

SOCIAL MEDIA BRIEFING FOR 16 DAYS TOOLKIT

Using Twitter is a powerful and effective tool to share the campaign, and ultimately spread the movement against domestic violence nationally and beyond.

This briefing will provide example tweets that can be used from your organisations twitter account:

DOMESTIC VIOLENCE TWEETS

- Domestic abuse includes psychological, physical, sexual, financial and emotional control and abuse, are you up to speed on DV? <https://www.gov.uk/domestic-violence-and-abuse>
- DV costs the NHS over £1.4 billion every year, and the total cost to the public sector is over £23 billion. <http://www.domesticviolencelondon.nhs.uk/3-domestic-violence-as-a-public-health-issue/37-cost-of-domestic-abuse.html>
- 24hr Domestic Violence Helpline 0808 2000 247 <http://www.nationaldomesticviolencehelpline.org.uk>
- Domestic violence affects too many of us, find out more, don't be silent <http://www.nhs.uk/Livewell/abuse/Pages/violence-and-sexual-assault.aspx>
- Domestic violence is something we should all

be aware of, read the stories of people affected and learn more. <http://refuge.org.uk/get-help-now/true-stories/>

TOOLKIT TWEETS

- Is your company committed to ending domestic violence? Use The 16 Days of action toolkit to get started. #16DaysofActionToolkit
- Want to make a stand against domestic violence in the workplace – download posters for your office here.
- Work can be the only safe place for someone experience domestic violence – <https://publichealthmatters.blog.gov.uk/2013/12/04/making-work-a-safe-place-for-those-experiencing-domestic-violence/>

TWEETS AROUND THEMES

1. Mental Health

68% of people who endure #domesticviolence suffer clinical depression and 1/3 of these people present with PTSD. Join the #16days campaign

2. Bystander

You personally can end someone's misery by acting on #domesticviolence you see around you. Always act; doing nothing shouldn't be an option.

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3. Men (as victims)

1 in 6 men endure domestic violence, yet the public don't recognise men as possible victims. Watch this video: <http://goo.gl/rjuuDj> #16days

4. Female Genital Mutilation

More than 125 million girls/women alive today have been cut 29 countries in African and the Middle East. #FGM is an affront to human rights.

5. Stalking

#Paladin and #WomensAid are attempting to change legislation as only 3 men are convicted for abuse for every 100 reports of abuse by men.

6. Elder Abuse

Over 500,000 elderly in the UK endure #elderviolence, normally perpetrated by people in positions of trust. #16days

7. Impact on Children

90% of kids are in the same room, or next door to the violence in their home. This causes myriad issues for the child: <http://goo.gl/mLhPZ5>

30% of domestic abuse starts, or gets worse, in pregnancy. Every midwife and GP needs to be aware. <http://www.nhs.uk/Conditions/pregnancy-and-baby/pages/domestic-abuse-pregnant.aspx#close>

The Hideout provides a safe space to support children and young people affected by domestic violence. <http://www.thehideout.org.uk/default.aspx>

8. Honour-based violence

Honour-based violence is ignored in England and shouldn't be- 12 females are killed p/a in the UK. Educate yourself: <http://goo.gl/YZaSxg>

9. Violence in the workplace

Australia gives 20 days paid leave to employee enduring #domesticviolence. UK employers do not yet do enough for victims of DV. #16days

10. Intimate partner violence

2 women a week are killed by a current or former partner. This leads to more likely chances at alcoholism, unplanned pregnancy, STIs. #16days

11. LGBT violence

LGBT victims are not catered for by the law as much as they should be: <http://goo.gl/wLDIJS> #16days

- 12.4% of lesbian women have suffered domestic abuse, we must ensure all services are accessible and meet their needs too

DETECTION AND PREVENTION

#WHO argue it's possible to predict the occurrence of DV by identifying social/cultural/legal/economic factors that contribute to violence.

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ECONOMIC IMPACT OF DV

#Domesticviolence affects more than just the victim. It costs the UK £3.9bn p/a. Employers have to take action: <http://www.caadv.org.uk/>

Work can be one of the few safe places for victims of DV, PHE is getting its house in order to protect our staff, is your organisation? <http://www.caadv.org.uk>

‘WHY DOESN’T SHE JUST LEAVE?’

Stop asking, ‘Why doesn’t she just leave?’ 70% of women report post-separation violence. Educate yourself: <http://goo.gl/pTP4eR>
#16days

DV IN DEVELOPING COUNTRIES

DV in war torn areas are common and left unaddressed. Approx. 250-500,000 women were raped in the Rwandan Genocide... DV is a global issue.

DISCLOSING/PROTECTION

Did you know that #ClareLaw allows you to ask the police for info on your partner if you feel concerns about your safety? #protectyourself

FINANCIAL ABUSE

- #DV not only causes physical & emotional damage but often results in debt & hardship, causing some women to delay leaving a violent partner
<http://www.family-action.org.uk/standard.aspx?id=9809>

HASHTAGS

#16 Days of Action

#SignthePledge

#16DaysofActionToolkit

