

GENDER-BASED VIOLENCE SOCIAL MEDIA TIPS

Social media is useful for raising awareness, issue education, and elevating YWCA's presence and reach. It is a tool to spread the word about the need to reauthorize VAWA and FVPSA. Social media helps to hold local, state, and federal government accountable to its commitment to preventing and addressing gender-based violence. With greater participation on social media, our collective voice on these important issues will be louder and have a greater impact!

TIPS & REMINDERS

- **Educate:** Issue education is vital when it comes to policy priorities. Share statistics, data, and qualitative research on social media, as well as relevant news articles, blog posts, and any other related content – there is a wealth of information out there! Write about how VAWA and/or FVPSA funding and programs help women, children, and families in your community.
- **Calls to Action:** Tweet at or tag your legislator(s) to implore them to take action to cosponsor VAWA and/or FVPSA and encourage others to do the same. You can also provide their contact information and urge your followers to do their part and contact their legislator(s) as well. You can find many of your legislators' twitter handles on this [list](#).
- **Engage Candidates:** Tweet at or tag your local and state candidate(s) to ask them to publicly support survivors of violence, as well as VAWA and FVPSA reauthorization. You can also provide their contact information and urge your followers to do their part to contact their candidates, as well. Make sure to engage all candidates for an office – not just one side of the aisle.
- **Hashtags:** Space-permitting, don't forget to use hashtags to connect your post to the larger advocacy campaign. Please add #VAWA4ALL and #VAWA18 for VAWA, and use #WWV18 and #YWWomenVote to connect you with the Week Without Violence efforts.
- **Inspire & Support:** Encourage your friends and followers to join in. They can participate by sharing YWCA's messages and your posts, contacting their legislator(s), writing their own posts, and calling on others to get involved. Retweet partner organizations in this work and/or tag them in relevant posts. Encourage them to retweet and share with their followers and remind folks to contact their legislator(s).
- **Keep it short:** Facebook and Twitter offer quick and easy ways to engage members of your community and share critical messages widely, but remember to keep it short! Think of a tweet or post like a headline. It should draw a reader's eye but leave her/him wanting to know more. Tweets can be no more than 280 characters and Facebook wall posts or status updates can be several sentences, and it's best to be concise.
- **Follow "high level" Twitter accounts and Facebook pages:** Look for other nonprofits, violence prevention advocates, agencies in your community or state, media and lawmakers. Follow, friend or like them and many organizations will follow, friend or like in return, or re-tweet or re-post your information.

SAMPLE TWEETS FOR CANDIDATES

.@SallyforMayor and @TimforMayor 1 in 3 women will experience #domesticviolence. What will you do to prevent and end violence against women? #WWV18 #endDV #YWWomenVote

.@RepJoeMiller and @Cindy4House #VAWA and #FVPSA fund critical services right here in Tennessee. What will you do to support survivors of violence? #WWV18 #YWWomenVote

OTHER SAMPLE SOCIAL MEDIA

Twitter:

Remember to tweet at or tag your legislator(s) Twitter handle when possible! You can do so by including their Twitter handle in your tweet or tagging them in a photo or sharegraphic. If you are including their Twitter handle at the beginning of your tweet, be sure to include a period (“.”) beforehand, so your tweet will appear publicly on Twitter – see the first sample tweet for an example.

- .@RepSallySmith We rely on #VAWA4ALL to support much of our programming and services for women and families. #WWV18 #YWWomenVote
- Because of #VAWA4ALL and #FVPSA, more survivors are able to seek & receive help from community service agencies & criminal justice system. #WWV18
- Tune into @kabc, Fri10/29 at 7 am to see how Martha got back on her feet after leaving a violent relationship. #domesticviolence #WWV18 #endDV #YWWomenVote
- Just posted new action alert! Email Rep. [name] to support #VAWA4ALL #YWWomenVote
- Join us for a march to end violence against women this Friday at 7:30pm. Volunteers needed! #domesticviolence #endDV #WWV18 #YWWomenVote

Facebook:

- The Violence Against Women grants are critical for our domestic violence programs. Without this funding, [describe the impact e.g. we would struggle to keep our women’s shelter open]. [Tag your legislator(s)]: Please support women and families by ensuring that we don’t lose these vital funding streams.
- The Family Violence Prevention and Services Act (FVPSA) supports 28 YWCAs across the country to provide preventive and support services to children and families. At YWCA [your local association], we provide [names programs or services supported by FVPSA funding] which have resulted in [describe the outcome and successes of your local YWCA’s efforts]. By working as a community, we will ensure that women, children and their families are afforded a safe harbor with comprehensive services to help them heal and thrive.