



MONTH OF THE MILITARY CHILD

C A M P A I G N T O O L K I T 2 0 2 1

S O C I A L M E D I A P O S T S * W E B B A N N E R S * V I R T U A L B A C K G R O U N D S * G R A P H I C S



MONTH OF THE MILITARY CHILD 2021 CELEBRATING THE MIGHTY.

OVERVIEW

Military kids are the cornerstone of military families and display remarkable strength and resilience every day. Since 1986, April has been designated the official Month of the Military Child (MOMC) to honor military kids and the sacrifices they make along with their parents.

GOAL

Educate and bring awareness to military children about the importance of fostering a virtual community and building camaraderie to strengthen mental health, well-being, and belonging crucial to force readiness.

📄 [Download creative assets at: Health.Mil/MOMC](https://www.health.mil/MOMC)

KEY MESSAGES

- ✦ Military kids are resilient in constant change. They are resourceful and creative support systems for their families and communities.
- ✦ Military kids are faced with unique psychological challenges of military life. Military Kids Connect is an online community for military children ages 6-17, and provides access to age-appropriate resources.
- ✦ Purple Up Day is April 15, 2021. The color purple represents all branches of the military. On Purple Up Day, we recognize military kids from all branches of the military by wearing purple.

HASHTAGS

#MonthOfTheMilitaryChild
#PurpleUp
#PurpleUpDay
#MOMC

RESOURCES

[MilitaryKidsConnect.Health.Mil](https://www.health.mil/MilitaryKidsConnect)



SOCIAL MEDIA GRAPHICS

Use these graphics on your social media platforms in support of Month of the Military Child 2021. All graphics are formatted for Facebook, Twitter, Instagram, and LinkedIn platform specifications.

MONTH OF THE MILITARY CHILD

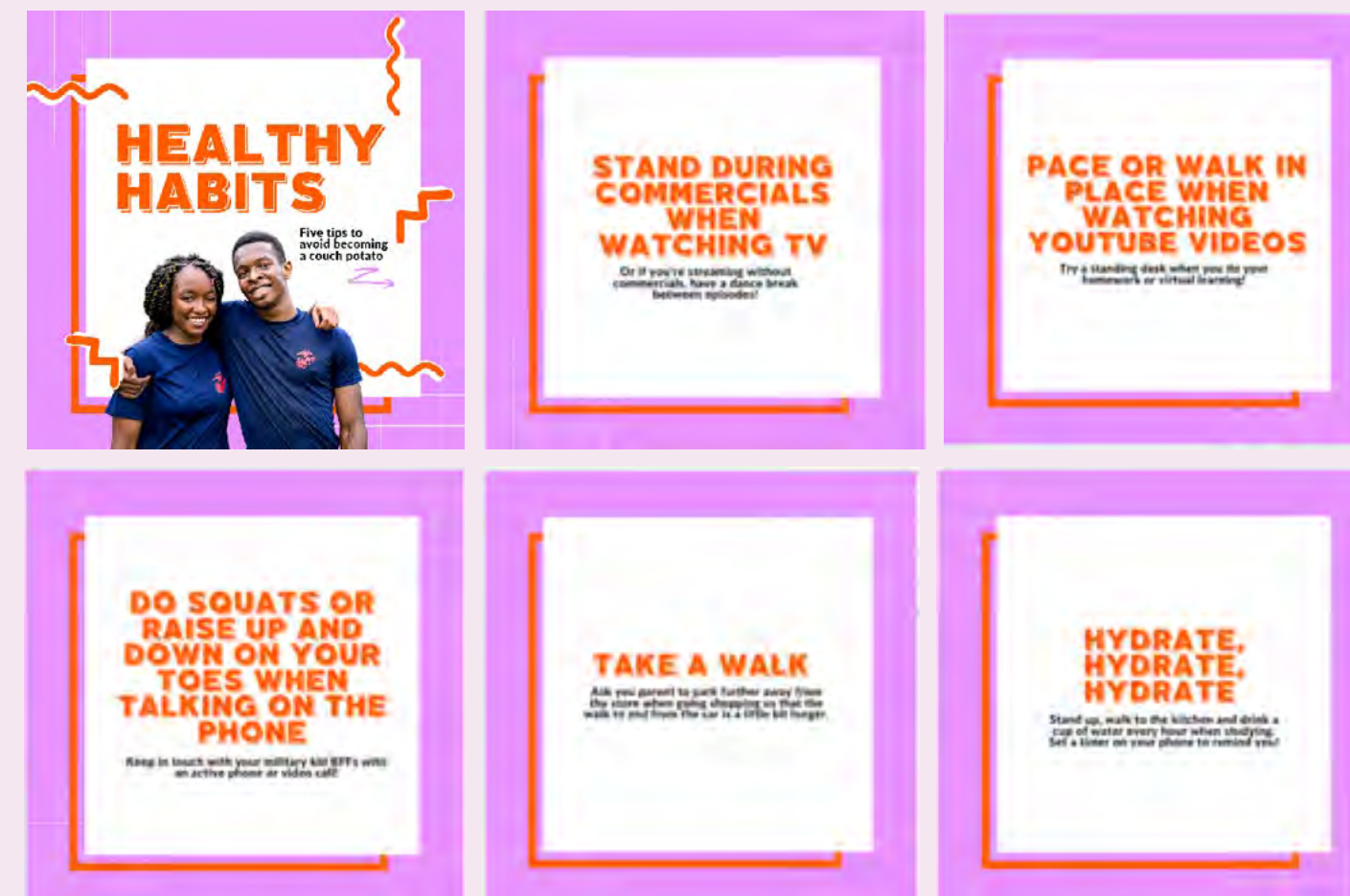


CAPTION:

New to #MonthOfTheMilitaryChild? Welcome to the family from @MilKidsConnect <https://health.mil/MKCHome/Military-Life>

FILE NAME: What is MOMC_FBTWLN.ZIP
What is MOMC_IG.ZIP
**this is a carousel post*

HEALTHY HABITS

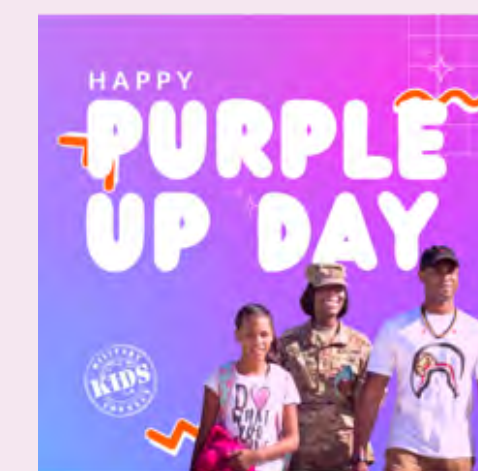


CAPTION:

Celebrating ourselves also includes taking care of ourselves. Check out @MilKidsConnect for resources on managing stress and taking care of your body. <https://militarykidsconnect.health.mil/Health-and-Wellness>

FILE NAME: Healthy Habits_FBTWLN.ZIP
Healthy Habits_IG.ZIP
**this is a carousel post*

PURPLE UP DAY



CAPTION:

Happy #PurpleUp Day! Don't forget to wear something purple in support of Mighty #MilitaryKids worldwide! @MilKidsConnect

FILE NAME: Purple Up Day_FBTWLN.mp4
Purple Up Day_IG.mp4
**this is an animated post*

SOCIAL MEDIA GRAPHICS

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MILITARY KID MACKENZIE STORY TAKEOVER

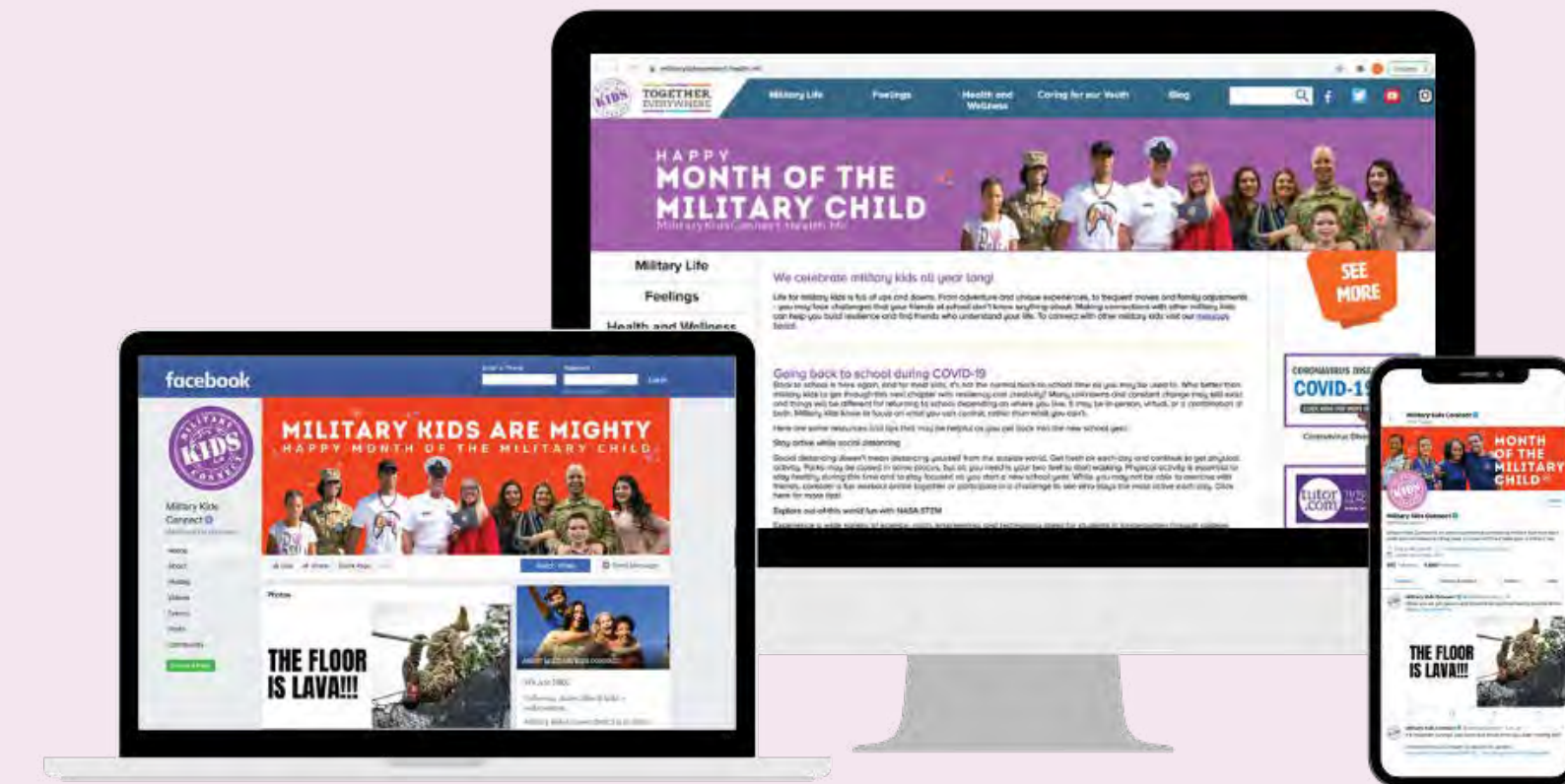


INSTAGRAM AND FACEBOOK STORY

This is a series of four story graphics formatted for Facebook and Instagram platforms highlighting military kid Mackenzie. The graphics feature a quote and a link to the Military Kids Connect webpage. Tag @MilKidsConnect for cross-promotion.

FILE NAME: Mackenzie Story.ZIP

CHANNEL GRAPHICS



FACEBOOK COVERS, TWITTER HEADERS, WEB BANNERS

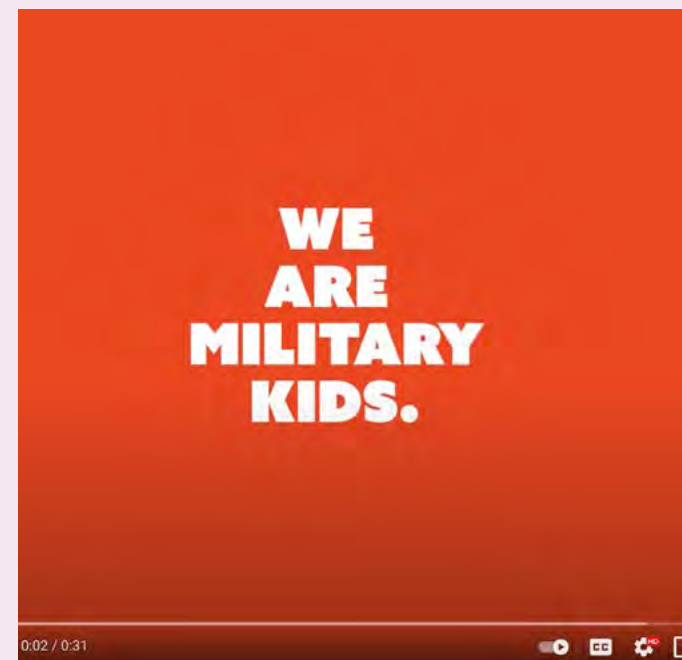
Celebrate Month of the Military Child with us by using one of our Facebook cover, Twitter header, or web banner graphics.

FILE NAME: MOMC Facebook Cover.zip
MOMC Twitter Header Image.zip
MOMC Web Banner.zip

VIDEOS

Use these videos on your social media platforms in support of Month of the Military Child 2021. All graphics are formatted for Facebook, Twitter, Instagram and LinkedIn platform specifications.

MONTH OF THE MILITARY CHILD ANTHEM VIDEO

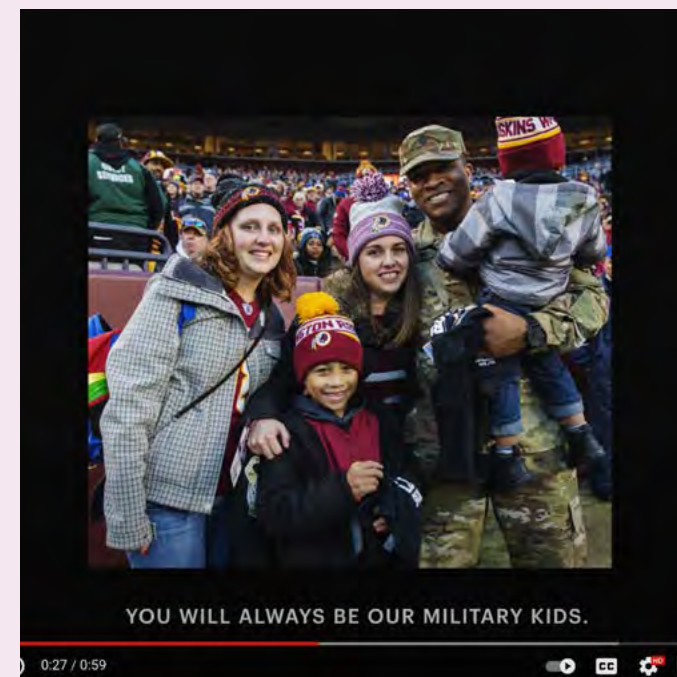


CAPTION:

This month we're celebrating the mighty! Happy #MonthOfTheMilitaryChild from @MilKidsConnect

FILE NAME: MOMC Anthem.mp4
YOUTUBE: <https://youtu.be/eg-QoI46MVM>
DVIDS: <https://www.dvidshub.net/video/786407/2021-month-military-child-we-mighty>

ALWAYS BE YOUR KIDS VIDEO

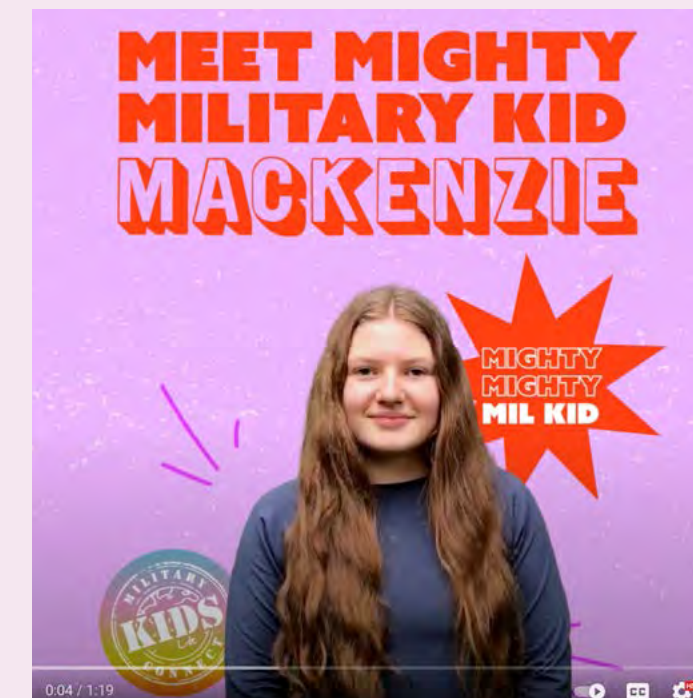


CAPTION:

Celebrating the mighty for a whole month is easy but remember, you are mighty all year round! @MilKidsConnect #MilKid #MonthOfTheMilitaryChild

FILE NAME: Always be Your Kids.mp4
YOUTUBE: https://youtu.be/F0Z3jxV_AD8
DVIDS: <https://www.dvidshub.net/video/786406/2021-month-military-child-you-will-always-our-military-kids>

MILITARY KID MACKENZIE VIDEO



CAPTION:

Mighty #MilitaryKid Mackenzie shares her experiences of having a dad in the @USArmy #MonthOfTheMilitaryChild @MilKidsConnect

FILE NAME: Military Kid Mackenzie.mp4
YOUTUBE: <https://youtu.be/auqMXuMTvB4>
DVIDS: <https://www.dvidshub.net/video/786408/2021-month-military-child-military-kid-mackenzie>

COMMAND SGT. MAJ. MICHAEL L. GRAGG SHOUTOUT VIDEO



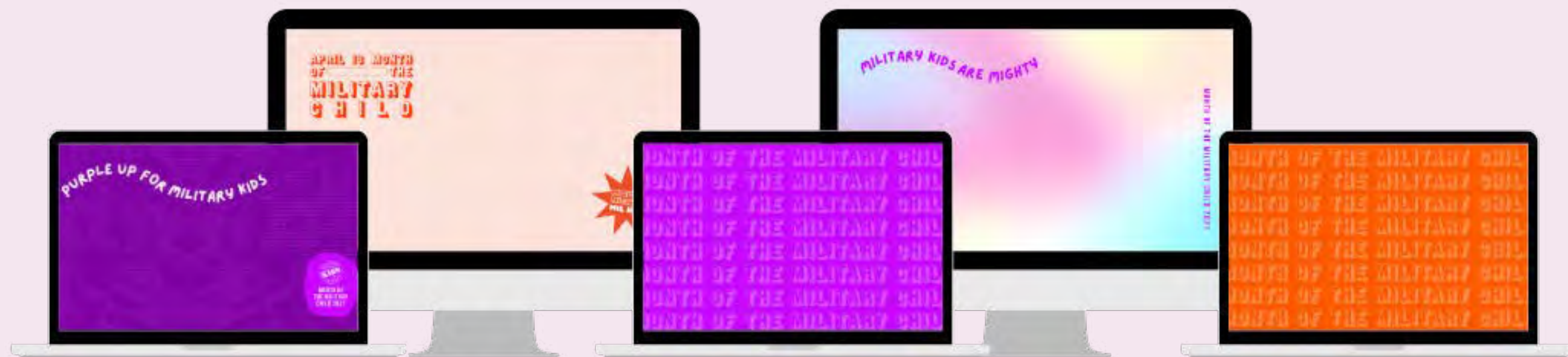
CAPTION:

Here's a shoutout to our mighty #MilKids from Command Sgt. Maj. Michael L. Gragg! @MilKidsConnect

FILE NAME: GraggShoutout.mp4
YOUTUBE: <https://www.youtube.com/watch?v=eqmzC7V0IUs>
DVIDS: <https://www.dvidshub.net/video/788094/month-military-child-social-media>

VIRTUAL BACKGROUNDS AND PROFILE IMAGE

VIRTUAL BACKGROUNDS



CUSTOM MONTH OF THE MILITARY CHILD VIRTUAL BACKGROUNDS

Celebrate Month of the Military Child in a virtual setting with our Month of the Military Child virtual backgrounds.

FILE NAME: MOMC Backgrounds.zip

PURPLE UP PROFILE IMAGE



PROFILE IMAGE

Celebrate Purple Up Day by using our Military Kids Connect profile image graphic.

FILE NAME: MOMC_Profile Image.png

PROMOTIONAL ITEMS

Limited quantities of Month of the Military Child Campaign promotional items, such as stickers, pins, tote bags, and phone grips are available and can be requested by emailing dha.connected-health@mail.mil.



CONTACT US

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Download creative assets at: Health.Mil/MOMC

 MilitaryKidsConnect.Health.Mil

 [@MilKidsConnect](https://www.instagram.com/MilKidsConnect)

 [@MilitaryKidsConnect](https://www.facebook.com/MilitaryKidsConnect)

 [@MilKidsConnect](https://twitter.com/MilKidsConnect)

This product developed by the Connected Health Branch, Defense Health Agency, March 2021. For more information please email: dha.connected-health@mail.mil