



Domestic Violence Awareness Month (DVAM)

Social Media Toolkit

The Center for Women and Families is Kentuckiana's domestic violence and rape crisis center, serving individuals and families who are affected by intimate partner abuse and/or sexual assault.

October is Domestic Violence Awareness Month (DVAM), an important time for The Center to connect with our community and shine a light on the impacts of domestic and intimate partner violence. This year's campaign theme is "It's Time to Talk About Domestic Violence" and will highlight the significant increase in local domestic violence-related deaths.

A great way to engage and raise awareness within our community is through social media. We invite you to use your social media channels to share The Center's mission, services, and information about domestic and intimate partner violence with your friends, family, neighbors, and community members. You can do this by sharing The Center's posts on social media throughout the month, or create your own message and pair it with graphics that show how specific demographics are impacted by domestic violence ([LGBTQ+](#), [children](#), [immigrants](#), [people with disabilities](#)). Share with others why The Center's mission is important to you and how your friends and loved ones can show support.

Below are suggestions for using various social media platforms in October.

Facebook

Follow The Center's [Facebook](#) page! Like and share our posts throughout DVAM. We also welcome your original posts about why The Center and DVAM are important to you. If you are not comfortable creating posts, see below for examples. When you create your post, remember to tag us!

- Did you know this year's local domestic violence-related homicides have significantly increased? It's time to talk about domestic violence. Please join me in supporting The Center for Women and Families during October for

Domestic Violence Awareness Month. Please check out [tag]@The Center for Women and Families for ways to support them throughout the month!

- October is Domestic Violence Awareness Month. Our local domestic violence program, serving the Kentuckiana area, is [tag]@The Center for Women and Families. Please join me in supporting them and spreading awareness about domestic violence in our community throughout the month!

Instagram

Follow @thecenteronline on [Instagram](#). Like and share our posts throughout DVAM, and don't forget to watch our stories and share!

We also welcome your original posts. Tell a story about your connection to our mission or what draws you to it. If you are not comfortable creating posts, see below for examples.

- Join me in supporting [tag]@thecenteronline during October for Domestic Violence Awareness Month. It's time to talk about domestic violence. Our community has seen an increase in domestic violence-related homicides this year! Please visit @thecenteronline to find out how to help!
#DomesticViolenceAwarenessMonth #cfwf #DomesticViolence #Survivor #Abuse #MentalHealth #IAmTheCenter
- Domestic Violence Awareness Month is this October. Our local domestic violence program, The Center for Women and Families, is here to support individuals facing this violence. Help me spread awareness about The Center's crucial mission and services provided to survivors. Please visit [tag]@thecenteronline to find out how to help! #cfwf #DomesticAbuse #VerbalAbuse #EmotionalAbuse #EndTheStigma

Twitter

Follow @thecenteronline on [Twitter](#). Like and share our posts throughout DVAM.

We also welcome your original posts that show what The Center and DVAM mean to you. If you are not comfortable creating posts, see below for examples.

Remember to tag us in your post!

- Join me in supporting The Center for Women and Families in October for Domestic Violence Awareness Month. Follow them [tag]@thecenteronline for more information on supporting their mission!
- October is Domestic Violence Awareness Month. Help me spread awareness by following The Center for Women and Families @thecenteronline for more information about DVAM and their services for our local survivors!

LinkedIn

Follow The Center on [LinkedIn](#). We encourage you to like and share our posts throughout DVAM.

We welcome your original posts. Show your network why you're committed to our mission. If you are not comfortable creating posts, see below for an example.

- Did you know that this year's domestic violence-related homicides have significantly increased? Now is the time to come together as a community. Please join me in supporting [tag]@The Center for Women and Families during the month of October for Domestic Violence Awareness Month. Please [click here](#) for ways to support throughout the month!

TIP: Personalize your message and add photos or other images to help make it your own.

Questions? Please contact jenny.kuerzi@cwfempower.org or 502-581-7235.