



The COVID-19 pandemic and the measures taken to contain it have amplified the challenges for those experiencing domestic abuse. In fact, NBC Nightly News emphasized that domestic violence is a “**pandemic within the pandemic.**” This year, Emerge will take [Domestic Violence Awareness Month](#) (DVAM) virtual as we continue our work to educate and engage our community around this vital issue.

You can help bring awareness and educate those around you during DVAM by sharing on social media, engaging with our video series and eblasts, and much more across Facebook, Instagram, and Twitter.

How?

Did you know that morning, lunchtime, and after work are ideally the best times to post on Facebook and Instagram to get a broader reach? Boost your reach even more by using hashtags, adding a photo/gif/meme, and writing a captivating caption.

In this toolkit, we have provided some captions, hashtags, and images/visuals that you can use to help your message stand out.

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Online Resources

Emerge e-News

Sign up to receive our monthly eblasts, which regularly feature EmERGE updates, resources, tips, etc. In October, a special-edition DVAM eBlast is sent weekly, which highlights different relevant topics every year. This year, EmERGE will be exploring stories that are far too often left untold regarding the experiences of survivors and the conditions that foster domestic violence and will feature community partners who are working to elevate these issues. Sign up for our e-News by clicking on the icon below.



Social Media Channels

Follow us on all our social media channels by clicking on the icons below.



Website

Emerge Center Against Domestic Abuse

24/7 Multilingual Hotline: 520-795-4266

<https://www.emergecenter.org/>

Social Media Captions

Below are some samples that can be used on Facebook, Instagram, Twitter and LinkedIn.

Hashtags help drive engagement and reach. Here are the hashtags that Emerge will be using to promote DVAM throughout October: **#DVAMConnected**, **#EndDVTogether**, **#DVAM2020**, **#VirtuallyConnected**, **#PaintPimaPurple** and **#EmergeTucson**.

Facebook and Instagram

The lifespan of Facebook posts ranges from 5 to 6 hours, with videos having a higher reach, followed by images, links, and then text. On Instagram, posts have an engagement lifespan of up to 48 hours when appropriate hashtags are used.

- **#DVAM2020** is here! Check out @EmergeTucson's **#DVAMConnected** calendar of events and see how you can answer the call to **#PaintPimaPurple** and **#EndDV**. (Post with a link to the [DVAM Calendar](#) or with the calendar photo).
- Abuse doesn't stop during a pandemic. It can even get worse. That is why, during **#DVAM2020**, I pledge to raise awareness to **#EndDV** by helping **#PaintPimaPurple**. Let's get **#DVAMConnected**!
- Join me and stand with survivors this month by (you fill in the blank)

Twitter

When sharing or posting on Twitter, keep in mind that the character limit is 280 and the lifespan of a tweet is 15-20 minutes. However, this short lifespan allows you to post the same thing multiple times a day to reach new audiences. Tweets with engaging photos or videos usually perform better than those without visuals. Below are some samples.

- October is Domestic Violence Awareness Month. Find out how you can get involved with **#DVAM2020** by visiting @EmergeTucson's **#DVAMConnected** page. ([link](#))
- Domestic violence harms more than the people experiencing abuse. It harms communities and our nation as a whole. Join me this October and let's **#PaintPimaPurple**! [EmergeCenter.org/News/DVAM](https://emergecenter.org/news/dvam) **#DVAMConnected**
- COVID-19 has impacted everyone, including survivors of DV. Learn more and support **#EmergeTucson's** efforts to **#EndDV** at [EmergeCenter.org](https://emergecenter.org). **#DVAMConnected** **#PaintPimaPurple**

LinkedIn

The lifespan of a post on LinkedIn is similar to Instagram, which is 48 hours. However, your post may have a longer impact due to increased engagement in the comments. When posting on LinkedIn, remember to tailor your post toward professionals. Posts with infographics, quotes, and articles tend to drive higher engagement.

- #DYK up to 99% of domestic violence survivors experience economic abuse while with an abusive partner? Learn more #DVFacts with the "Quick Guide: Economic and Financial Abuse" [\[Link to Blog\]](#) #DVAMConnected
- Everybody recognizes physical violence as a potential sign of domestic violence, but what about name-calling? Controlling a bank account? Refusing to use birth control? #PaintPimaPurple and teach others all the forms DV can take. #DVAMConnected [\[Use the Iceberg of DV infographic\]](#)
- COVID-19 has impacted everyone, including survivors of DV. Learn more and support #EmergeTucson's efforts #EndDV at www.emergecenter.org #DVAMConnected

Social Media Visuals/Graphics

Click on the image to access the high-res file.



DV FACTS

1 in 15 children are exposed to intimate partner violence, and 90% of these children are eyewitnesses to this violence.

Emerge Center Against Domestic Abuse

National Coalition Against Domestic Violence



DV FACTS

1 in 7 women and 1 in 18 men have been stalked by an intimate partner during their lifetime to the point in that they felt very fearful or believed that they or someone close to them would be harmed or killed.

Emerge Center Against Domestic Abuse

National Coalition Against Domestic Violence



DV FACTS

The presence of a gun in a domestic violence situation increases the risk of homicide by 500%

Emerge Center Against Domestic Abuse

National Coalition Against Domestic Violence



DV FACTS

On average, nearly 20 people per minute are physically abused by an intimate partner in the United States. During one year, this equates to more than 10 million people.

Emerge Center Against Domestic Abuse

National Coalition Against Domestic Violence



The costs of intimate partner rape, physical assault, and stalking exceed **\$5.8 billion** each year, nearly **\$4.1 billion** of which is for direct medical and mental health care services. The total costs of Intimate Partner Violence also include nearly **\$0.9 billion** in lost productivity from paid work.

Emerge Center Against Domestic Abuse

National Coalition Against Domestic Violence



48.6% of people in the Black community have experienced one or more of the following impacts due to intimate partner violence: PTSD symptoms, the need to urgently access to medical care, housing services, and legal services.

Emerge Center Against Domestic Abuse

National Coalition Against Domestic Violence



DV FACTS

55.5% of Native women experience physical intimate partner violence in their lifetimes; 66.6% experience psychological abuse.

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National Coalition Against Domestic Violence



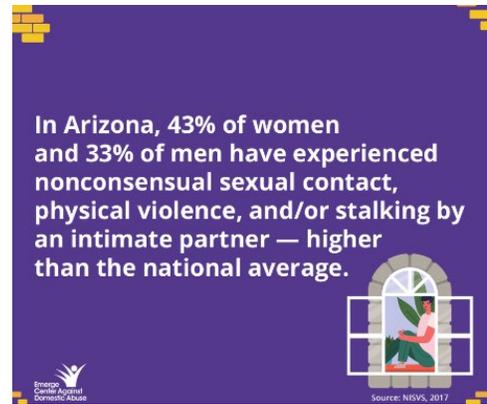
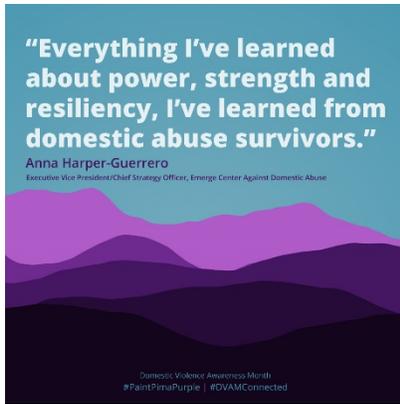
October is Domestic Violence Awareness Month!

Join me in following @EmergeTucson as they post facts and information about domestic violence every day during the month of October.

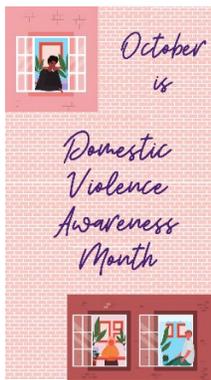
Emerge Center Against Domestic Abuse

#PaintPurple #DVAMConnected

Emerge Center Against Domestic Abuse

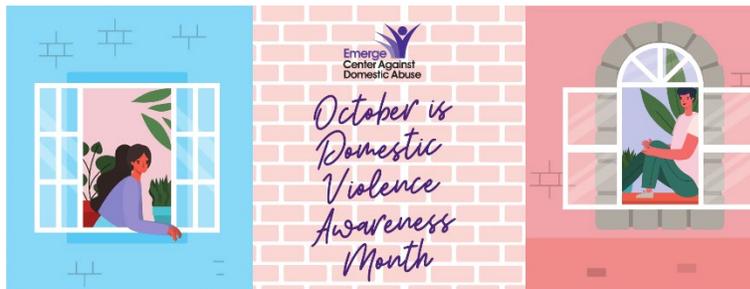


For Facebook and Insta-stories
Click on the image to access the high-res file.



Facebook Covers

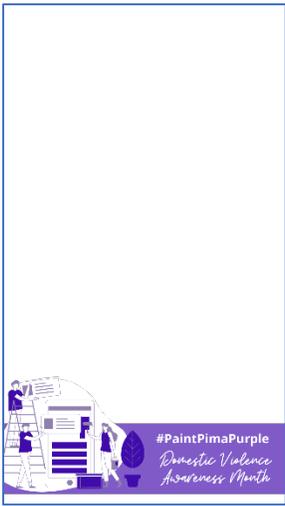
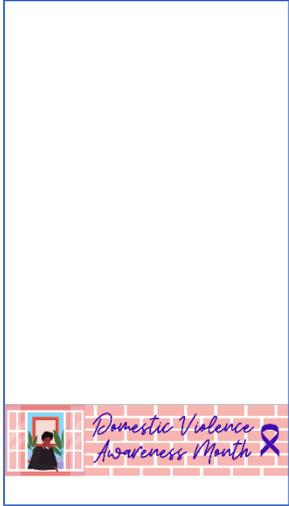
Click on the image to access the high-res file.





Facebook Picture and Video Frames

Facebook Video/Story Frame



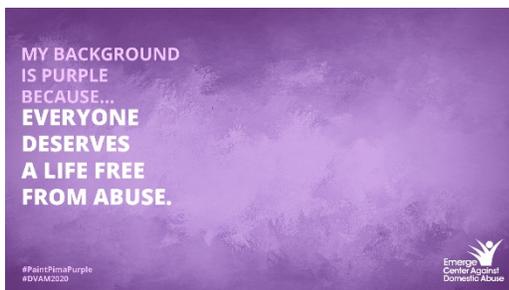
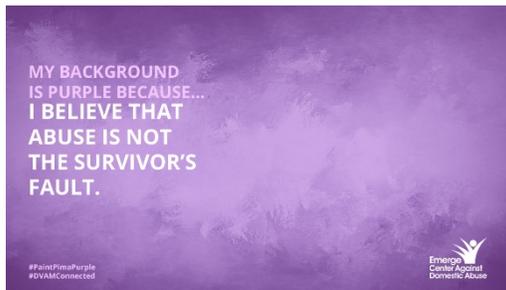
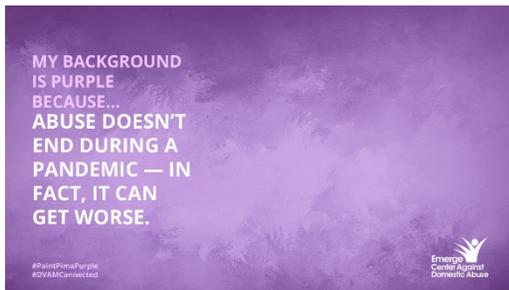
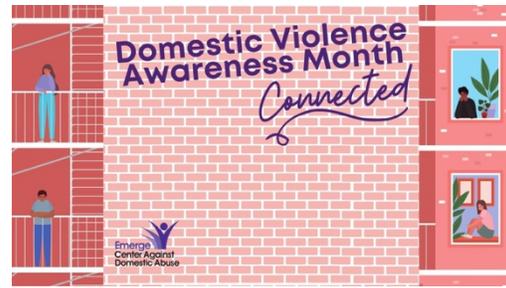
Facebook Profile Frame



Zoom & Microsoft Teams Virtual Backgrounds

Zoom

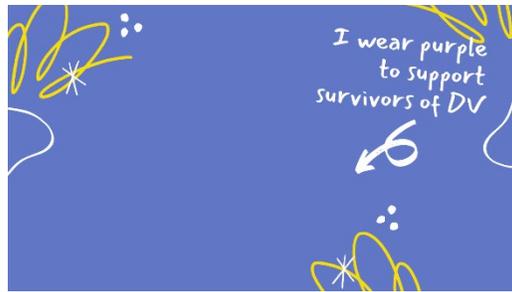
Click on the image to access the high-res 1280x720 file.





I WEAR PURPLE
BECAUSE...
I BELIEVE WE CAN
END DOMESTIC
ABUSE IN OUR
COMMUNITIES.

NATIONAL
WEAR
PURPLE
DAY



I wear purple
to support
survivors of DV



JUSTICE
for
missing
& murdered
Indigenous
women
& girls

#UntoldStories
#DVAM2020



**WE CAN END
DOMESTIC
VIOLENCE,
TOGETHER.**

#DVAMConnected | #PaintPimaPurple



**"IT'S NOT EASY
TO LEAVE WHEN
YOU REMEMBER
HOW IT USED TO
BE, OR WHEN THEY
PROMISE IT'S THE
LAST TIME."**

Bev Gooden #WhyIStayed Creator,
on domestic violence.

#PaintPimaPurple
#DVAMConnected

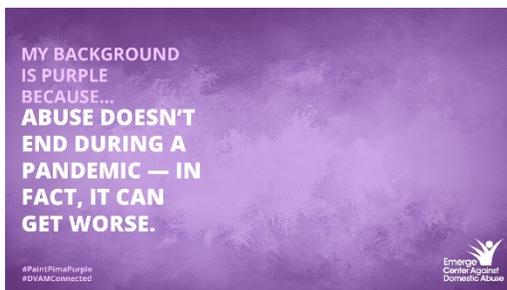
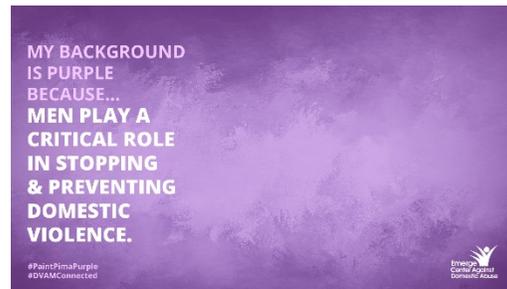
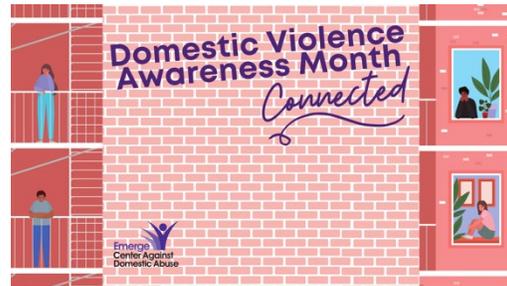


**I PLEDGE TO
BREAK THE
SILENCE
NEEDED
TO END
DOMESTIC
VIOLENCE.**

#PaintPimaPurple
#DVAMConnected

Microsoft Teams

Click on the image to access the high-res 1920x1080 file.



JUSTICE
for
missing
& murdered
Indigenous
women
& girls

#UntoldStories
#DVAM2020



**WE CAN END
DOMESTIC
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#DVAMConnected | #PaintPimaPurple



**"IT'S NOT EASY
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Bev Gooden, #WhyIStayed Creator,
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#PaintPimaPurple
#DVAMConnected



**I PLEDGE TO
BREAK THE
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#PaintPimaPurple
#DVAMConnected



Printable Visuals/Graphics

Click on the image to access the printable file.

DVAM 2020 Calendar of Events

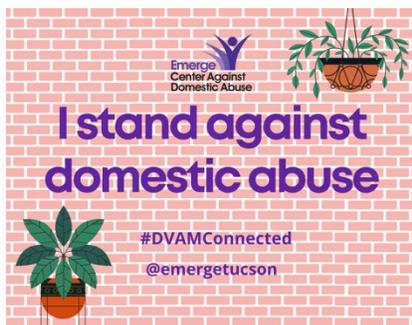
October 2020 Domestic Violence Awareness Month

Emerge Center Against Domestic Abuse

sun	mon	tue	wed	thu	fri	sat
Virtual Stuff-the-Bus week begins.	During this month, schedule an appointment at Salon Nouveau to get purple extensions.	Did you know? In fiscal year 2019, Emerge received 5,374 calls to our 24-hour hotline.	Video Series: Cecilia Jordan	Buy a purple light bulb and light up the night for survivors!	DVAM Challenge Sign up to receive our educational e-News.	Did you know? During fiscal year 2019, Emerge provided 250,450 bed nights to survivors.
Did you know? During fiscal year 2019, 87% of participants said their knowledge about DV and its effect on their life has increased.	Submit your questions on social media or by email for the virtual Lunch & Learn.	Download the DVAM coloring pages about Healthy Relationships.	Video Series: Boys to Men	Mighty Mujer Virtual Race begins tomorrow.	DVAM Challenge Share how you Answer the Call and tag us on social media @EmergeTucson.	Did you know? 19% of domestic violence involves a weapon.
Download our Zoom and MS Teams backgrounds to help us raise awareness.	Get your purple outfit ready and spread the word with friends, family & coworkers to "Go Purple" for Domestic Violence Awareness on 10/22.	Virtual Lunch & Learn: A Q&A with Emerge Executive Leadership.	Video Series: Missing and Murdered Indigenous Women and Girls	Women between the age of 18-24 are most commonly abused by an intimate partner.	DVAM Challenge Test your knowledge with this DVAM quiz.	Did you know? In fiscal year 2019 Emerge served 5,914 participants.
Did you know? During fiscal year 2019, more than 200,000 people received educational emails.	Learn the barriers of experiencing an abusive relationship: In their shoes.	Did you know? In fiscal year 2019, 87 participants and their children received support creating a new home.	Video Series: Sistahs/Queens Group	Wear Purple Day!	DVAM Challenge Check out our DVAM bingo on Instagram.	Days of Caring 2020 Donation Drop-Off. A drive-thru event.
				Self-care is not selfish; it is the responsibility of all those working in helping professions to care for themselves in order to best care for others.	DVAM Challenge What would you do? Learn the barriers that survivors experience.	The work doesn't stop here. Get involved to help build a safer community for everybody.

Follow us! @EmergeTucson www.emergecenter.org

Photo Placards



Emerge Community Posters

Community Poster - English (8.5 x 11)

***"They believed in me
when I no longer did."***
~ Domestic Abuse Survivor



You Deserve Safety

520.795.4266
24-Hour Bilingual Hotline



Connect with us!    @EmergeTucson

Community Poster – Spanish (8.5 x 11)

***"Ellos creyeron en
mi cuando yo ya
no pude."***
~ Sobreviviente de Abuso Doméstico



Te Mereces Seguridad

520.795.4266
Línea Directa de Abuso Doméstico
24-Horas y Bilingüe



Síguenos    @EmergeTucson

Community Poster – English (11 x 17)

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Community Poster – Spanish (11 x 17)

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Línea Directa de Abuso Doméstico
24-Horas y Bilingüe



Síguenos    @EmergeTucson

Tucson Local Coloring Pages

