Domestic Violence Awareness Month (DVAM) 2016
Social Media Guide

DVAM social media campaign created by the Center for Advocacy, Response and Education (CARE) at Kansas State University.

Twitter: @KStateCARE
Instagram: @KStateCAREoffice
Facebook: K-State Center for Advocacy, Response and Education
Website: k-state.edu/care

Background:
October is Domestic Violence Awareness Month (DVAM). DVAM is a national campaign that began as a Day of Unity that first occurred in October 1981 by the National Coalition Against Domestic Violence. Since then, it has grown into an entire month with three purposes in mind. 1.) To mourn those who lost their lives due to domestic violence, 2.) To celebrate those who have survived, and 3.) Connect across populations who work to end domestic violence. For more information please consult the National Resource Center on Domestic Violence (NRCDV).

Facts:
- 1 in 3 women will experience domestic violence in their lifetime
- 1 in 4 men will experience domestic violence in their lifetime
- 85% of domestic violence victims are women
- Domestic violence is most likely to take place between 6pm and 6am
- Domestic violence is the leading cause of injury to women—more than car accidents, muggings, and rapes combined
- ½ of all homeless women and children in the U.S. are fleeing from domestic violence
- There are 1,500 shelters for battered women in the United States. There are 3,800 animal shelters.
- Domestic violence occurs among people of all races, ages, sexual orientation, socio-economic status, religious affiliations, occupations, and educational backgrounds.
- Domestic violence is rarely an isolated event.
Twitter-Ready Tweets:

- We’ll be dropping some facts throughout October in honor of Domestic Violence Awareness Month. Join us by using the hashtag #DVAM
- 1 in 3 women & 1 in 4 men will experience domestic violence in their lifetime #DVAM
- There are 1,500 Women’s Shelters in the US. There are 3,800 animal shelters #dvam2016 #ProtectAllWomen
- 85% of domestic violence victims are women #dvam2016 #ProtectAllWomen
- DV is the leading cause of injury to women- more than car accidents, muggings, and rapes combined #SaveWomensLives #DVAM
- Police report that between 40% and 60% of the calls they receive on the night shift are domestic violence disputes #EndDomesticViolence #DVAM
- Domestic Violence is rarely an isolated incident #EndDomesticViolence #dvam2016
- More than 10 million Americans are victims of physical violence annually #dvam2016
- DV is most common among women aged 18-24 and 25-34 #ProtectAllWomen #DVAM
- Physical abuse is used for the purpose of control and the choice is made by only one member of the relationship #DVAM

Centralized hashtags:

#kstate (our school, our community)
#itsonuskstate (unifies K-State’s campaign)
#dvam2016 (Domestic Violence Awareness Month)

Topic hashtags:

#CampusSafety #CampusViolence #CaptureKState #CleryAct #Consent #HealthyRelationships #KnowYourTitleIX #Prevention #Safety #SaVEAct #DomesticViolenceAwareness #ProtectAllWomen #DomesticViolence #Survivor #Survivors #TakeAStand #TheresNoPerfectVictim #Victim #VictimRights #Victims #YesMeansYes #YesAllWomen #NoMore #NoMoreExcuses #DV #SaveWomensLives