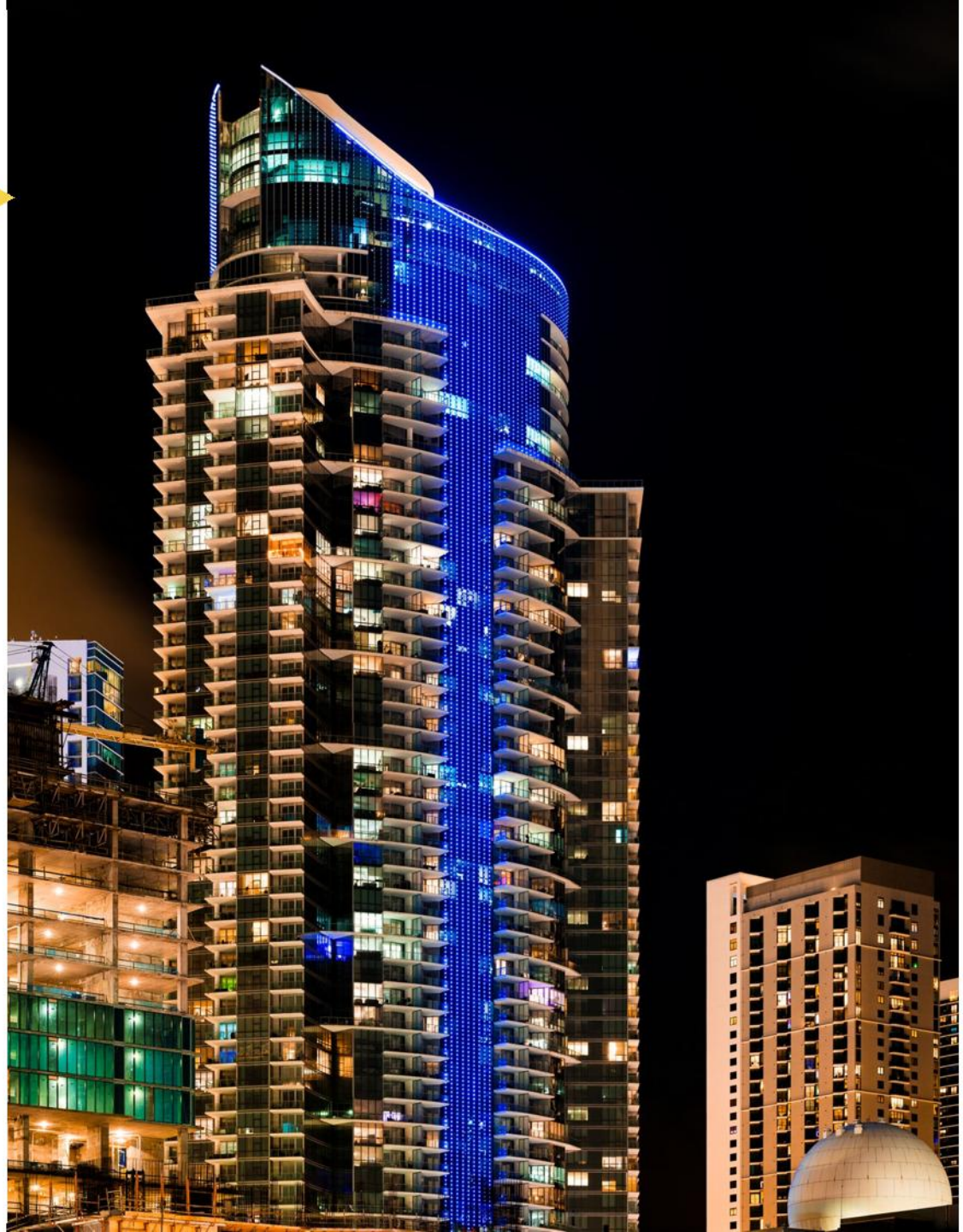


Step Up. Do Something.

GO BLUE · SEPTEMBER 24

Social Media Toolkit · See Us Now

National Missing & Trafficked Foster Children Awareness Week
September 20–26, 2026



Why We're Going Blue

Sept
24

Join See Us Now for National Blue Out Day on September 24 as we go blue together for missing and trafficked foster youth. During National Missing & Trafficked Foster Children Awareness Week we're asking everyone to do one simple thing: go blue.

Wear blue. Light your porch blue. Decorate your storefront, your classroom, your dorm, your desk. Put the frame on your profile. Post it, tag @see.us.now, and ask three people to do the same. Blue is the color of being seen.



20,000

foster youth go missing every year. Most are never counted. Blue says: we see you.



How to Participate



Wear It

Blue on Thursday, September 24: a shirt, a ribbon, blue face paint, blue socks. Get your team, class, church, or office to match.



Light It

Go blue at home or at work: porch light, blue bulbs, balloons, chalk, ribbon on the door, window paint, a blue-lit storefront or sign.



Frame It

Add the Step Up frame to your profile photo, a selfie, or a story. It says why you're blue so you don't have to.



Post It

Post with #BlueOut, tag @see.us.now, and invite us as a collaborator so it shows on both feeds. Then tag three people to go blue.

What Should I Say?

Make it your own. Say why going blue matters to you.

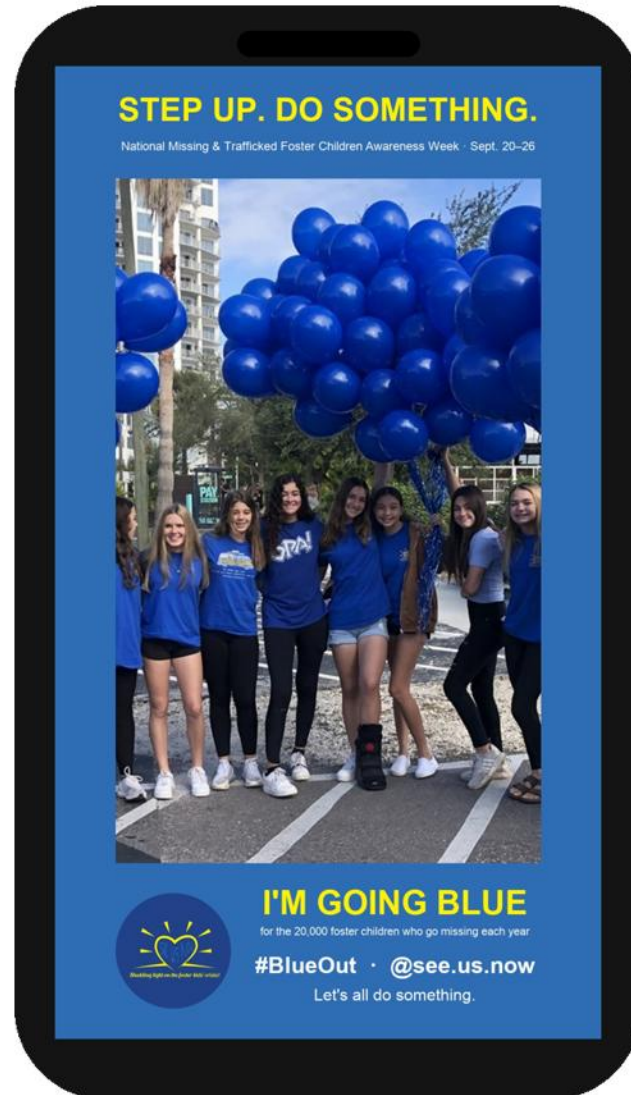


Instagram: @see.us.now, collab invite on

TikTok: @Seeusnoworg

Facebook: SUN.FosterCareCrisis

Hashtags: #BlueOut first, always



Copy-and-paste caption

Step Up. Do Something.

I'm going blue in recognition of the 20,000 foster children who go missing each year!

It's National Missing and Trafficked Foster Children Awareness Week. Let's all do something!

[Name], [Name], [Name], you're up. Go blue and tag @see.us.now.

#BlueOut #SeeUsNow

Collaborate with us: tag @see.us.now, then add us as a collaborator on the tag screen. When we accept, your post lives on both feeds.

The Frame

One frame, two sizes. Use it on a selfie, a group photo, your blue house or storefront, or your profile picture.

free
download

STEP UP. DO SOMETHING.

National Missing & Trafficked Foster Children Awareness Week · Sept. 20–26



I'M GOING BLUE

for the 20,000 foster children who go missing each year

#BlueOut · @see.us.now

Let's all do something.

STEP UP. DO SOMETHING.

National Missing & Trafficked Foster Children Awareness Week · Sept. 20–26



I'M GOING BLUE

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Let's all do something.

How to use it

1. Download the square (1080×1080) or story (1080×1920) frame PNG from the link in our bio.
2. In Instagram Stories or Canva, add your photo, then add the frame on top. The center is transparent.
3. For a profile picture, put your photo behind the square frame in Canva and export.
4. Post with #BlueOut and tag @see.us.now.

Photos shown are examples. Use your own.

The Stickers

Invite people to join. Drop a sticker on any post or story between now and Sept. 24.



Round sticker



On a post (small-placement version)

How to use them

1. Download the sticker PNGs from the link in our bio: round, small-placement round, and banner. The backgrounds are transparent.
2. In Instagram Stories, add your photo, then add the sticker from the photo picker and drag it to a corner.
3. In Canva, drop the sticker onto any post. Use the small-placement round when it sits under about 300 px wide.
4. Post with #BlueOut #SeeUsNow and tag @see.us.now.

Banner sticker



Simplified frame

Square and story sizes with just #BlueOut #SeeUsNow, plus the Awareness Week line. Also in the kit folder.

Ways to Go Blue



WEAR IT

Blue shirt, ribbon, socks, face paint. Pick a day for the whole team.



HOME

Porch light, blue bulbs, balloons, chalk on the driveway, ribbon on the door.



BUSINESS

Blue in the window, on the sign, on the receipts. Tell customers why.



SCHOOL

Blue spirit day, blue on the marquee, a class photo in the frame.



CITY

Ask your mayor to light a landmark and sign the Awareness Week proclamation.



AMPLIFY

Post it, tag @see.us.now, collaborate, and tag three people to go blue.

Ready to Go Blue?

Wear it. Light it. Frame it. Post it. Tag three people.



Instagram: @see.us.now

TikTok: @Seeusnoworg

Facebook: SUN.FosterCareCrisis

#BlueOut · #SeeUsNow



Tag us and use the hashtags. We'll share your blue on our channels all week!