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 #DVAMConnected
• COVID-19 has impacted everyone, including survivors of DV. Learn more and support #EmergeTucson’s efforts to #EndDV at 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
DV FACTS

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

DV FACTS

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

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.

DV FACTS

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

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.

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.

October is Domestic Violence Awareness Month!

Join us in following #KnowTheSigns as you post facts and information about domestic violence every day during the month of October.
“Everything I’ve learned about power, strength and resiliency, I’ve learned from domestic abuse survivors.”
Anna Harper-Guerrero
Domestic Violence Awareness Month Executive Director
Emerge Center Against Domestic Abuse

In Arizona, 43% of women and 33% of men have experienced nonconsensual sexual contact, physical violence, and/or stalking by an intimate partner — higher than the national average.

Socially Unacceptable Domestic Violence

Socially Acceptable Domestic Violence

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.
I BELIEVE EVERYONE DESERVES A LIFE FREE FROM ABUSE.
#PaintPimaPurple #DVAMConnected

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.

Justice for missing & murdered Indigenous women & girls

“It’s not easy to leave when you remember how it used to be, or when they promise it’s the last time.”

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

I wear purple to support survivors of DV
Microsoft Teams
Click on the image to access the high-res 1920x1080 file.

Domestic Violence Awareness Month
Connected

My background is purple because...
Over 84% of Native women experience violence during their lifetimes.

My background is purple because...
Abuse doesn’t end during a pandemic — in fact, it can get worse.

My background is purple because...
Everyone deserves a life free from abuse.

I wear purple because...
I believe we can end domestic abuse in our communities.

My background is purple because...
Men play a critical role in stopping & preventing domestic violence.

My background is purple because...
I believe that abuse is not the survivor’s fault.

I wear purple because...
Everyone deserves a life free from abuse.
Printable Visuals/Graphics

Click on the image to access the printable file.

DVAM 2020 Calendar of Events

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

Emerge Center Against Domestic Abuse

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

¡Emerge! Centro Contra Abuso Doméstico

Sígueiros  🌐  📱  @EmergeTucson

Community Poster – English (11 x 17)

“They believed in me when I no longer did.”
~ Domestic Abuse Survivor

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¡Emerge! Centro Contra Abuso Doméstico

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Tucson Local Coloring Pages