



**Domestic Violence Awareness Month 2017
Social Media Campaign**

Date: October 18th, 2017

Goal: To raise awareness and funds during DVAM (October) 2017 through Facebook and Twitter.

Theme: *I Wish You Knew*: What survivors, advocates, and allies wish their friends/family/general public knew about domestic violence.

How to Participate:

1. On October 18th, post on Facebook and/or Twitter using #IWishYouKnew. Please tweet @HomeFreeMN or tag @HomeFreeMN on Facebook as well, so we can share your posts!
2. You can post once or several times throughout the day. We encourage you to speak from your personal experience as a survivor, advocate, professional, parent, or concerned community member.
3. We encourage you to use your own words or copy/paste one of our sample posts:
 - a. Twitter
 - #IWishYouKnew how much it hurt to have you not believe me. @HomeFreeMN
 - #IWishYouKnew how hard it is to leave an abusive relationship. @HomeFreeMN
 - #IWishYouKnew that you have options, and we won't judge your choices. @HomeFreeMN
 - #IWishYouKnew that we see you and we believe you. @HomeFreeMN
 - b. Facebook
 - #IWishYouKnew that domestic violence is NOT a private matter. It's up to all of us in our community to support survivors, hold perpetrators accountable, and prevent violence.
 - #IWishYouKnew that a battered woman can't "just leave." Leaving an abusive relationship is often the most dangerous time for women. Plus, financial hardship and lack of alternative housing options often force battered women to choose between staying with an abuser and making herself (and her children) homeless.
 - #IWishYouKnew that even though you never saw any bruises, I was suffering. The emotional scars hurt just as much, and are harder to see.
4. You have also received several images that we encourage you to include in your posts.

Questions?

If you have any questions about participating, please don't hesitate to contact me at sbusch@missionsinc.org or 763-559-1883.