



Social Media Guide for Domestic Violence Awareness Month 2019

Social Media Toolkit for Sharing and Amplifying Best Practices for Serving
Children, Youth, and Parents Experiencing Domestic Violence

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Hashtag: **#PromisingFutures**

This toolkit includes planned activities, sample social, graphics, products

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Website: www.promisingfutureswithoutviolence.org/

// WHAT IS PROMISING FUTURES

The Promising Futures Capacity Building Center (The Center) is a project of Futures Without Violence (FUTURES). The Center provides support to the network of domestic violence state coalitions and local community-based programs to enhance services for parent and child survivors of domestic violence. A major focus of this work is to build organizational structures and services that prioritize child well-being, opportunities for healing, building resilience, and breaking the intergenerational cycle of violence all within the context of the parent-child relationship. The Center is an expansion of FUTURES' current Clearinghouse of information on the [Promising Futures Website](#). The Center supports the Specialized Services for Abused Parents and their Children (SSAPC) grantees as well as the field through facilitating a learning community, technical assistance and training, developing new resources and tools for the field, growing the research within evidence-based, trauma-informed, culturally relevant practices for children and youth and their parents in domestic violence programs, and supporting best practices in evaluation and documenting lessons learned.

// About the Specialized Services to Abused Parents and Children Grant Program

In the fall of 2016, the Family and Youth Services Bureau (FYSB) awarded Family Violence Prevention and Services Act (FVPSA) grants under the [Specialized Services for Abused Parents and Children \(SSAPC\) program](#) to 12 capacity building projects to serve as leaders for improving responses to children, youth and parents experiencing domestic violence. The program's goals include:

- Improving systems and responses to abused parents and their children exposed to domestic violence
- Coordinating or providing new or enhanced residential and non-residential services for children exposed to violence
- Enhancing evidence-informed and practice-informed services, strategies, advocacy and interventions for children & youth exposed to domestic violence

2016-2020 Demonstration Sites:

- [Boston Medical Center Corporation, MA](#)
- [Cook Inlet Tribal Council, Inc., AK](#)
- [Domestic Violence Action Center, HI](#)
- [Durham County Department of Social Services, NC](#)
- [Foothill Family Service, CA](#)
- [Idaho Coalition Against Sexual & Domestic Violence, ID](#)
- [Kansas Coalition Against Sexual and Domestic Violence, KS](#)

- [MaineHealth, ME](#)
- [Mountain Comprehensive Care Center, KY](#)
- [SAFE ALLIANCE, TX](#)
- [SouthEast Alaska Regional Health Consortium, AK](#)
- [Texas Council on Family Violence, TX](#)

// HOW TO GET INVOLVED

Check out FUTURES' resources and discussion guide. Familiarize yourself with key talking points, then please share FUTURES' social media content from your accounts to amplify yours and our work. We recommend that you share content regularly throughout the year and we have included a suggested calendar of posting for October, Domestic Violence Awareness Month (DVAM).

WHAT IS DOMESTIC VIOLENCE AWARENESS MONTH (DVAM)?

"Domestic Violence Awareness Month (DVAM) evolved from the "Day of Unity" held in October 1981 and conceived by the National Coalition Against Domestic Violence. The intent was to connect advocates across the nation who were working to end violence against women and their children. The Day of Unity soon became an entire week devoted to a range of activities conducted at the local, state, and national level. The activities conducted were as varied and diverse as the program sponsors but had common themes:

- Mourning those who have died because of domestic violence
- Celebrating those who have survived
- Connecting those who work to end violence

These three themes remain a key focus of DVAM events today. In October 1987, the first Domestic Violence Awareness Month was observed. That same year marks the initiation of the first national domestic violence toll-free hotline. In 1989, the U.S. Congress passed Public Law 101-112 designating October of that year as National Domestic Violence Awareness Month. Such legislation has passed every year since with National Coalition Against Domestic Violence providing key leadership in this effort. Each year, the Day of Unity is celebrated the first Monday of Domestic Violence Awareness Month."

—Adapted from the 1996 Domestic Violence Awareness Month Resource Manual of the National Coalition Against Domestic Violence

[National Resource Center on Domestic Violence, 2018](#)

// TWITTER/FACEBOOK

Youth Tweet:

You might feel responsible or sad when your parents fight, but it's not your fault and you are not alone. At [insert program], we can help connect you to people who get it. [Insert phone number/text line, or website]. [Insert program's hashtag if relevant] #DVAM #DVAM201

Parents and Families Tweets:

You are the most important person in your child's life. We're here to support both of you. [Link to program website/ phone number] #promisingfutures #DVAM #DVAM2019

It's hard being a parent, and it's harder when your family has experienced violence. Here are simple ways you can support your children.

(<http://promising.futureswithoutviolence.org/files/2012/08/Everyday-Gestures-Brochure.pdf>)

#promisingfutures #DVAM #DVAM2019

We at [insert program name] want to support you and your children to feel safe at home. Visit us at [program phone number, text line, website] #promisingfutures #DVAM #DVAM2019

People who experience violence in their relationships are the strongest people we know, but are often misunderstood. We can help connect you with other parents that understand what you've been through. Take a look at the groups on our website. [Insert program link] #promisingfutures #DVAM #DVAM2019

What healing rituals and traditions do you want to pass onto your kids? [Add in program/ local references if applicable] #promisingfutures #DVAM #DVAM2019

Field Tweets:

Living in homes where there is violence can have an impact on children, even babies. All staff can help children feel safer and stronger by practicing these gestures.

<https://changingmindsnow.org/> #promisingfutures #DVAM #DVAM2019

Nurturing parent-child interactions are an important protective factor for adult and child survivors of domestic violence. Learn more at <https://dvchildwelfare.org/wp-content/uploads/2019/03/FWV-QIC-Protective-Factors-Brief-Final-09-1.pdf> #promisingfutures #DVAM #DVAM2019

Thank you to all child advocates! Domestic violence has serious impacts on children and youth and healing is possible. Thank you for promoting healing and wellbeing! #promisingfutures #DVAM #DVAM2019

Working with children and families that experience violence can have an effect on staff too. [We have to take care of ourselves and each other.](#) #promisingfutures #DVAM #DVAM2019

Social, spiritual and cultural connections are important parts of healing and resilience for survivors of all ages. <http://promising.futureswithoutviolence.org/files/2014/01/Promising-Futures-Infographic-FINAL.jpg> #promisingfutures #DVAM #DVAM2019

We all have our work to do to create the just and equitable world we'd like to see. Check out these new videos that discuss how we begin to address racism in the anti-violence movement. <https://bit.ly/2Zsgg0t> #DVAM #DVAM2019

Get the facts on how domestic violence can impact children, plus the resources to help them heal. <https://bit.ly/2ZkGKnq> #promisingfutures #DVAM #DVAM2019

FUTURES is partnering with 12 programs to test innovative strategies to help adult and child survivors of domestic violence. See what they're doing on our website. <http://promising.futureswithoutviolence.org/advancing-the-field/communities-in-action/specialized-services-for-abused-parents-and-children-grantees/> #promisingfutures #DVAM #DVAM2019

How can your program support children and youth experiencing violence? Download our Program Readiness Checklist here <https://bit.ly/33TCZEZ> #promisingfutures #DVAM #DVAM2019

Check out our updated review of interventions for children experiencing domestic violence. <https://bit.ly/2TYbJR9> #promisingfutures #DVAM #DVAM2019

// Tweets/Posts to Personalize With Your Own Experience

Template:

What did ____ do to help prevent domestic violence? Learn what _____ 's program did to make a difference. #DVAM #DVAM2019

Examples:

How can a coffee shop help prevent domestic violence? Learn what Foothill's Cafe Con Libros program did to make a difference. [\[Insert program link\]](#) #promisingfutures #DVAM #DVAM2019

Youth voices help make program design effective. Learn more about this at [\[insert link\]](#) #promisingfutures #DVAM #DVAM2019

// INSTAGRAM/FACEBOOK

Quotes as graphics from MassLEAP poets from the Boston SSAPC Peer-to-Peer Exchange Meeting (Suggestion to use [Canva](#) to create graphics):

Posts:

- “My writing and spoken word has been part of my healing process”
- “I wrote this poem because it didn’t kill me. And that’s a poem about joy.”
- “Every interaction that you have with a young person matters”

Captions for posts includes one or all of the following MassLEAP’s links:

- Facebook: <https://www.facebook.com/massleap/>
- Twitter: <https://twitter.com/massleap>
- Instagram: <https://www.instagram.com/massleap>

Other quotes for posts:

Post: “Children are survivors of domestic violence too.”

Caption for post:

- Learn more about how domestic violence impacts children at [Promising Futures](#) and [\[insert program link\]](#). #promisingfutures #DVAM #DVAM2019

Post: “Violence in relationships is never ok. It’s ok to ask for help.”

Caption for post:

- You are not alone and we are here for you. Please contact [\[insert program website link or phone number\]](#) to learn more about our services. #promisingfutures #DVAM #DVAM2019

Post: “It takes courage to ask for help when someone you love is hurting you.”

Caption for post:

- We know asking for support is not as easy as it sounds. Contact us at [\[insert program website link or phone number\]](#) if you or someone you know is experiencing domestic violence. #promisingfutures #DVAM #DVAM2019

Post: *Use the Protective Factors Infographic Graphics below.

Caption for post:

- Promoting Resiliency. Learn more about the power of Protective Factors for children and youth experiencing domestic violence at <http://promising.futureswithoutviolence.org/what-do-kids-need/supporting-parenting/protective-factors-resiliency/>. #promisingfutures #DVAM #DVAM2019

Post: *Use The Five Interrelated DV Protective Factors Graphic below.

Caption for post:

- The safety and well-being of child and adult survivors of domestic violence are profoundly linked. Learn more about the Quality Improvement Center on Domestic Violence in Child Welfare at <https://dvchildwelfare.org/>. #promisingfutures #DVAM #DVAM2019

Posts for People Who Use/Have Used Violence:

Post: “Hurting your partner hurts your child too.”

Caption for post:

- It’s never too late to change the way your child feels about you. Contact us at [insert program information] to get more information and support. #promisingfutures #DVAM #DVAM2019

Post: “Family healing can happen.”

Caption for post:

- It takes courage to make amends when you have used violence at home. Contact us at [insert program information] to get more information and support. #promisingfutures #DVAM #DVAM2019

More Ideas for Instagram Messages and Quotes:

1. Think of any quotes and/or drawings from children or adults who have gone through your program (Note: Please only share if you obtain permission and there is no identifiable information).
2. Are there any positive messages that you would like to share related to healing from violence and trauma?
3. Are there messages specifically about your work with youth? Are there pictures, graphics, or other messages that you would like to share with young people experiencing domestic violence/dating violence?

// GRAPHICS

Protective Factors Infographic Graphics:

<http://promising.futureswithoutviolence.org/files/2014/01/Promising-Futures-Infographic-FINAL.jpg>

PROMISING FUTURES PROMOTING RESILIENCY

among children and youth experiencing domestic violence

INDIVIDUAL

Temperament
Individual temperament
or sense of humor



Relationships
Ability to form relationships
with peers



Understanding
Ability to make sense of
their experiences

Mastery
Opportunities to
experience
mastery



Expression
Opportunities to
express feelings
through words,
music, etc.



Conflict Resolution
Development of conflict
resolution & relaxation
techniques



Culture
Strong
cultural
identity

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PROMISING FUTURES PROMOTING RESILIENCY

FAMILY

Role Models

Adults who role model healthy
relationships



**Supportive
Relationships**
Positive child-caregiver
relationships



Health

Healthy caregivers



Stability

Stable living environment



Networks

Relationships
with extended
family members
and others

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FUTURES
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PROMISING FUTURES PROMOTING RESILIENCY

among children and youth experiencing domestic violence

COMMUNITY



Access to Services

Basic needs, advocacy, health

School
Positive school climate
and supports



Mentors

Role models & mentors,
i.e. coach, faith leader

Neighborhood Cohesion

Safe & connected communities

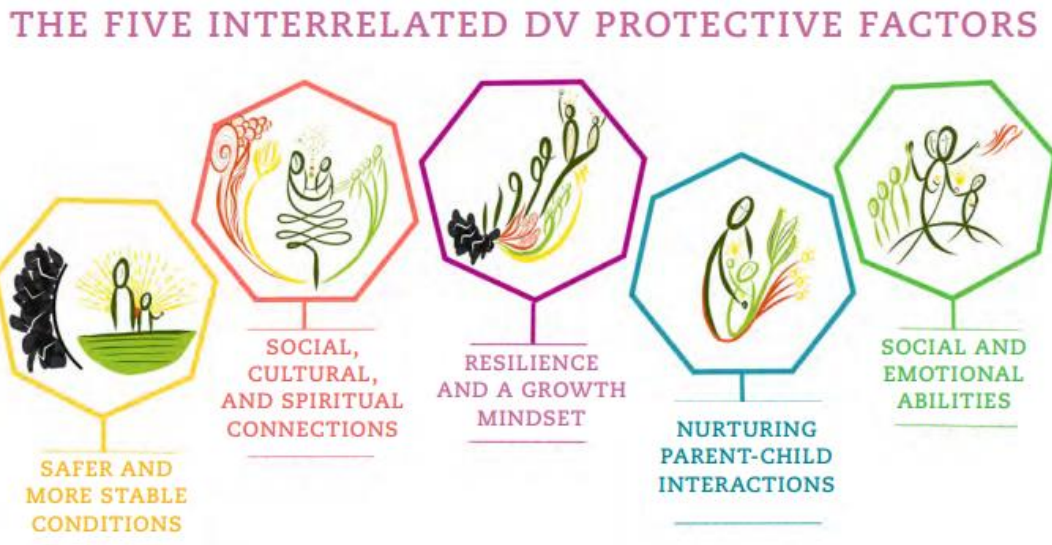


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The Five Interrelated DV Protective Factors Graphic:

<https://dvchildwelfare.org/wp-content/uploads/2019/03/FWV-QIC-Protective-Factors-Brief-Final-09-1.pdf>



// PARTNERS

Please tag the following organizations who are also working with Promising Futures:

- **Boston Medical Center Corporation, MA**
 - Twitter: [@The_BMC](https://twitter.com/The_BMC)
 - Instagram: [@bostonmedicalcenter](https://www.instagram.com/bostonmedicalcenter/)
 - Facebook: <https://www.facebook.com/BostonMedicalCenter/>
 - YouTube: <https://www.youtube.com/channel/UCCsieriDUNU-2-nNmXngYAw>
- **Cook Inlet Tribal Council, Inc., AK**
 - Twitter: [@CITCALaska](https://twitter.com/CITCALaska)
 - Instagram: [@citcalaska](https://www.instagram.com/citcalaska/)
 - Facebook: <https://www.facebook.com/cookinletalaska>
 - YouTube: <https://www.youtube.com/user/CITCALaska>
- **Domestic Violence Action Center, HI**
 - Instagram: [@domesticviolenceactioncenter](https://www.instagram.com/domesticviolenceactioncenter)
 - Facebook: <https://www.facebook.com/domesticviolenceactioncenter/>
 - YouTube: <https://www.youtube.com/dvachawaii/>

- **Durham County Department of Social Services, NC**
 - Twitter: [@DCoDSS](https://twitter.com/DCoDSS)
 - Instagram: [@durhamcountygov](https://www.instagram.com/durhamcountygov)
 - Facebook: <https://www.facebook.com/DurhamDSS/>
- **Foothill Family Service, CA**
 - Twitter: [@FoothillTweets](https://twitter.com/FoothillTweets)
 - Facebook: <https://www.facebook.com/FoothillFamily>
 - YouTube: <https://www.youtube.com/user/FoothillFamily>
- **Idaho Coalition Against Sexual & Domestic Violence, ID**
 - Twitter: [@engagingvoices](https://twitter.com/engagingvoices)
 - Instagram: [@engagingvoices](https://www.instagram.com/engagingvoices)
 - Facebook: <https://www.facebook.com/IdahoCoalition/>
- **Kansas Coalition Against Sexual and Domestic Violence, KS**
 - Twitter: [@KCSDV](https://twitter.com/KCSDV)
 - Instagram: [@KCSDV](https://www.instagram.com/KCSDV)
 - Facebook: <https://www.facebook.com/KCSDV/>
 - YouTube: <https://www.youtube.com/kcsdv>
- **Maine Behavioral Healthcare, ME**
 - Twitter: [@MaineBehc](https://twitter.com/MaineBehc)
 - Facebook: <https://www.facebook.com/MaineBehavioralHC>
 - YouTube: <https://www.youtube.com/channel/UCbDjMgo9ISiyyQX13OC2QgA>
- **Mountain Comprehensive Care Center, KY**
 - Facebook: <https://www.facebook.com/mtcomp.org/>
- **SAFE ALLIANCE, TX**
 - Twitter: [@SAFEatx](https://twitter.com/SAFEatx)
 - Instagram: [@safeatx](https://www.instagram.com/safeatx)
 - Facebook: <https://www.facebook.com/SAFEatx>
 - YouTube: https://www.youtube.com/channel/UCibYuEbxH5Dq_upcsVCiE7A
- **SouthEast Alaska Regional Health Consortium, AK**
 - Twitter: [@SEARCHCTweets](https://twitter.com/SEARCHCTweets)
 - Instagram: [@searchc](https://www.instagram.com/searchc)
 - Facebook: <https://www.facebook.com/SouthEastAlaskaRegionalHealthConsortium/>
 - YouTube: <https://www.youtube.com/channel/UCifBtx-D9WBUahNrzo4PGFQ>
- **Texas Council on Family Violence, TX**
 - Twitter: [@TexasCouncilFV](https://twitter.com/TexasCouncilFV)
 - Instagram: [@mytcfv](https://www.instagram.com/mytcfv)
 - Facebook: <https://www.facebook.com/TexasCouncilonFamilyViolence/>
 - YouTube: https://www.youtube.com/channel/UC_jYmEEgtdSsZIm0JCyYwdw

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