



Domestic Violence Awareness Month (DVAM)

Social media promotion guidance

Thank you in advance for sharing information about domestic violence (also known as intimate partner violence or relationship abuse) through social media and other channels! Only by speaking together in one unified voice can we make our messages heard and end domestic violence.

We have created a series of messages and graphics for social media, which you can access and download below.

The Hotline's social media platforms

Facebook	@NationalDomesticViolenceHotline
Twitter	@ndvh
Instagram	@ndvhofficial

Hashtags to use

#DVAM

#DVAM2021

#1Thing

Sample social media messages

Note: These social media messages can be posted on any social media platform but were created with Twitter's character limit in mind.

We encourage you to adapt this content to fit your organizational or personal voice for authentic engagement! This is meant to get you started with social media content, but the possibilities are endless. Can't wait to see everyone's posts!

General DVAM promotion

- Relationship abuse is more common than people think. That's why I'm raising awareness during #DVAM, an annual month-long push focused on advocacy & education to stop abuse before it starts. Join us by posting using #DVAM2021
- October is Domestic Violence Awareness Month. I'm joining the National Domestic Violence Hotline this year to promote self-empowerment & healthy relationships. Everyone is deserving of a healthy, loving relationship! #DVAM2021

- Every October is Domestic Violence Awareness Month, a national effort to raise awareness about relationship abuse. Everyone deserves a healthy relationship. I stand in solidarity with survivors. #DVAM2021

Promoting The Hotline's resources

- The #1Thing I want everyone to know this #DVAM is that leaving an abusive relationship is a very dangerous time for survivors. It's not as easy as just walking away! Learn more: <https://www.thehotline.org/support-others/why-people-stay-in-an-abusive-relationship/>
- If you're concerned that a friend is experiencing abuse in their relationship, it's important to know how to start a conversation that empowers a survivor to make their own decisions. Learn how: <https://www.thehotline.org/support-others/talk-about-abuse/>
- It's #DVAM2021. Relationship abuse is about power and control, and there are usually more than one form of abuse happening in an abusive relationship. Learn about the types: <https://www.thehotline.org/resources/types-of-abuse/>
- October is Domestic Violence Awareness Month (#DVAM). If you're experiencing abuse in your relationship, you are not alone. Contact an advocate 24/7 by texting "START" to 88788 or visiting [thehotline.org](https://www.thehotline.org) #DVAM2021

Social media graphics

The graphic displayed in this document is sized for Instagram. Please click the link below each graphic to download the correct graphic for the platform you are posting on.

Option 01



Facebook: [Download here](#)

Twitter: [Download here](#)

Instagram: [Download here](#)

Option 02

The 5 types of abuse in an abusive relationship

- ✓ **Physical abuse**
Non-accidental use of force that results in bodily injury, pain, or impairment.
- ✓ **Emotional abuse**
May include verbal aggression, intimidation, manipulation, and humiliation.
- ✓ **Sexual abuse**
Non-consensual sexual interaction through coercion, guilt, or force.
- ✓ **Financial abuse**
When one partner has control over the other partner's access to economic resources.
- ✓ **Digital abuse**
When one partner uses technology to bully, harass, stalk, or intimidate a partner.

LEARN MORE AT [BIT.LY/TYPES-ABUSE](https://bit.ly/types-abuse)

NATIONAL DOMESTIC VIOLENCE HOTLINE

Facebook: [Download here](#)

Twitter: [Download here](#)

Instagram: [Download here](#)

Option 03

Reasons why people are abusive to their partners

- ✓ Abusive people believe their own feelings and needs should be the priority in the relationship.
- ✓ Abuse is a learned behavior – and it is also a choice to abuse.
- ✓ Domestic violence stems from a desire to gain and maintain power and control over an intimate partner.
- ✓ Tactics of abuse may be aimed at dismantling equality in the relationship in order to make their partners feel less valuable and undeserving of respect.

LEARN MORE AT [BIT.LY/WHY-ABUSE](https://bit.ly/why-abuse)

NATIONAL DOMESTIC VIOLENCE HOTLINE

Facebook: [Download here](#)

Twitter: [Download here](#)

Instagram: [Download here](#)

Option 04



Ways to support a friend experiencing relationship abuse

- ✓ Acknowledge that their situation is difficult, scary, and brave of them to regain control from.
- ✓ Empower them to make their own decisions — even if they choose to stay.
- ✓ Help them create a safety plan, or encourage them to contact The Hotline.
- ✓ Do not post information about them on social media that could be used to identify them or where they spend time.

LEARN MORE AT [BIT.LY/WAYS-SUPPORT](https://bit.ly/ways-support)

NATIONAL DOMESTIC VIOLENCE HOTLINE

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