

SOCIAL MEDIA TOOLKIT

FOR DOMESTIC VIOLENCE AWARENESS MONTH, 2018



Online
RESOURCES

Sample
**SOCIAL MEDIA
POSTS**

Shareable
**VISUAL
CONTENT**

PROVIDED BY THE NATIONAL COALITION AGAINST DOMESTIC VIOLENCE

THANK YOU FOR BEING A PART OF SURVIVOR SPEAKS

Thanks for being an advocate for Survivor Speaks! In this toolkit, we have included information, background, messaging and social media content that will be helpful when promoting your involvement in #SurvivorSpeaks and including others to join in the promotion of Domestic Violence Awareness Month in October.

BACKGROUND

Inspired by the #MeToo movement, NCADV is introducing a similar concept focused on domestic abuse. This movement will help debunk common myths about domestic violence, as well as pressure the criminal and legal systems to make things easier for victims and survivors. In an effort to destigmatize domestic violence, and as a reflection of our mission to amplify the voices of domestic violence survivors, we have implemented the #SurvivorSpeaks hashtag.

#MeToo shows us that cultural and social change is obtainable when the conversation is made accessible to all who are affected by sexual violence. Our hope is that #SurvivorSpeaks will empower survivors to come forward with strength and share stories that need to be told bringing awareness to this issues that impacts millions of women.

Because when a #SurvivorSpeaks, it's powerful.

You can play an important role in raising awareness about domestic violence and showing your support for victims and survivors. Taking action with NCADV on social media gives you a chance to have a voice in the conversation about domestic violence.

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#SURVIVORSPEAKS ONLINE RESOURCES

Social Media

[Follow NCADV on Facebook](#)

[Follow NCADV on Twitter](#)

[Follow NCADV on Instagram](#)

[Follow NCADV on Pinterest](#)

[Follow NCADV on YouTube](#)

Website

[Visit NCADV's Website](#)

[Visit #SurvivorSpeaks on NCADV's Website](#)

NCADV Website Page for Survivor Speaks: www.NCADV.org/SurvivorSpeaks

Printable Placards

[#SurvivorSpeaks Placard \(Standard\)](#)

[#SurvivorSpeaks Placard \(Customizable\)](#)

[Take A Stand Placard \(Standard\)](#)

[Take A Stand Placard \(Customizable\)](#)

Twibbons

[Take a Stand](#)

[#SurvivorSpeaks](#)

SAMPLE SOCIAL MEDIA POSTS

Sample Posts: Website

Want to help raise domestic violence awareness? Our hope is that #SurvivorSpeaks will empower survivors to come forward with strength this October. www.NCADV.org/SurvivorSpeaks

With domestic violence awareness month comes the opportunity for us to unite and expose intimate partner violence. Let's join together to empower others this October with #SurvivorSpeaks. www.NCADV.org/SurvivorSpeaks

Raise awareness and educate others about domestic violence statistics. Learn more at www.NCADV.org/SurvivorSpeaks.

1 in 15 children are exposed to intimate partner violence yearly; and 90% of these children are eyewitnesses to this violence. With #SurvivorSpeaks, we hope all survivors will be strong enough to come forward. Learn more: www.NCADV.org/SurvivorSpeaks

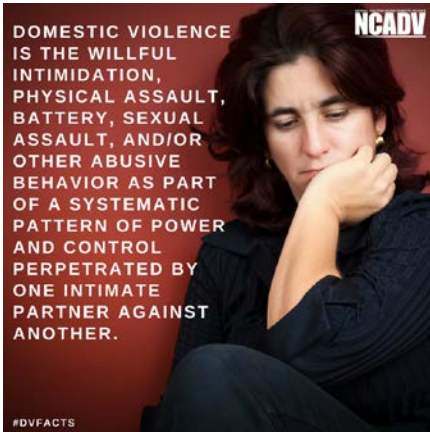
Support the vision of a society with zero tolerance toward domestic violence and abusers. www.NCADV.org/SurvivorSpeaks @ncadv #SurvivorSpeaks

Sample Posts: #SurvivorSpeaks Story

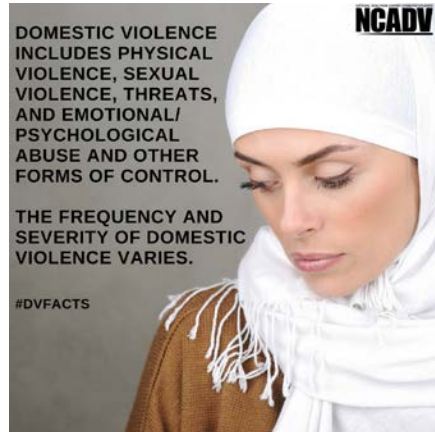
Join us as #SurvivorSpeaks inspires and empowers all survivors to come forward and share their stories. Share your story today.

Together, we can continue to shed light on domestic violence. Share your story with #SurvivorSpeaks to continue to bring awareness and inspire others.

SHAREABLE GRAPHICS



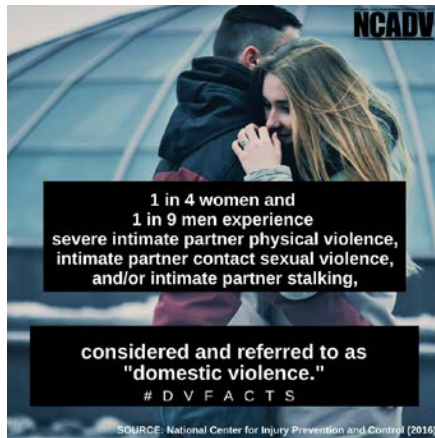
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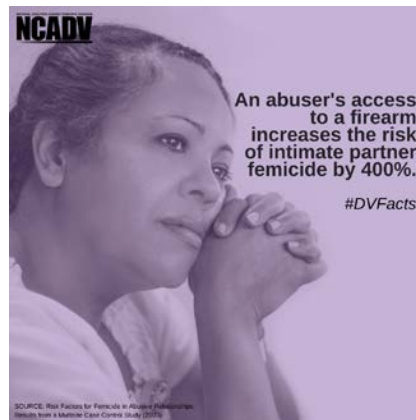
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On a typical day, domestic violence hotlines
nationwide receive over 20,000 calls.

#DVFACTS

[Download](#)



SOURCE: Risk Factors for Femicide in Abused Relationships: Results from a Multisite Case Control Study (2015)

[Download](#)



Intimate partner violence accounts for
15% of all violent crime.

#DVFACTS

[Download](#)



SOURCE: The National Intimate Partner and Sexual Violence Survey, 2010 Summary Report (2011)

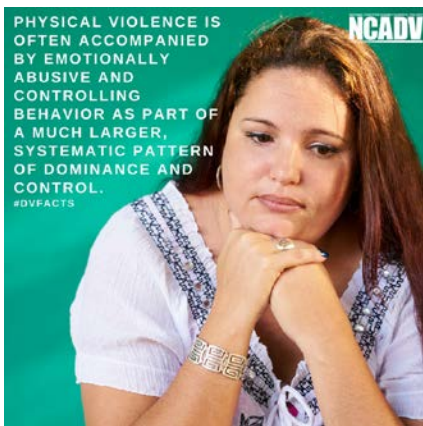
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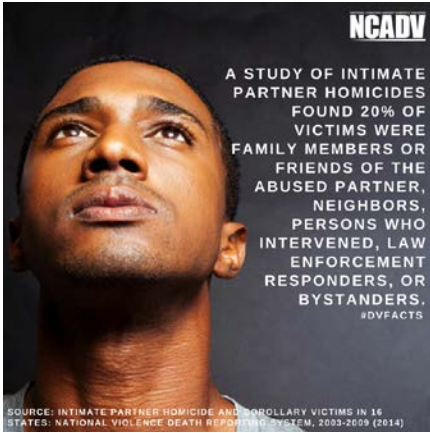
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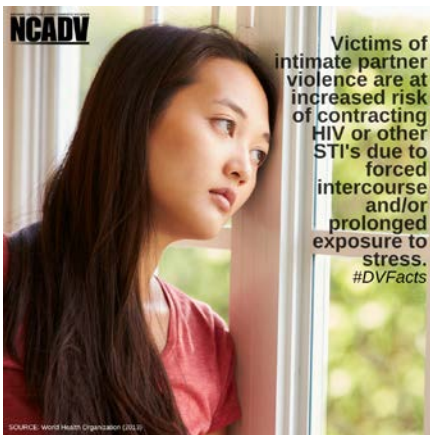
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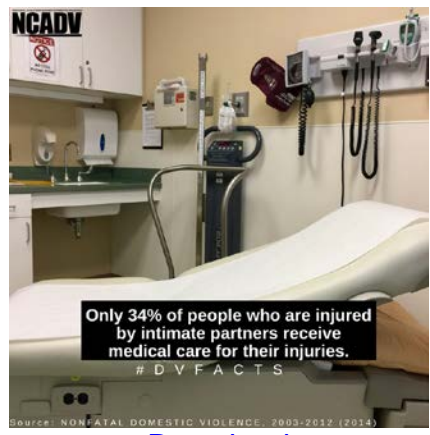
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Intimate partner violence is estimated to cost the U.S. economy between \$5.8 billion and \$12.6 billion annually, up to 0.125% of the national gross domestic product.

#DVFACTS

SOURCE: WORLD HEALTH ORGANIZATION (2004)

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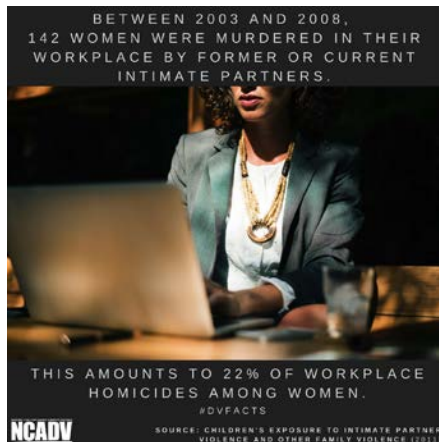


NCADV
BETWEEN 21-60% OF VICTIMS OF INTIMATE PARTNER VIOLENCE LOSE THEIR JOBS DUE TO REASONS STEMMING FROM THE ABUSE.

#DVFACTS

SOURCE: WORLD HEALTH ORGANIZATION(2004)

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BETWEEN 2003 AND 2008, 142 WOMEN WERE MURDERED IN THEIR WORKPLACE BY FORMER OR CURRENT INTIMATE PARTNERS.

THIS AMOUNTS TO 22% OF WORKPLACE HOMICIDES AMONG WOMEN.

#DVFACTS

NCADV

SOURCE: CHILDREN'S EXPOSURE TO INTIMATE PARTNER VIOLENCE AND OTHER FAMILY VIOLENCE (1/2011)

[Download](#)

SAMPLE CAMPAIGN PROMOTION WEEK-BY-WEEK CALENDAR

Week of Oct. 1

Tell your network that you/your organization will support #SurvivorSpeaks in October and ask your followers to join you.

Suggested Posts:

- What NCADV started in October 1981 as a Day of Unity has grown into a national month of awareness. This October, we want to encourage #SurvivorSpeaks and we need your help.
- We all play a part in helping to raise awareness about domestic violence. Do your part and support #SurvivorSpeaks in October.

Week of Oct. 8

Ask your network to add our Twibbon to their profile picture.

Suggested Posts:

- Create your own #SurvivorSpeaks image to show everyone you're committed to raising awareness about domestic violence in America. [\[Insert Link\]](#)
- Show the world you will inspire others with #SurvivorSpeak in October. Use this tool to create your own custom profile: [\[Insert Link\]](#)
- Passionate about raising awareness about domestic violence? Show the world you #TakeAStand against DV: [\[Insert Link\]](#)

Week of Oct. 15

Encourage your network to take a #Survivor Speaks selfie.

Suggested Posts:

- Join us as #SurvivorSpeaks inspires and empowers all survivors to come forward and share their stories. Share your selfie and your story today.
- Together, we can continue to shed light on domestic violence. Post your #SurvivorSpeaks selfie and your share your story to continue to bring awareness and inspire others.

Week of Oct. 22 – Last Days of DVAM

Remind your followers about #SurvivorSpeaks and encourage them to continue to promote #SurvivorSpeaks all year long.

Suggested Posts:

- What NCADV started in October 1981 as a Day of Unity has grown into a national month of awareness. Remember to raise awareness all year long and always promote #SurvivorSpeaks!

- Raise awareness and educate others about domestic violence statistics from NCADV. Learn more at www.NCADV.org/SurvivorSpeaks

Share domestic violence facts.

Suggested Posts:

- 20,000 calls daily are placed to domestic violence hotlines nationwide. Help the number shrink by supporting National Coalition Against Domestic Violence in creating a society that has zero tolerance for domestic violence. #SurvivorSpeaks
- 1 in 15 children are exposed to intimate partner violence yearly; and 90% of these children are eyewitnesses to this violence. With #SurvivorSpeaks, we hope all survivors will be strong enough to come forward. Learn more: www.NCADV.org/SurvivorSpeaks

EVEN MORE WAYS TO GET INVOLVED

Looking to get more involved in the movement against domestic violence? There's lots of ways to support NCADV and its vision of a society with zero tolerance for domestic violence. Visit these pages to learn more about different ways to make it happen:

- [Contact Congress using NCADV's Action Alerts](#)
- [Donate or collect cell phones to raise money for NCADV](#)
- [Sign up for NCADV emails](#)
- [Become a member of NCADV](#)