



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

#DVAM2022

#1Thing

#NoSurvivorJusticeWithoutRacialJustice

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. I'm raising awareness during #DVAM2022, a month-long push focused on advocacy & education to create a world free of violence. Join us by using #DVAM2022 when posting!
- October is Domestic Violence Awareness Month. I'm joining the National Domestic Violence Hotline to promote healthy relationships & an understanding of what abuse is. Everyone deserves a healthy relationship. Join me in raising awareness for #DVAM2022

- Every October is Domestic Violence Awareness Month. #DVAM2022 is used to raise awareness about relationship abuse & those impacted by it. Everyone deserves a healthy relationship & there are people who can help. Take action to learn about #DV & share it with others!

Promoting The Hotline's resources

- #1Thing I want everyone to know this #DVAM is that help is available. If you are experiencing #DV, our advocates are here 24/7 to offer support. Relationship abuse is more common than people know, so take time to learn the warning signs. <https://bit.ly/warning-signs-abuse>
- It's #DVAM2022. This is a great time to learn about domestic violence. Relationship abuse is about power & control, and there is usually more than one type of abuse happening in an abusive relationship. Learn about the types: <https://bit.ly/DifferentTypesAbuse>
- If you're concerned that a friend is experiencing relationship abuse, it's important to know how to start a conversation that empowers a survivor. Talking about abuse is what #DVAM2022 is about. Learn how: <https://bit.ly/talk-about-abuse>
- The theme for #DVAM2022 is #NoSurvivorJusticeWithoutRacialJustice. People of color often face added challenges & barriers for getting support, so it's crucial to make resources equitable & accessible. Our advocates are here 24/7 to help navigate those barriers.
- #1Thing you can do to support survivors during #DVAM2022 is push elected officials to pass bills that support survivors & help fund resources for them. Together we can create large-scale change to create a world free from violence. Take action here: https://bit.ly/action_center

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

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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)

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