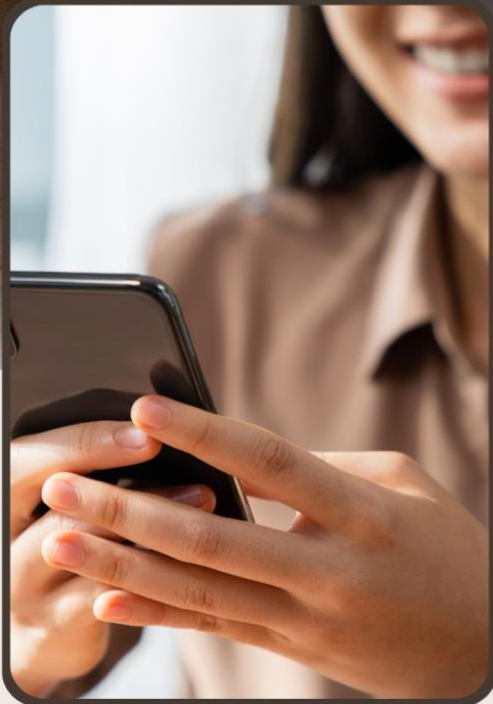




Social Media Toolkit



A step-by-step guide
to use our social media assets

MARIA PEW FOUNDATION

Maria's Voice Prevention Network Social Media Toolkit

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Instructions for Usage

Thank you for joining our mission to raise awareness about domestic violence and support survivors. This toolkit will guide you through a 12-month social media campaign and show you how to effectively use our graphics and language.

Through this campaign, our goal is to engage the public community-wide through three pillars of domestic violence prevention: awareness, education, and safe action.

Trigger Warning: Before using any content related to domestic violence, it's vital to include a trigger warning. You can use the following text:

"This content contains descriptions of domestic violence that may be triggering for some people."

Step-by-Step Guide to Posting an Instagram Carousel

Step 1: Accessing Instagram

Open the Instagram App through your mobile device: Ensure you are logged into the correct account.

Step 2: Starting a New Post

Tap the + Icon: Located at the bottom of the screen to create a new post.
Select 'Post': Choose 'Post' from the options available.

Step 3: Uploading Images/Videos

Album View: You'll automatically see your phone's gallery.
Selecting Multiple Images/Videos: Tap the layered square icon to the right of the screen. This enables the carousel feature.
Choosing Files: Tap on up to 10 images or videos to include in your carousel. They will be numbered in the order selected.

Step 4: Sequencing Your Carousel

Adjusting Order: Press and hold on a selected image/video to drag and rearrange the sequence.
Previewing: Swipe through your selections to preview the carousel order.

Step 5: Adding Text and Captions

Enter the pre-prepared text in the caption area.

Step 6: Tagging Maria's Voice

Tagging: Tap on 'Tag People' to tag @mariasvoice_org in your images/videos.

Step 7: Location Settings (Optional)

Adding Location: Add your location tag for better visibility.

Step 8: Sharing the Post

Publishing: Tap 'Share' to publish your carousel post.
Waiting for Upload: Ensure the post uploads completely before exiting the app.
Always preview the entire carousel to ensure everything looks as intended.

Step 9: Monitoring and Engaging

Engage with Your Audience: Respond to comments and interact with your followers.
Monitor Performance: Use Instagram Insights to track engagement and performance.

How to Post a Pre-Created Reel on Instagram

Step 1: Accessing Reels

Open the Instagram App: Log into your account.

Navigate to Reels: Tap the "+" icon at the bottom of the screen and select 'Reel' from the options, or swipe right from your feed to open the Instagram camera and select 'Reel' at the bottom.

Step 2: Uploading Your Reel

Choose Your Reel: Swipe up or tap the gallery icon in the bottom left to select your pre-created video from your phone's gallery.

Step 3: Setting Up Your Reel

Select a Cover: Automatically set the first frame of your video as the cover. This will appear on your profile grid.

Add a Caption: Enter the provided text as your caption. Make sure to include any relevant hashtags, mentions, or information as specified in the text.

Step 4: Sharing Your Reel

Share to Feed (Optional): Choose whether to share your reel to your feed and on your profile grid.

Tagging People (Optional): Tag people in your reel if applicable.

Post Your Reel: Tap 'Share' to publish your reel. If you wish to post it later, select 'Save as Draft'.

Step 5: Monitoring Engagement

View Performance: After posting, you can see how many views, likes, and comments your reel has received.



Engage with Your Audience: It's good practice to interact with comments and viewers to foster engagement.


Monthly Themes

Month One: Isolation

FACEBOOK POSTS AND TEXT

Copy and Paste all text below into your newsletter and/or social media post. For internal & external use.

<p>Month One: Week One</p>	
<p>Graphic</p>	<p>Text</p>
	<p>DOMESTIC VIOLENCE PREVENTION TIPS ~ KNOW THE SIGNS brought to you by MariasVoice.org</p> <p>⚠️ Take 1 minute. Most people don't learn the common signs of domestic abuse until it's too late. You could save a life!</p> <p>ISOLATION</p> <p>😞 What does it feel like? I am not allowed to see friends, coworkers, or my family. If I do see them, I get <i>interrogated</i>. I am spied on—my calls, texts, and social media accounts are watched. Sometimes, I'm not allowed to leave the house.</p> <p>🤝 Together, we can prevent domestic abuse! Everyone has the right to live in a Safe Home and have Equal, Healthy Relationships!</p>
<p>Month One: Week Two</p>	
<p>Graphic</p>	<p>Text</p>
	<p>DOMESTIC VIOLENCE PREVENTION TIPS ~ KNOW THE SIGNS brought to you by MariasVoice.org</p> <p>⚠️ Take 1 minute. Most people don't learn the common signs of domestic abuse until it's too late. You could save a life!</p> <p>ISOLATION</p> <p>👁️ What does it look like? Your friend or family member gets quickly swept up into a relationship.</p>

	<p>Suddenly, you get blown off or ghosted. They are no-shows at events and activities. Their partner is jealous of any time spent with their friends and family. They keep their partner away from one-on-one conversations.</p> <p>Together, we can prevent domestic abuse! Everyone has the right to live in a safe home and have equal, healthy relationships!</p>
<p>Month One: Week Three</p>	
<p>Graphic</p>	<p>Text</p>
	<p>DOMESTIC VIOLENCE PREVENTION TIPS ~ KNOW THE SIGNS brought to you by MariasVoice.org</p> <p>⚠️ Take 1 minute. Most people don't learn the common signs of domestic abuse until it's too late. You could save a life!</p> <p>ISOLATION 👍 What's a Safe Action? Stay curious about their well-being. Attempt to stay in touch with them. Let them know you are there for them. National DV Hotline: Call 1-800-799-SAFE(7233), Text "START" to 88788, Chat Online: www.thehotline.org</p> <p>Together, we can prevent domestic abuse! Everyone has the right to live in a safe home and have equal, healthy relationships!</p>
<p>Month One: Week Four</p>	
<p>Graphic</p>	<p>Text</p>



DOMESTIC VIOLENCE

PREVENTION TIPS ~ KNOW THE SIGNS

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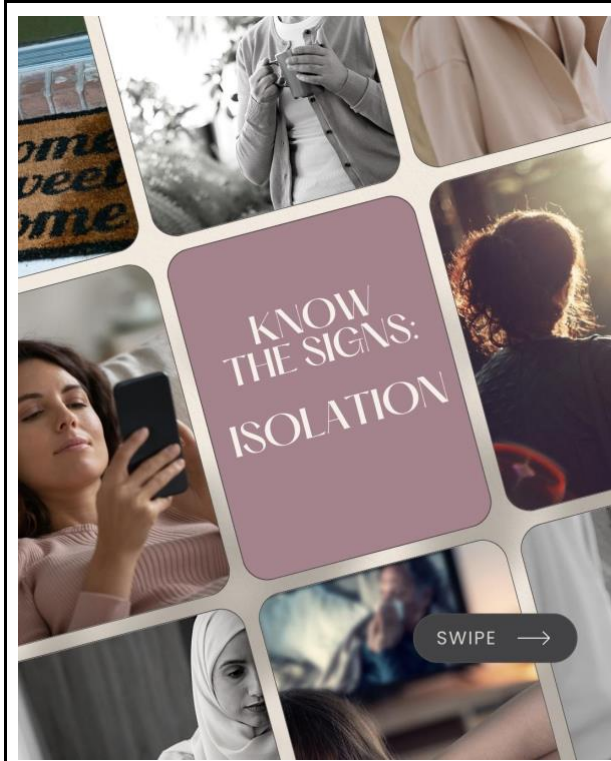
ISOLATION

💖 **What's a healthy sign?** Partners support each other to make and keep friends. Both stay connected to family and friends. Each person is independent and pursues their own interests.

🗣️ Together, we can prevent domestic abuse! Everyone has the right to live in a safe home and have equal, healthy relationships!

INSTAGRAM CAROUSEL POSTS AND TEXT

Month One: Week One	
Graphic	Text



DOMESTIC VIOLENCE

PREVENTION TIPS ~ KNOW THE SIGNS

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Month One: Week Two

Graphics

Text



This week's content is a video series.

DOMESTIC VIOLENCE

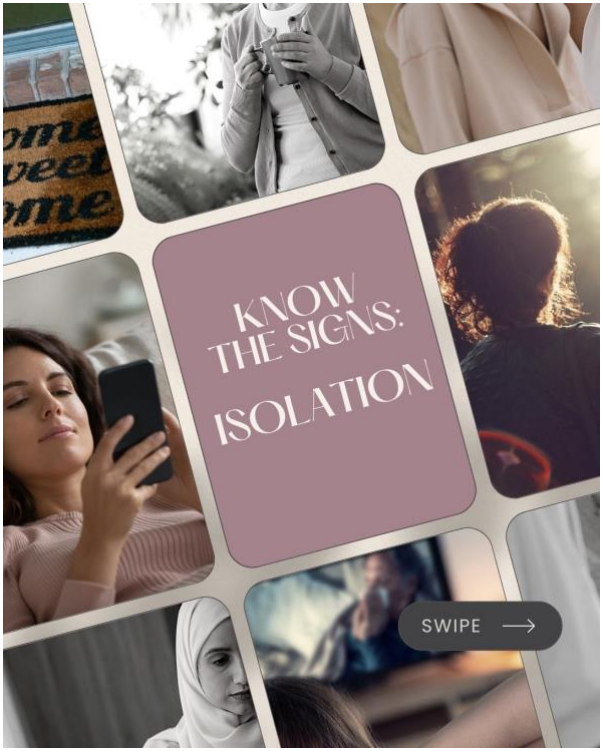
PREVENTION TIPS ~ KNOW THE SIGNS

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ISOLATION

👁️ **What does it look like?** Your friend or family member gets quickly swept up into a relationship. Suddenly, you get blown off or ghosted. They are no-shows at events and activities. Their partner is jealous of any time spent with their friends and family. They keep their partner away from one-

	<p>on-one conversations.</p> <p>🤝 Together, we can prevent domestic abuse! Everyone has the right to live in a safe home and have equal, healthy relationships!</p>
<p>Month One: Week Three</p>	
<p>Graphics</p>	<p>Text</p>
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<p>Month One: Week Four</p>	
<p>Graphic</p>	<p>Text</p>



DOMESTIC VIOLENCE

PREVENTION TIPS ~ KNOW THE SIGNS

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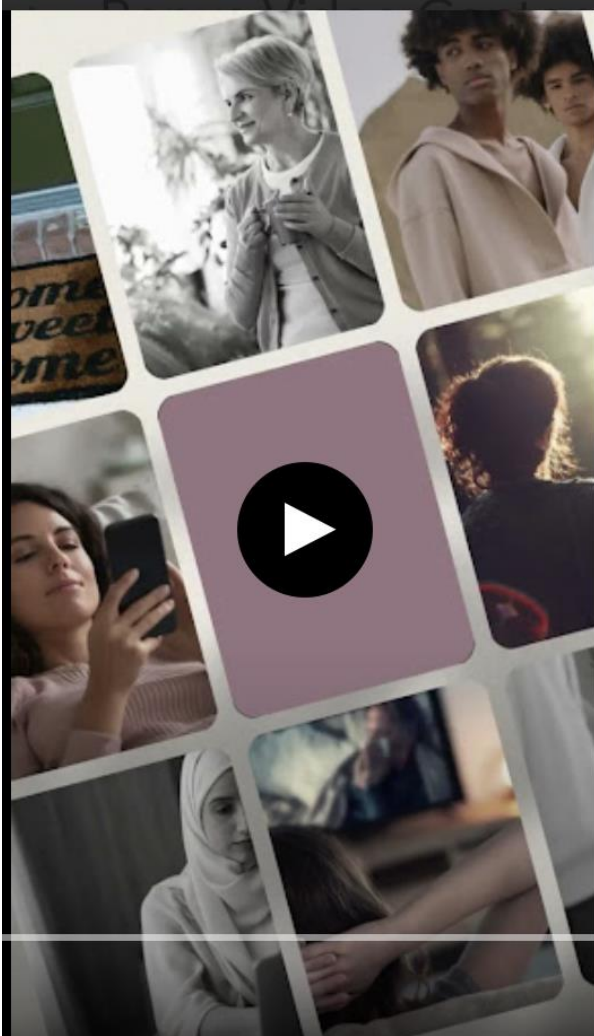
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INSTAGRAM REEL POSTS AND TEXT

Month One: Isolation	
Video	Text



DOMESTIC VIOLENCE

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Month Two: Financial Abuse

FACEBOOK POSTS AND TEXT

Copy and Paste all text below into your newsletter and/or social media post. For internal & external use.

<p>Month Two: Week One</p>	
<p>Graphic</p>	<p>Text</p>
	<p>DOMESTIC VIOLENCE PREVENTION TIPS ~ KNOW THE SIGNS brought to you by MariasVoice.org</p> <p>⚠️ Take 1 minute. Most people don't learn the common signs of domestic abuse until it's too late. You could save a life!</p> <p>FINANCIAL ABUSE</p> <p>😞 What does it feel like? I can't use our bank accounts or our money. My partner overspends or drains our accounts. They wreck my chances of getting or keeping a job. They don't let me use the car for work. I'm given a small allowance and have to explain what I spend.</p> <p>🤝 Together we can prevent domestic abuse! Everyone has the right to live in a Safe Home and have Equal, Healthy Relationships!</p>
<p>Month Two: Week Two</p>	
<p>Graphic</p>	<p>Text</p>



DOMESTIC VIOLENCE
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⚠️ Take 1 minute. Most people don't learn the common signs of domestic abuse until it's too late. You could save a life!

FINANCIAL ABUSE

👂 **What does it look like?** A person might not have access to money or credit. They are not involved in making family financial decisions. They miss work or are not permitted to work—OR, their partner may refuse to work or contribute to the family's finances.

🗣️ Together we can prevent domestic abuse!
 Everyone has the right to live in a Safe Home and have Equal, Healthy Relationships!

Month Two: Week Three

Graphic

Text



DOMESTIC VIOLENCE
PREVENTION TIPS ~ KNOW THE SIGNS
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FINANCIAL ABUSE.

👍 **What's a Safe Action?** Ask them about their most immediate needs. Can you help them with those needs? Hold their money/documents in a location their partner cannot reach. National DV Hotline: Call 1-800-799-SAFE(7233), Text "START" to 88788, Chat Online: www.thehotline.org

	<p>👥 Together we can prevent domestic abuse! Everyone has the right to live in a Safe Home and have Equal, Healthy Relationships!</p>
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Month Two: Week Four	
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Graphic	Text
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	<p>DOMESTIC VIOLENCE PREVENTION TIPS ~ KNOW THE SIGNS brought to you by MariasVoice.org</p> <p>⚠️ Take 1 minute. Most people don't learn the common signs of domestic abuse until it's too late. You could save a life!</p> <p>FINANCIAL ABUSE</p> <p>💜 What's a healthy sign? Partners discuss financial information with each other. They make major financial decisions together.</p> <p>👥 Together we can prevent domestic abuse! Everyone has the right to live in a Safe Home and have Equal, Healthy Relationships!</p>
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INSTAGRAM CAROUSEL POSTS AND TEXT

Month Two: Week One	
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Graphic	Text
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DOMESTIC VIOLENCE

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Month Two: Week Two

Graphics

Text

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Month Two: Week Three

Graphics

Text




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Month Two: Week Four	
Graphic	Text
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INSTAGRAM REEL POSTS AND TEXT

Month Two: Financial Abuse	
Video	Text



DOMESTIC VIOLENCE

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Month Three: Emotional and Verbal Abuse

FACEBOOK POSTS AND TEXT

Copy and Paste all text below into your newsletter and/or social media post. For internal & external use.

<p>Month Three: Week One</p>	
<p>Graphic</p>	<p>Text</p>
	<p>DOMESTIC VIOLENCE PREVENTION TIPS ~ KNOW THE SIGNS brought to you by MariasVoice.org</p> <p>⚠️ Take 1 minute. Most people don't learn the common signs of domestic abuse until it's too late. You could save a life!</p> <p>EMOTIONAL AND VERBAL ABUSE</p> <p>😞 What does it feel like? I am called names or get yelled at, especially when no one else is around. My partner's name-calling degrades, humiliates, and terrifies me. I walk on eggshells to avoid setting them off.</p> <p>🤝 Together we can prevent domestic abuse! Everyone has the right to live in a Safe Home and have Equal, Healthy Relationships!</p>
<p>Month Three: Week Two</p>	
<p>Graphic</p>	<p>Text</p>



DOMESTIC VIOLENCE
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EMOTIONAL AND VERBAL ABUSE

👂 **What does it look like?** People who abuse may put down and shame their partners in private or in social settings. Your friend's partner may call them embarrassing names, ignore them, or insult them in front of you and others. Emotional abuse, name calling or threats often escalates into physical abuse.

🗣️ Together we can prevent domestic abuse!
 Everyone has the right to live in a Safe Home and have Equal, Healthy Relationships!

Month Three: Week Three

Graphic

Text



DOMESTIC VIOLENCE
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EMOTIONAL AND VERBAL ABUSE

👊 **What's a Safe Action?** Let them know they don't deserve to be treated this way. It is not their fault. Speak up when you hear words or see actions that humiliate or put down others. National DV Hotline: Call 1-800-799-SAFE(7233), Text "START" to 88788, Chat Online:

	<p>www.thehotline.org</p> <p>🔗🔗 Together we can prevent domestic abuse! Everyone has the right to live in a Safe Home and have Equal, Healthy Relationships!</p>
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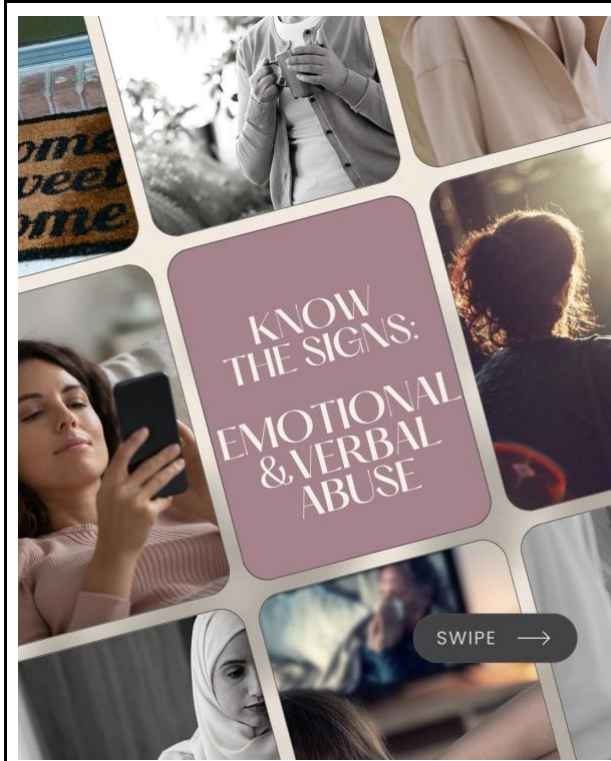
Month Three: Week Four	
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Graphic	Text
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INSTAGRAM CAROUSEL POSTS AND TEXT

Month Three: Week One	
Graphic	Text



DOMESTIC VIOLENCE

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Month Three: Week Two

Graphics

Text

DOMESTIC VIOLENCE

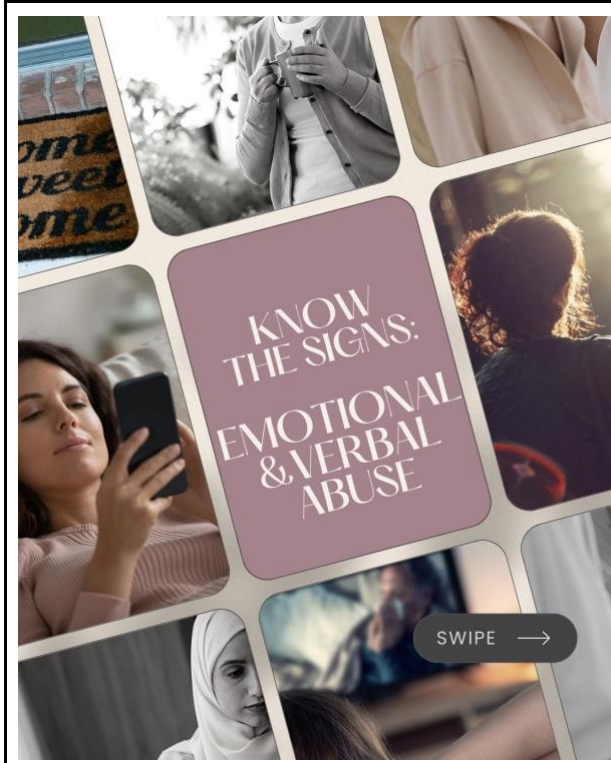
PREVENTION TIPS ~ KNOW THE SIGNS

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ISOLATION

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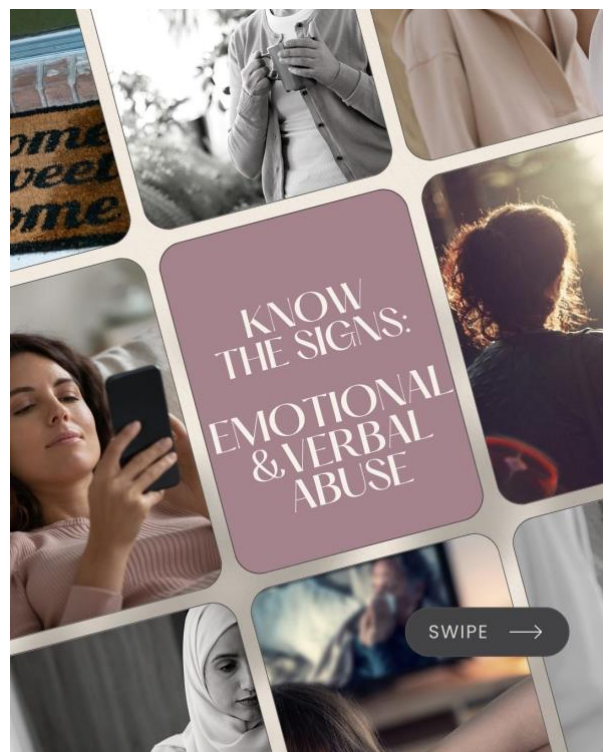


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Month Three: Week Three

Graphics

Text



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Month Three: Week Four	
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Graphic	Text
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INSTAGRAM REEL POSTS AND TEXT

Month Three: Emotional and Verbal Abuse	
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Video	Text
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DOMESTIC VIOLENCE

PREVENTION TIPS ~ KNOW THE SIGNS

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EMOTIONAL AND VERBAL ABUSE

😞 **What does it feel like?** I am called names or get yelled at, especially when no one else is around. My partner's name-calling degrades, humiliates, and terrifies me. I walk on eggshells to avoid setting them off.

👁️ **What does it look like?** People who abuse may put down and shame their partners in private or in social settings. Your friend's partner may call them embarrassing names, ignore them, or insult them in front of you and others. Emotional abuse, name calling or threats often escalates into physical abuse.

👍 **What's a Safe Action?** Let them know they don't deserve to be treated this way. It is not their fault. Speak up when you hear words or see actions that humiliate or put down others. National DV Hotline: Call 1-800-799-SAFE(7233), Text "START" to 88788, Chat Online: www.thehotline.org

💜 **What's a healthy sign?** Partners speak to and about each other with respect. They avoid raising their voices while arguing. Both feel safe expressing their opinions.

🤝 Together we can prevent domestic abuse! Everyone has the right to live in a Safe Home and have Equal, Healthy Relationships!

Month Four: Technology Abuse and Stalking

FACEBOOK POSTS AND TEXT

Copy and Paste all text below into your newsletter and/or social media post. For internal & external use.

<p>Month Four: Week One</p>	
<p>Graphic</p>	<p>Text</p>
	<p>DOMESTIC VIOLENCE PREVENTION TIPS ~ KNOW THE SIGNS brought to you by MariasVoice.org</p> <p>⚠️ Take 1 minute. Most people don't learn the common signs of domestic abuse until it's too late. You could save a life!</p> <p>TECHNOLOGY ABUSE & STALKING</p> <p>😞 What does it feel like? I get constant texts from my partner. I must answer right away. My saved contacts get deleted. My phone or computer gets broken or my service gets cut off. I'm forced to share my log-in information. I get blocked from accounts. GPS monitors my every move.</p> <p>🗿 Together we can prevent domestic abuse! Everyone has the right to live in a Safe Home and have Equal, Healthy Relationships!</p>
<p>Month Four: Week Two</p>	
<p>Graphic</p>	<p>Text</p>



Know the signs.

Together we can prevent domestic abuse.



DOMESTIC VIOLENCE

PREVENTION TIPS ~ KNOW THE SIGNS

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TECHNOLOGY ABUSE & STALKING

👁️ **What does it look like?** Your friend's partner texts or calls constantly. An immediate response is required. Their partner insists on knowing where they are at all times. You can't reach your friend because they have no access to the internet, social/email accounts—or even their cell phone.

🤝 Together we can prevent domestic abuse! Everyone has the right to live in a Safe Home and have Equal, Healthy Relationships!

Month Four: Week Three

Graphic

Text



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TECHNOLOGY ABUSE & STALKING

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Month Four: Week Four	
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Graphic	Text
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INSTAGRAM CAROUSEL POSTS AND TEXT

Month Four: Week One	
Graphic	Text



DOMESTIC VIOLENCE
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Month Four: Week Two

Graphics

Text

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Month Four: Week Three

Graphics

Text



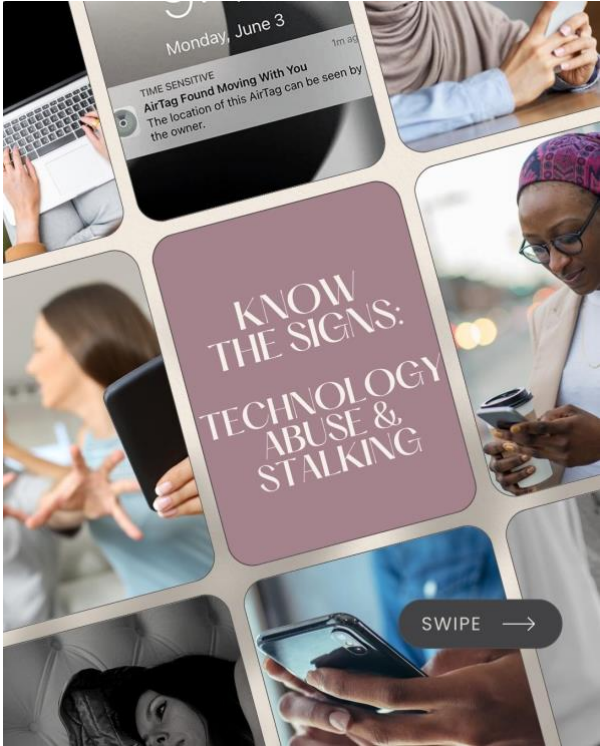
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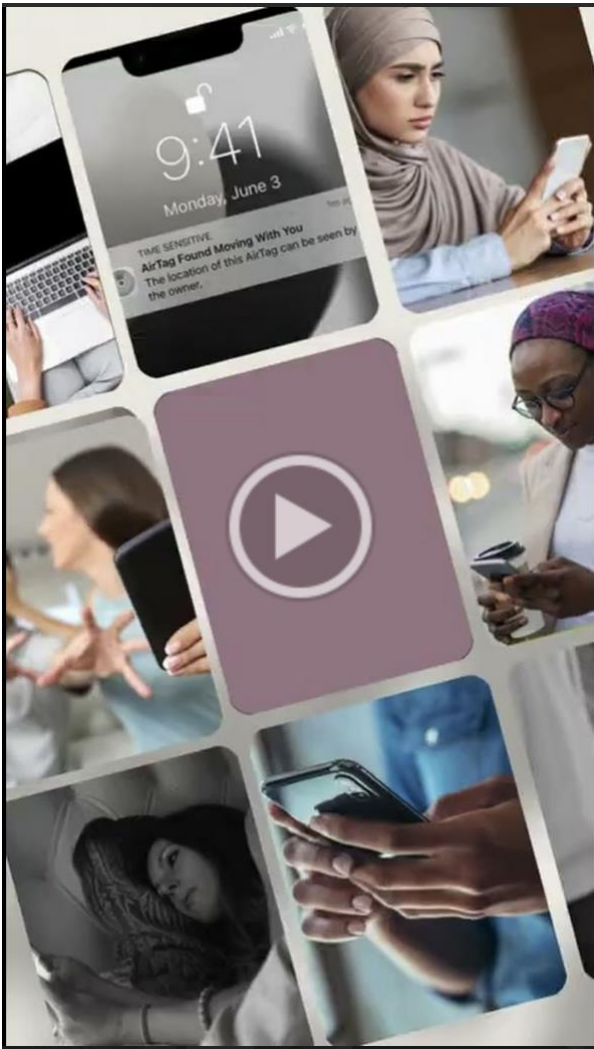
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INSTAGRAM REEL POSTS AND TEXT

Month Four: Technology Abuse & Stalking	
Video	Text



DOMESTIC VIOLENCE

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TECHNOLOGY ABUSE & STALKING

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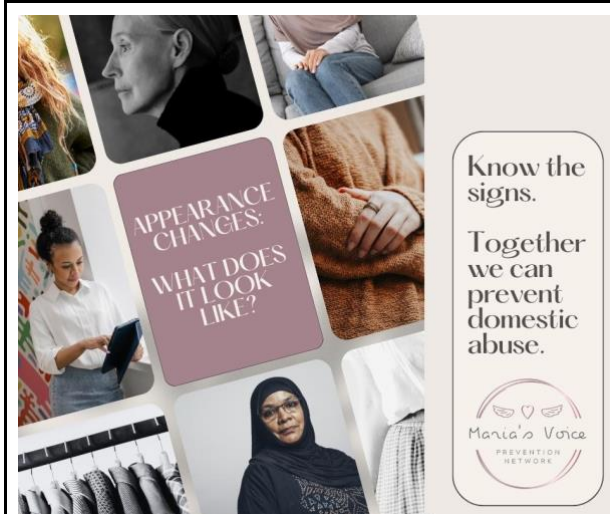
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Month Five: Appearance Changes

FACEBOOK POSTS AND TEXT

Copy and Paste all text below into your newsletter and/or social media post. For internal & external use.

Month Five: Week One	
Graphic	Text
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Month Five: Week Two	
Graphic	Text



DOMESTIC VIOLENCE
PREVENTION TIPS ~ KNOW THE SIGNS
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APPEARANCE CHANGES

👁️ **What does it look like?** Your friend may be dressing or looking very differently than they did before this relationship. Their clothing choices are so different now: longer skirts, looser pants, higher necklines, less jewelry, no high heels, and little to no makeup. Or, just the opposite if they were once a conservative dresser.

🗣️ Together we can PREVENT domestic abuse!
 Everyone has the right to live in a Safe Home and have Equal, Healthy Relationships!

Month Five: Week Three

Graphic

Text



DOMESTIC VIOLENCE
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⚠️ Take 1 minute. Most people don't learn the common signs of domestic abuse until it's too late. You could save a life!

APPEARANCE CHANGES

👉 **What's a Safe Action?** Ask about your friend's change in appearance and listen closely to their answers. Stay curious about their well-being and stay connected to them. National DV Hotline: Call 1-800-799-SAFE(7233), Text "START" to 88788, Chat Online: www.thehotline.org

	<p>🔗🔗 Together we can PREVENT domestic abuse! Everyone has the right to live in a Safe Home and have Equal, Healthy Relationships!</p>
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Month Five: Week Four	
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Graphic	Text
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INSTAGRAM CAROUSEL POSTS AND TEXT

Month Five: Week One	
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Graphic	Text
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DOMESTIC VIOLENCE

PREVENTION TIPS ~ KNOW THE SIGNS

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Month Five: Week Two

Graphics

Text

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Month Five: Week Three

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APPEARANCE CHANGES

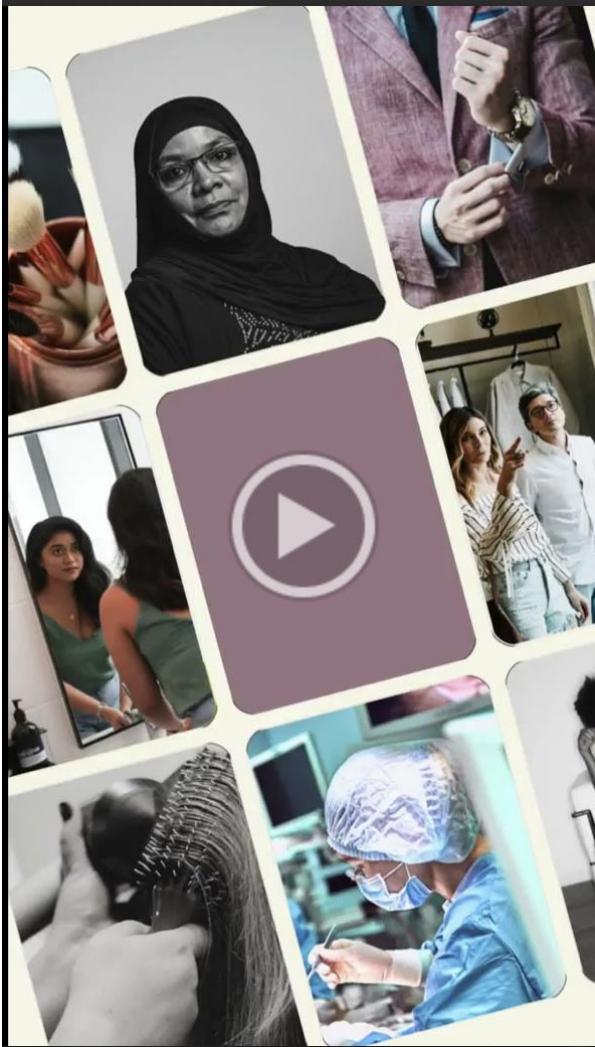
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INSTAGRAM REEL POSTS AND TEXT

Month Five: Appearance Changes	
Video	Text



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Month Six: Using Children

FACEBOOK POSTS AND TEXT

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<p>Month Six: Week One</p>	
<p>Graphic</p>	<p>Text</p>
	<p>DOMESTIC VIOLENCE PREVENTION TIPS ~ KNOW THE SIGNS brought to you by MariasVoice.org</p> <p>⚠️ Take 1 minute. Most people don't learn the common signs of domestic abuse until it's too late. You could save a life!</p> <p>USING CHILDREN</p> <p>😞 What does it feel like? I'm threatened that my kids will be taken away. I am worried my kids will be harmed. My partner ignores parental responsibilities, turns the kids against me, or wrecks my time with the kids.</p> <p>👥 Together we can PREVENT domestic abuse! Everyone has the right to live in a Safe Home and have Equal, Healthy Relationships!</p>
<p>Month Six: Week Two</p>	
<p>Graphic</p>	<p>Text</p>



DOMESTIC VIOLENCE
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⚠️ Take 1 minute. Most people don't learn the common signs of domestic abuse until it's too late. You could save a life!

USING CHILDREN

👂 **What does it look like?** Comments or worries about the children's safety gets revealed to you. Court, custody or child support arrangements are always occurring in their life. Children are anxious or depressed or acting out.

🗣️ Together we can PREVENT domestic abuse! Everyone has the right to live in a Safe Home and have Equal, Healthy Relationships!

Month Six: Week Three

Graphic

Text



DOMESTIC VIOLENCE
PREVENTION TIPS ~ KNOW THE SIGNS
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USING CHILDREN

👍 **What's a Safe Action?** Listen and believe them. Offer to be a backup child care provider. Testify for them in court if able. National DV Hotline: Call 1-800-799-SAFE(7233), Text "START" to 88788, Chat Online: www.thehotline.org

🗣️ Together we can PREVENT domestic abuse!

	Everyone has the right to live in a Safe Home and have Equal, Healthy Relationships!
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Month Six: Week Four	
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Graphic	Text
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INSTAGRAM CAROUSEL POSTS AND TEXT

Month Six: Week One	
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Graphic	Text
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Month Six: Week Two

Graphics

Text

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Month Six: Week Three

Graphics

Text



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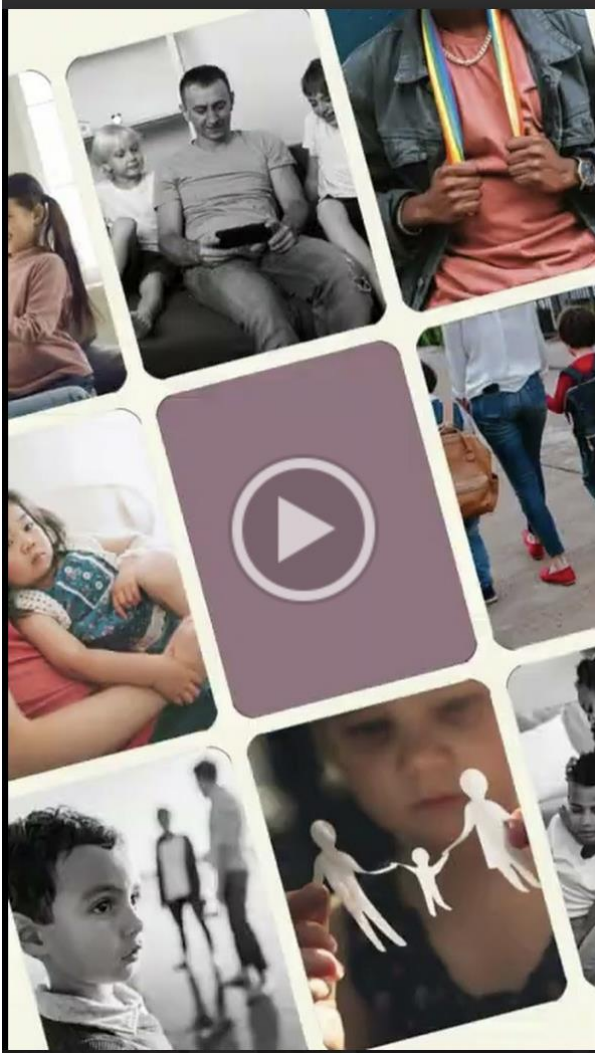
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Month Six: Week Four	
Graphic	Text
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INSTAGRAM REEL POSTS AND TEXT

Month Six: Using Children	
Video	Text



DOMESTIC VIOLENCE

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Month Seven: Intimidation, Coercion & Threats

FACEBOOK POSTS AND TEXT

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<p>Month Seven: Week One</p>	
<p>Graphic</p>	<p>Text</p>
	<p>DOMESTIC VIOLENCE PREVENTION TIPS ~ KNOW THE SIGNS brought to you by MariasVoice.org</p> <p>⚠️ Take 1 minute. Most people don't learn the common signs of domestic abuse until it's too late. You could save a life!</p> <p>INTIMIDATION, COERCION & THREATS</p> <p>😞 What does it feel like? I'm scared when my partner hits walls near me, throws dishes, breaks furniture, slashes my tires or breaks my windshield. They threaten self-harm, to hurt my pet or someone in my family. The gun on the counter or on the nightstand intimidates me. I'm afraid to leave because of what might happen to my kids, family or even them.</p> <p>🙋🙋 Together we can PREVENT domestic abuse! Everyone has the right to live in a Safe Home and have Equal, Healthy Relationships!</p>
<p>Month Seven: Week Two</p>	
<p>Graphic</p>	<p>Text</p>



DOMESTIC VIOLENCE
PREVENTION TIPS ~ KNOW THE SIGNS
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⚠️ Take 1 minute. Most people don't learn the common signs of domestic abuse until it's too late. You could save a life!

INTIMIDATION, COERCION & THREATS

🗣️ **What does it look like?** Someone who is wary of upsetting their partner in any way. They may be very nervous around their partner or may flinch around them. They are always trying to over-please their partner and avoid conflict. Threats often escalate into physical violence.

🗣️ Together we can PREVENT domestic abuse! Everyone has the right to live in a Safe Home and have Equal, Healthy Relationships!

Month Seven: Week Three

Graphic

Text



DOMESTIC VIOLENCE
PREVENTION TIPS ~ KNOW THE SIGNS
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INTIMIDATION, COERCION & THREATS

👊 **What's a Safe Action?** Do NOT directly confront someone who intimidates or threatens another. Instead talk privately with the person in the situation. Ask them direct questions and express your concerns. Take threats seriously. National DV Hotline: Call 1-800-799-SAFE(7233),

	<p>Text “START” to 88788, Chat Online: www.thehotline.org</p> <p>Together we can PREVENT domestic abuse! Everyone has the right to live in a Safe Home and have Equal, Healthy Relationships!</p>
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Month Seven: Week Four	
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Graphic	Text
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	<p>DOMESTIC VIOLENCE PREVENTION TIPS ~ KNOW THE SIGNS brought to you by MariasVoice.org</p> <p>⚠️ Take 1 minute. Most people don't learn the common signs of domestic abuse until it's too late. You could save a life!</p> <p>INTIMIDATION, COERCION & THREATS</p> <p>💜 What's a healthy sign? Partners feel safe sharing their opinions. When conflicts happen, they know they are on the same team. They work things out through discussion. Their home is a place that feels safe.</p> <p>Together we can PREVENT domestic abuse! Everyone has the right to live in a Safe Home and have Equal, Healthy Relationships!</p>
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INSTAGRAM CAROUSEL POSTS AND TEXT

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Month Seven: Week One	
Graphic	Text



DOMESTIC VIOLENCE

PREVENTION TIPS ~ KNOW THE SIGNS

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INTIMIDATION, COERCION & THREATS

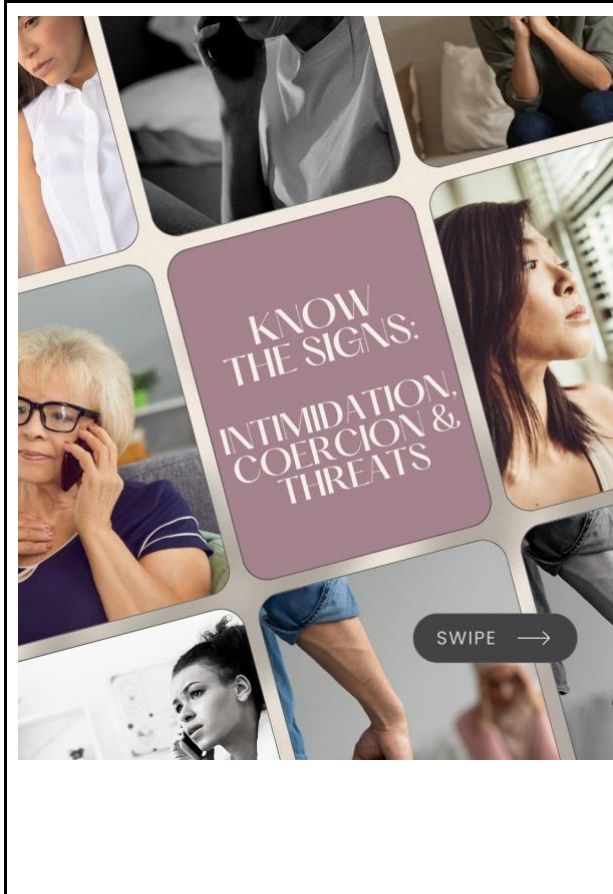
😞 **What does it feel like?** I'm scared when my partner hits walls near me, throws dishes, breaks furniture, slashes my tires or breaks my windshield. They threaten self-harm, to hurt my pet or someone in my family. The gun on the counter or on the nightstand intimidates me. I'm afraid to leave because of what might happen to my kids, family or even them.

👥 Together we can PREVENT domestic abuse! Everyone has the right to live in a Safe Home and have Equal, Healthy Relationships!

Month Seven: Week Two

Graphic

Text



DOMESTIC VIOLENCE

PREVENTION TIPS ~ KNOW THE SIGNS

brought to you by MariasVoice.org

⚠️ Take 1 minute. Most people don't learn the common signs of domestic abuse until it's too late. You could save a life!

INTIMIDATION, COERCION & THREATS

👂 **What does it look like?** Someone who is wary of upsetting their partner in any way. They may be very nervous around their partner or may flinch around them. They are always trying to over-please their partner and avoid conflict. Threats often escalate into physical violence.

🗣️ Together we can PREVENT domestic abuse! Everyone has the right to live in a Safe Home and have Equal, Healthy Relationships!

Month Seven: Week Three

Graphic

Text



DOMESTIC VIOLENCE
PREVENTION TIPS ~ KNOW THE SIGNS
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INTIMIDATION, COERCION & THREATS

👍 **What's a Safe Action?** Do NOT directly confront someone who intimidates or threatens another. Instead talk privately with the person in the situation. Ask them direct questions and express your concerns. Take threats seriously. National DV Hotline: Call 1-800-799-SAFE(7233), Text "START" to 88788, Chat Online: www.thehotline.org

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Month Seven: Week Four

Graphic

Text

(Link to folder in Dropbox or Drive)

DOMESTIC VIOLENCE
PREVENTION TIPS ~ KNOW THE SIGNS
 brought to you by MariasVoice.org

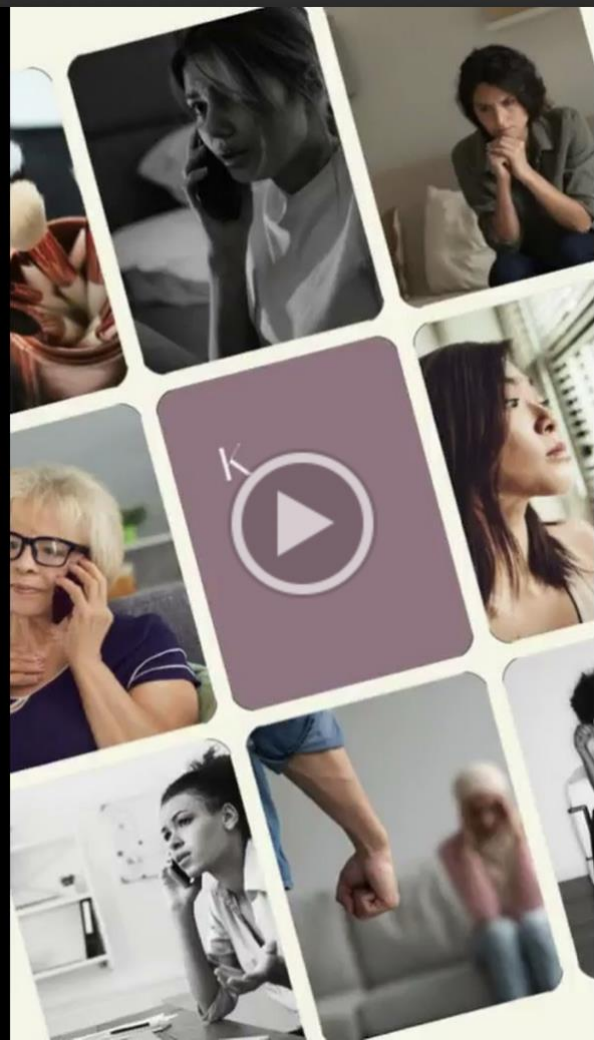
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
INTIMIDATION, COERCION & THREATS

💜 **What's a healthy sign?** Partners feel safe sharing their opinions. When conflicts happen, they know they are on the same team. They work things out through discussion. Their home is a

	<p>place that feels safe.</p> <p>👥 Together we can PREVENT domestic abuse! Everyone has the right to live in a Safe Home and have Equal, Healthy Relationships!</p>
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INSTAGRAM REEL POSTS AND TEXT

<p>Month Seven: Intimidation, Coercion & Threats</p>	
<p>Video</p>	<p>Text</p>
	<p>DOMESTIC VIOLENCE PREVENTION TIPS ~ KNOW THE SIGNS brought to you by MariasVoice.org</p> <p>⚠️ Take 1 minute. Most people don't learn the common signs of domestic abuse until it's too late. You could save a life!</p> <p>INTIMIDATION, COERCION & THREATS</p> <p>😬 What does it feel like? I'm scared when my partner hits walls near me, throws dishes, breaks furniture, slashes my tires or breaks my windshield. They threaten self-harm, to hurt my pet or someone in my family. The gun on the counter or on the nightstand intimidates me. I'm afraid to leave because of what might happen to my kids, family or even them.</p> <p>👁️ What does it look like? Someone who is wary of upsetting their partner in any way. They may be very nervous around their partner or may flinch around them. They are always trying to over-please their partner and avoid conflict. Threats often escalate into physical violence.</p>

	<p> What's a Safe Action? Do NOT directly confront someone who intimidates or threatens another. Instead talk privately with the person in the situation. Ask them direct questions and express your concerns. Take threats seriously. National DV Hotline: Call 1-800-799-SAFE(7233), Text "START" to 88788, Chat Online: www.thehotline.org</p> <p> What's a healthy sign? Partners feel safe sharing their opinions. When conflicts happen, they know they are on the same team. They work things out through discussion. Their home is a place that feels safe.</p> <p> Together we can PREVENT domestic abuse! Everyone has the right to live in a Safe Home and have Equal, Healthy Relationships!</p>
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Month Eight: Minimizing, Denying & Blaming – Gaslighting

FACEBOOK POSTS AND TEXT

Copy and Paste all text below into your newsletter and/or social media post. For internal & external use.

Month Eight: Week One	
Graphic	Text



**DOMESTIC VIOLENCE
PREVENTION TIPS ~ KNOW THE SIGNS**
brought to you by MariasVoice.org

⚠️ Take 1 minute. Most people don't learn the common signs of domestic abuse until it's too late. You could save a life!

**MINIMIZING, DENYING & BLAMING –
GASLIGHTING**

😞 **What does it feel like?** My partner tells me I recall things incorrectly. They change the story completely of how things happened. I feel like it's my fault when they get mad. There's always another reason, rule or excuse for what they do. I'm told I'm crazy and I wonder if I really am.

🤝 Together we can PREVENT domestic abuse!
Everyone has the right to live in a Safe Home and have Equal, Healthy Relationships!

Month Eight: Week Two

Graphic

Text



DOMESTIC VIOLENCE
PREVENTION TIPS ~ KNOW THE SIGNS
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MINIMIZING, DENYING & BLAMING – GASLIGHTING

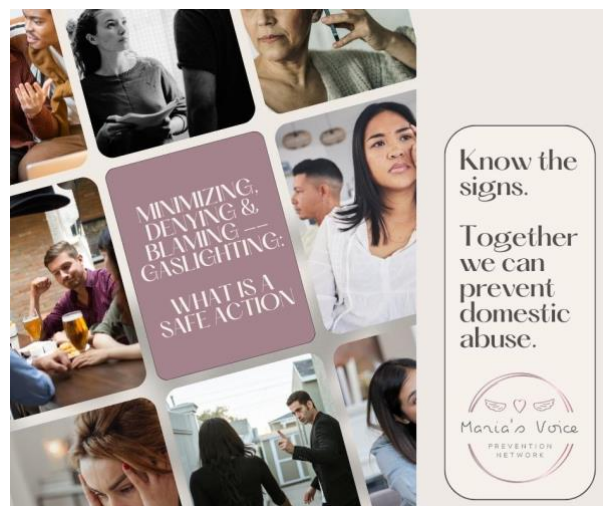
👁️ **What does it look like?** You notice a person's uncertainty and self doubt. You notice repeated comments from their partner, like: "It wasn't that bad", "You make a big deal out of everything", "You're so dramatic", "You know that didn't happen".

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Month Eight: Week Three

Graphic

Text



DOMESTIC VIOLENCE
PREVENTION TIPS ~ KNOW THE SIGNS
 brought to you by MariasVoice.org

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MINIMIZING, DENYING & BLAMING – GASLIGHTING

👍 **What's a Safe Action?** Believe them! Assure them they don't deserve to be treated that way. They are probably already questioning their own experience because their partner is making them

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Month Eight: Week Four	
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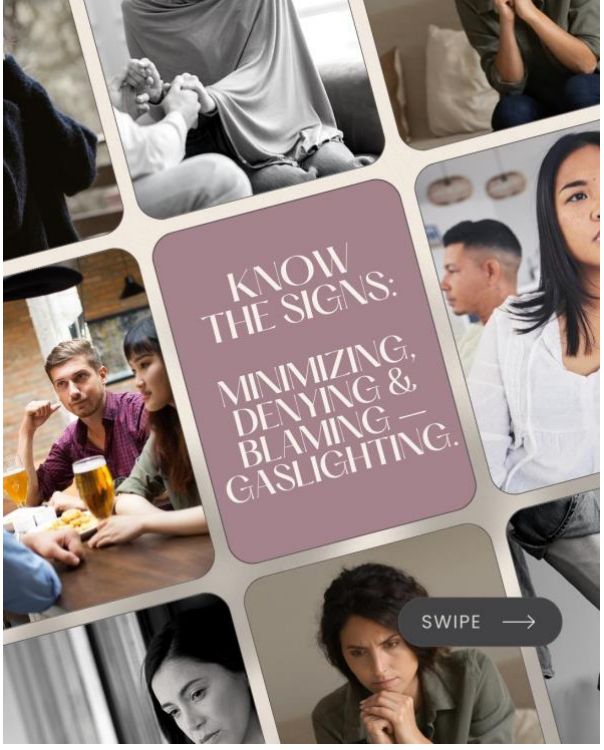
Graphic	Text
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INSTAGRAM CAROUSEL POSTS AND TEXT

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Month Eight: Week One	
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Graphic	Text
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Month Eight: Week Two	
Graphic	Text



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Month Eight: Week Three

Graphic

Text



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Month Eight: Week Four

Graphic

Text



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PREVENTION TIPS ~ KNOW THE SIGNS**
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**MINIMIZING, DENYING & BLAMING –
GASLIGHTING**

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INSTAGRAM REEL POSTS AND TEXT

Month Eight: Minimizing, Denying & Blaming – Gaslighting	
Video	Text



DOMESTIC VIOLENCE

PREVENTION TIPS ~ KNOW THE SIGNS

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MINIMIZING, DENYING & BLAMING – GASLIGHTING

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Month Nine: Using Privilege to Maintain Power and Control

FACEBOOK POSTS AND TEXT

Copy and Paste all text below into your newsletter and/or social media post. For internal & external use.

<p>Month Nine: Week One</p>	
<p>Graphic</p>	<p>Text</p>
	<p>DOMESTIC VIOLENCE PREVENTION TIPS ~ KNOW THE SIGNS brought to you by MariasVoice.org</p> <p>⚠️ Take 1 minute. Most people don't learn the common signs of domestic abuse until it's too late. You could save a life!</p> <p>USING PRIVILEGE to maintain power and control</p> <p>😞 What does it feel like? When I don't do what my partner wants, I'm threatened. They say they'll out me. They threaten to turn me in to INS/ICE. They use dowry against me and say they paid for me so I have to do what they tell me to. They won't give me my medications when I need them.</p> <p>👥 Together we can PREVENT domestic abuse! Everyone has the right to live in a Safe Home and have Equal, Healthy Relationships!</p>
<p>Month Nine: Week Two</p>	
<p>Graphic</p>	<p>Text</p>



DOMESTIC VIOLENCE

PREVENTION TIPS ~ KNOW THE SIGNS

brought to you by MariasVoice.org

⚠️ Take 1 minute. Most people don't learn the common signs of domestic abuse until it's too late. You could save a life!

USING PRIVILEGE to maintain power and control

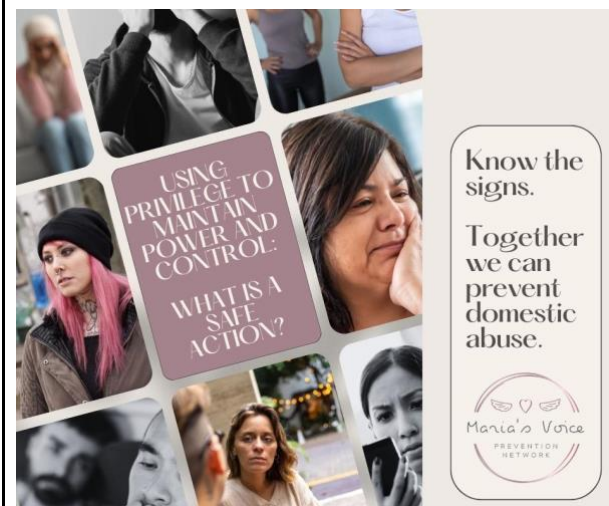
👁️ **What does it look like?** Male privilege: the wife belongs in the kitchen, the man is always right, don't talk back. Citizenship status: I'll get you deported. Sexuality: I'll tell your family you're gay/bi/queer. Money: you'll be homeless if you leave me. Language: lack of options, money or job due to one partner's language barrier.

🗣️ Together we can PREVENT domestic abuse! Everyone has the right to live in a Safe Home and have Equal, Healthy Relationships!

Month Nine: Week Three

Graphic

Text



DOMESTIC VIOLENCE

PREVENTION TIPS ~ KNOW THE SIGNS

brought to you by MariasVoice.org

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USING PRIVILEGE to maintain power and control

👍 **What's a Safe Action?** If you benefit from privilege, speak up for others who don't. Speak out against harmful comments or "jokes". Stay in touch and curious about the well-being of a person who may be stuck in this dynamic.

	<p>National DV Hotline: Call 1-800-799-SAFE(7233), Text "START" to 88788, Chat Online: www.thehotline.org</p> <p>Together we can PREVENT domestic abuse! Everyone has the right to live in a Safe Home and have Equal, Healthy Relationships!</p>
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Month Nine: Week Four	
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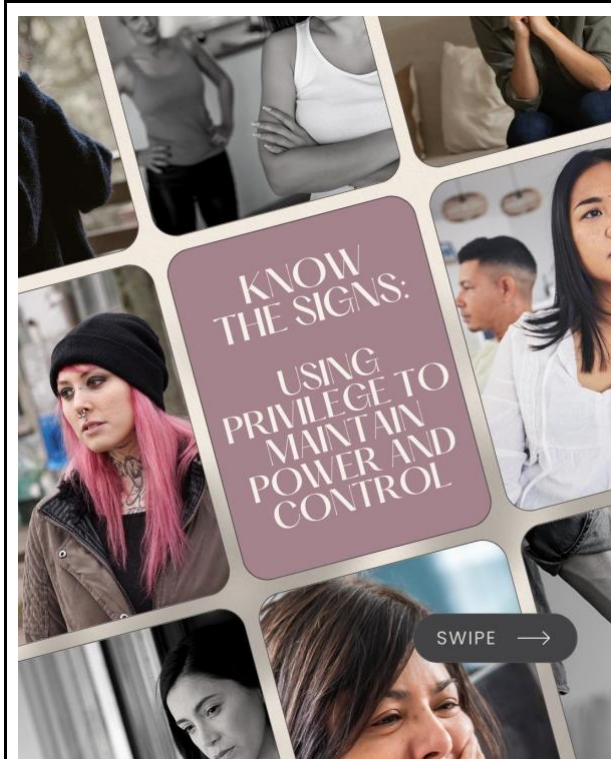
Graphic	Text
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INSTAGRAM CAROUSEL POSTS AND TEXT

Copy and Paste all text below into your newsletter and/or social media post. For internal & external use.

Month Nine: Week One	
Graphic	Text



DOMESTIC VIOLENCE

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USING PRIVILEGE to maintain power and control

😞 **What does it feel like?** When I don't do what my partner wants, I'm threatened. They say they'll out me. They threaten to turn me in to INS/ICE. They use dowry against me and say they paid for me so I have to do what they tell me to. They won't give me my medications when I need them.

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Month Nine: Week Two

Graphic

Text



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Month Nine: Week Three

Graphic

Text

(Link to folder in Dropbox or Drive)

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PREVENTION TIPS ~ KNOW THE SIGNS
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USING PRIVILEGE to maintain power and control

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Month Nine: Week Four	
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Graphic	Text
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INSTAGRAM REEL POSTS AND TEXT

Month Nine: Minimizing, Denying & Blaming – Gaslighting	
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Video



Text

DOMESTIC VIOLENCE

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Month Ten: Sexual Abuse

FACEBOOK POSTS AND TEXT

Copy and Paste all text below into your newsletter and/or social media post. For internal & external use.

<p>Month Ten: Week One</p>	
<p>Graphic</p> 	<p>Text</p> <p>DOMESTIC VIOLENCE PREVENTION TIPS ~ KNOW THE SIGNS brought to you by MariasVoice.org</p> <p>⚠️ Take 1 minute. Most people don't learn the common signs of domestic abuse until it's too late. You could save a life!</p> <p>SEXUAL ABUSE</p> <p>😞 What does it feel like? I am forced into sex with my partner when I don't want to. I'm made to look at pornography, touched, held down, or perform sexual acts I don't want. I may be forced to stop using birth control OR to have an abortion.</p> <p>Together we can PREVENT domestic abuse! Everyone has the right to live in a Safe Home and have Equal, Healthy Relationships!</p>
<p>Month Ten: Week Two</p>	

Graphic	Text
	<p>DOMESTIC VIOLENCE PREVENTION TIPS ~ KNOW THE SIGNS brought to you by MariasVoice.org</p> <p>⚠️ Take 1 minute. Most people don't learn the common signs of domestic abuse until it's too late. You could save a life!</p> <p>SEXUAL ABUSE</p> <p>🗣️ What does it look like? A person may tell you what happened to them. OR, someone may brag or boast about what they did to their partner in private.</p> <p>👥 Together we can PREVENT domestic abuse! Everyone has the right to live in a Safe Home and have Equal, Healthy Relationships!</p>
Month Ten: Week Three	
Graphic	Text
	<p>DOMESTIC VIOLENCE PREVENTION TIPS ~ KNOW THE SIGNS brought to you by MariasVoice.org</p> <p>⚠️ Take 1 minute. Most people don't learn the common signs of domestic abuse until it's too late. You could save a life!</p> <p>SEXUAL ABUSE</p> <p>👍 What's a Safe Action? Believe them and let them know that they must always give their consent to any sexual act, every time, married or unmarried. Tell them that any forced sexual contact is considered abuse. National DV Hotline: Call 1-800-799-SAFE(7233), Text "START" to</p>

	<p>88788, Chat Online: www.thehotline.org</p> <p>Together we can PREVENT domestic abuse! Everyone has the right to live in a Safe Home and have Equal, Healthy Relationships!</p>
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Month Ten: Week Four	
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Graphic	Text
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INSTAGRAM CAROUSEL POSTS AND TEXT

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Month Ten: Week One	
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Graphic	Text
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DOMESTIC VIOLENCE
PREVENTION TIPS ~ KNOW THE SIGNS
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SEXUAL ABUSE

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Month Ten: Week Two

Graphic

Text



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SEXUAL ABUSE

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Month Ten: Week Three

Graphic

Text



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SEXUAL ABUSE

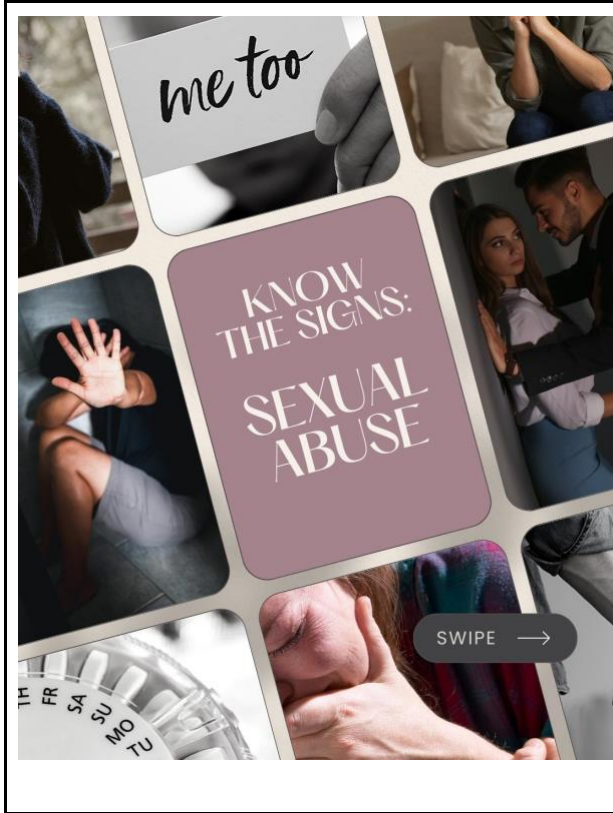
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Month Ten: Week Four

Graphic

Text



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INSTAGRAM REEL POSTS AND TEXT

Month Ten: Sexual Abuse	
Video	Text



DOMESTIC VIOLENCE

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SEXUAL ABUSE

😞 **What does it feel like?** I am forced into sex with my partner when I don't want to. I'm made to look at pornography, touched, held down, or perform sexual acts I don't want. I may be forced to stop using birth control OR to have an abortion.

🗣️ **What does it look like?** A person may tell you what happened to them. OR, someone may brag or boast about what they did to their partner in private.

👍 **What's a Safe Action?** Believe them and let them know that they must always give their consent to any sexual act, every time, married or unmarried. Tell them that any forced sexual contact is considered abuse. National DV Hotline: Call 1-800-799-SAFE(7233), Text "START" to 88788, Chat Online: www.thehotline.org


💖 **What's a healthy sign?** Partners—including married partners—are respectful of each other and always wait for consent before initiating any form of sexual contact.

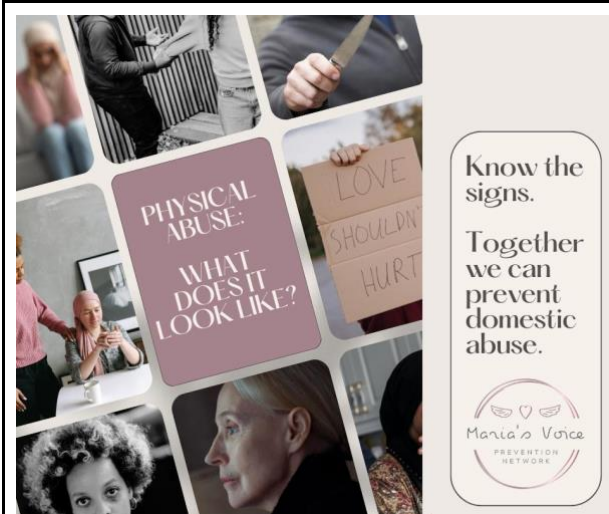
🤝 Together we can PREVENT domestic abuse! Everyone has the right to live in a Safe Home and have Equal, Healthy Relationships!

Month Eleven: Physical Abuse

FACEBOOK POSTS AND TEXT

Copy and Paste all text below into your newsletter and/or social media post. For internal & external use.

<p>Month Eleven: Week One</p>	
<p>Graphic</p>	<p>Text</p>
	<p>DOMESTIC VIOLENCE PREVENTION TIPS ~ KNOW THE SIGNS brought to you by MariasVoice.org</p> <p>⚠️ Take 1 minute. Most people don't learn the common signs of domestic abuse until it's too late. You could save a life!</p> <p>PHYSICAL ABUSE</p> <p>😞 What does it feel like? I never know what's coming. In public, my partner yanks my arm, pinches, kicks, or pushes me. At home, I get slapped, punched, choked or have my hair pulled. They may even hold a gun to my head or threaten to cut me with a knife.</p> <p>👥 Together we can PREVENT domestic abuse! Everyone has the right to live in a Safe Home and have Equal, Healthy Relationships!</p>
<p>Month Eleven: Week Two</p>	
<p>Graphic</p>	<p>Text</p>



DOMESTIC VIOLENCE

PREVENTION TIPS ~ KNOW THE SIGNS

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PHYSICAL ABUSE

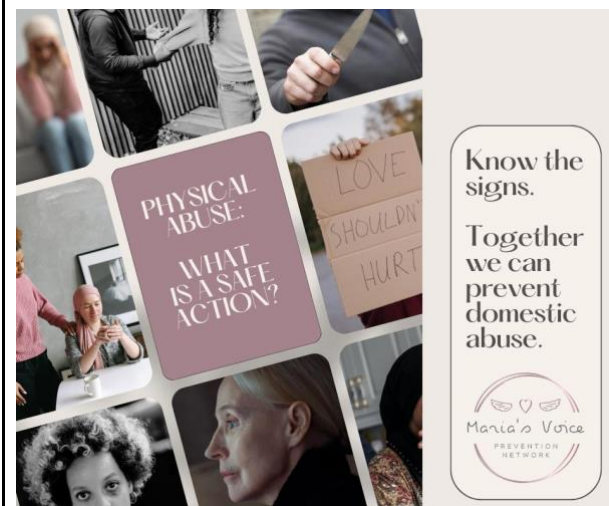
👁️ **What does it look like?** You may notice someone pushing, slapping, yanking the arm of their partner, or pinching them. You may notice bruises or a black eye or a cast on their arm or leg, with an explanation that does not add up. Or, they may avoid you for weeks or show up wearing sunglasses or a turtleneck.

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Month Eleven: Week Three

Graphic

Text



DOMESTIC VIOLENCE

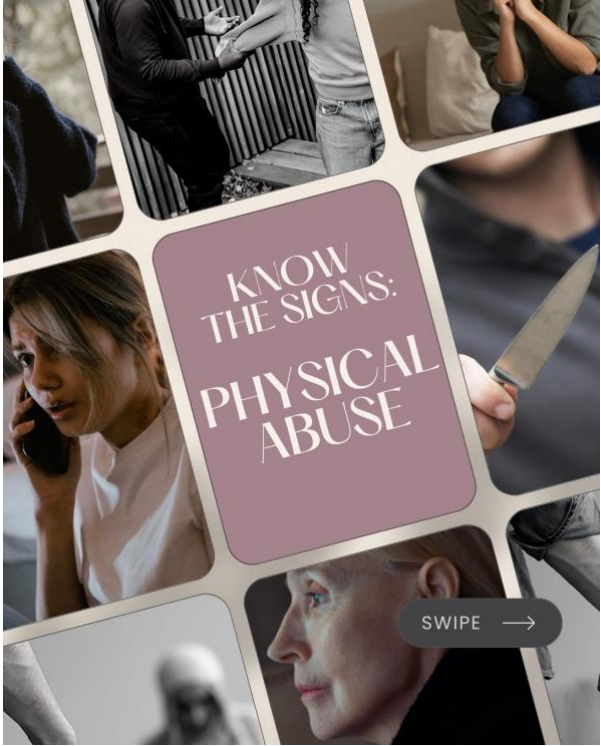
PREVENTION TIPS ~ KNOW THE SIGNS

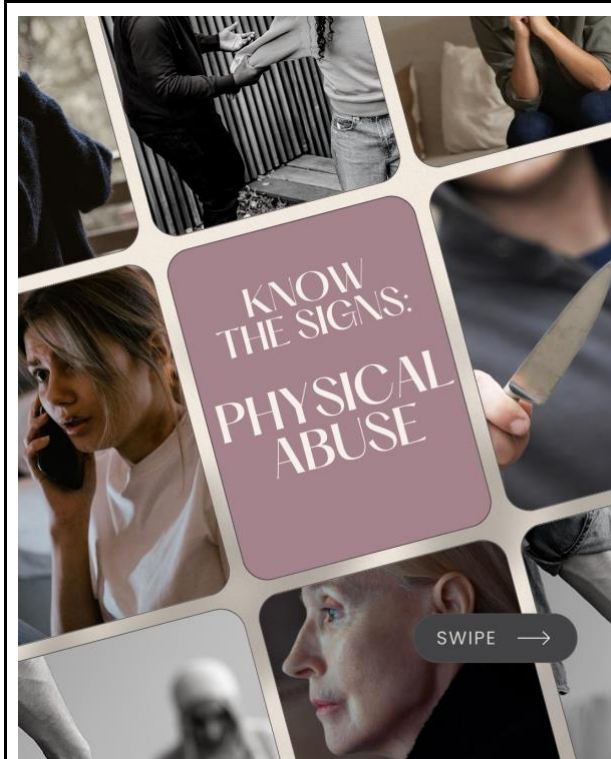
brought to you by MariasVoice.org

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PHYSICAL ABUSE

👍 **What's a Safe Action?** Let your friend know that even ONE instance of physical violence is evidence of an abusive relationship AND can escalate quickly into a dangerous or life threatening level. If you witness the abuse, do not

Month Eleven: Week One	
Graphic	Text
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Month Eleven: Week Two	
Graphic	Text



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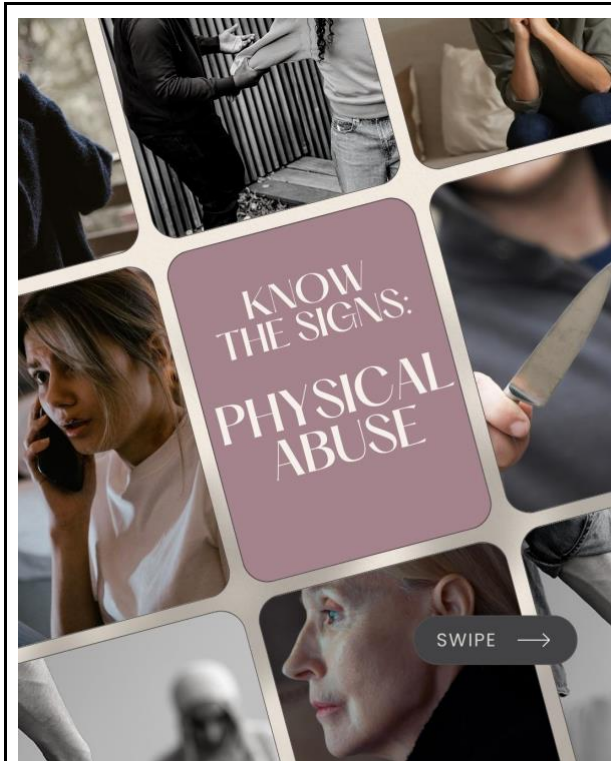
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Month Eleven: Week Three

Graphic

Text



**DOMESTIC VIOLENCE
PREVENTION TIPS ~ KNOW THE SIGNS**
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PHYSICAL ABUSE

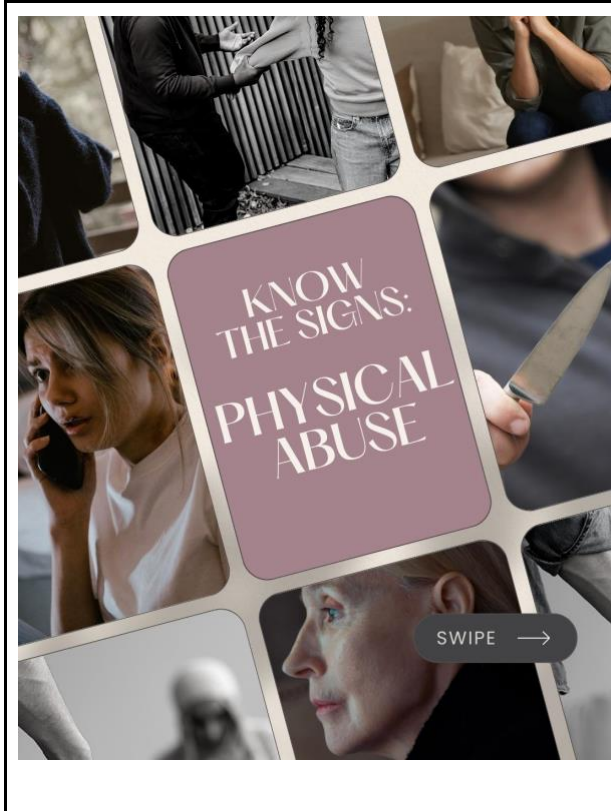
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Month Eleven: Week Four

Graphic

Text



DOMESTIC VIOLENCE

PREVENTION TIPS ~ KNOW THE SIGNS

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PHYSICAL ABUSE

💜 **What's a healthy sign?** Conflict is resolved through words and never escalates to violence. Both partners feel safe with each other. Weapons are responsibly locked up.

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INSTAGRAM REEL POSTS AND TEXT

Month Eleven: Physical Abuse	
Video	Text



DOMESTIC VIOLENCE

PREVENTION TIPS ~ KNOW THE SIGNS

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PHYSICAL ABUSE

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Month Twelve: Post-Separation Abuse

FACEBOOK POSTS AND TEXT

Copy and Paste all text below into your newsletter and/or social media post. For internal & external use.


Month Twelve: Week One	
Graphic	Text
	<p>DOMESTIC VIOLENCE PREVENTION TIPS ~ KNOW THE SIGNS brought to you by MariasVoice.org</p> <p>⚠️ Take 1 minute. Most people don't learn the common signs of domestic abuse until it's too late. You could save a life!</p> <p>POST-SEPARATION ABUSE</p> <p>😞 What does it feel like? My ex-partner won't leave me alone after we broke up. They drive by my house or my work. They intimidate my new partner. I feel afraid for myself and the kids. My ex threatens to take me to court and continually hassles me. My ex sabotages plans for the kids and is turning them against me. Will this ever end?</p> <p>🔗🔗 Together we can PREVENT domestic abuse! Everyone has the right to live in a Safe Home and have Equal, Healthy Relationships!</p>

<p>Month Twelve: Week Two</p>	
<p>Graphic</p>	<p>Text</p>
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<p>Month Twelve: Week Three</p>	
<p>Graphic</p>	<p>Text</p>
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Month Twelve: Week Four	
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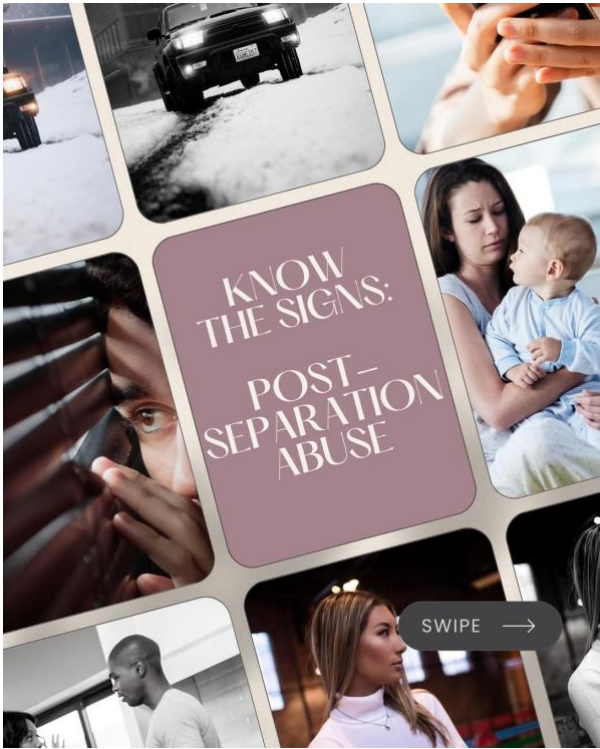
Graphic	Text
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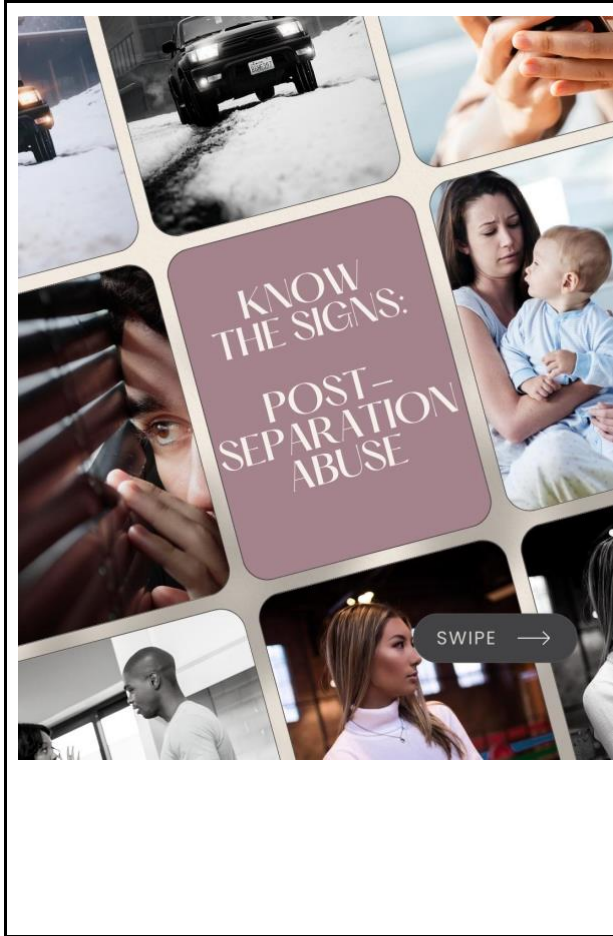
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INSTAGRAM CAROUSEL POSTS AND TEXT

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Month Twelve: Week One	
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Graphic	Text
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Month Twelve: Week Two	
Graphic	Text



DOMESTIC VIOLENCE

PREVENTION TIPS ~ KNOW THE SIGNS

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POST-SEPARATION ABUSE

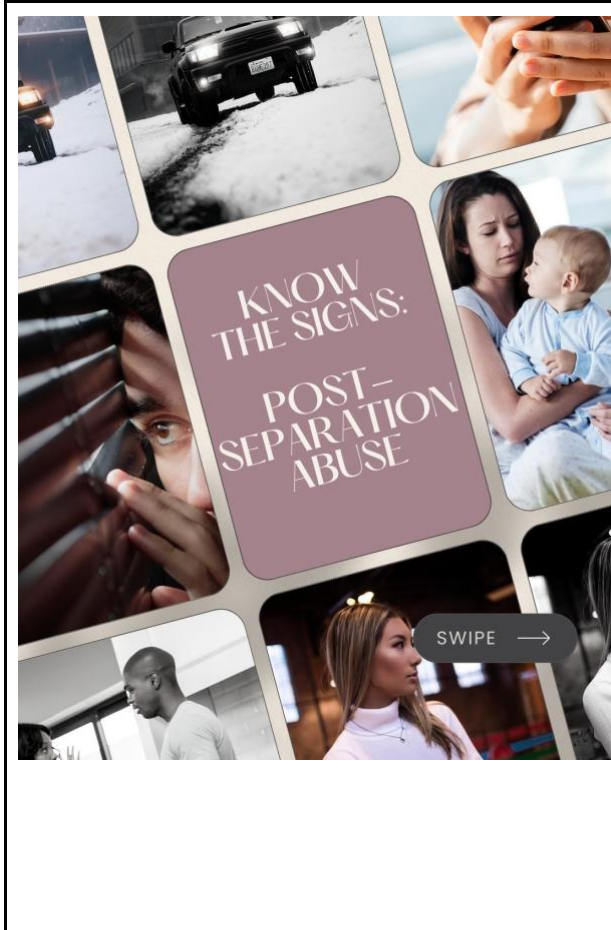
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Month Twelve: Week Three

Graphic

Text



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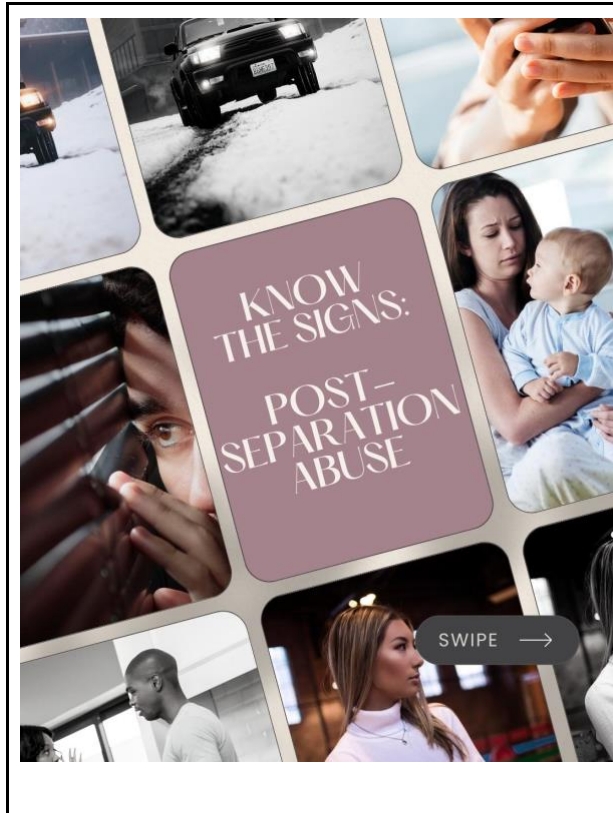
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Month Twelve: Week Four

Graphic

Text



DOMESTIC VIOLENCE

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POST-SEPARATION ABUSE

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INSTAGRAM REEL POSTS AND TEXT

Month Twelve: Post-Separation Abuse	
Video	Text



DOMESTIC VIOLENCE

PREVENTION TIPS ~ KNOW THE SIGNS

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