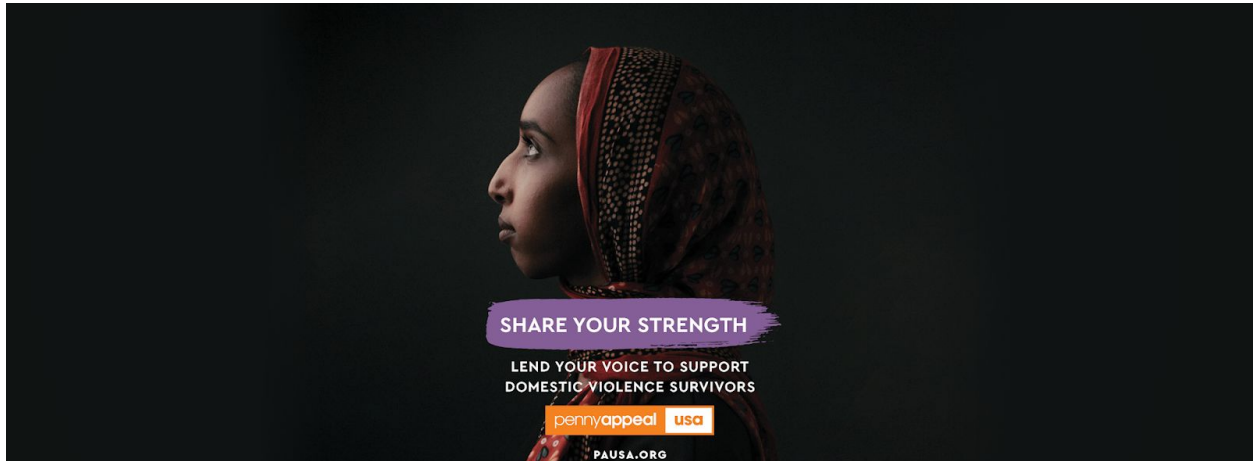


## Social Media Toolkit: Domestic Violence Awareness



**Campaign:** Domestic Violence Awareness

**Copy:** The month of October is Domestic Violence Awareness Month. Our goal is to shed light on those currently facing violence at home and to destigmatize this prevalent issue. Your family, friends, or loved ones may be survivors of domestic violence whether you are aware of this or not. There is a lot we don't understand about domestic violence so this is the perfect time to educate ourselves, empathize, and spread awareness.

**Hashtags:** #ShareYourStrength #DomesticViolenceAwarenessMonth

**Strength Series Campaign:** <http://pennyappealusa.org/strength>

**Shelter Amazon Gift Registry:** [bit.ly/shelter\\_registry](http://bit.ly/shelter_registry)

**Social Media Pages:**

Instagram: <https://www.instagram.com/PennyAppealUSA>

Facebook: <https://www.facebook.com/PennyAppealUSA>

Twitter: <https://twitter.com/PennyAppealUSA>

LinkedIn: <http://linkedin.com/PennyAppealUSA>

## Contact Information:

Phone number: (202) 851-2112

Email: [info@pennyappealusa.org](mailto:info@pennyappealusa.org)



**Data:** When we think of domestic violence, many of us have a narrow vision of what a survivor may look like. Domestic violence is prevalent in every community, and affects all people regardless of age, socio-economic status, sexual orientation, gender, race, religion, or nationality. Below you'll find some eye-opening statistics:

- 1 in 3 women have experienced some form of physical violence by an intimate partner.
- 1 in 4 men have experienced some form of physical violence by an intimate partner.
- African American females experience intimate partner violence at a rate 35% higher than that of white females, and about 2.5 times the rate of women of other races.

- A survey conducted by the Spectrum Institute Disability and Abuse Project found that 70% of respondents with disabilities experienced some form of abuse by an intimate partner.
- 1 in 15 children are exposed to intimate partner violence each year, and 90% of these children are eyewitnesses to this violence.



**Call to Action:** This October, support Penny Appeal USA's domestic violence shelter in honor of a loved one who may be suffering in silence. Help provide safety for women and their children who need a secure place to lay their heads.

**Here are four ways you can fight domestic abuse this month:**

1. Become a part of our Strength Series by posting an image of yourself on social media with an item that makes you feel strong using: #ShareYourStrength

2. Give a monthly gift of \$30 now to provide hygiene kits to survivors in the shelter.

3. Spread awareness about domestic violence and help save a life by sharing our 24-hour domestic violence hotline: (704) 764-1773

**Important Dates & Events:**

***Shelter Shower:*** October 16, 2020

***Barbershop Discussion:*** October 18, 2020

***Purple Thursday/Grand Opening of the Shelter:*** October 22, 2020

**Videos and Photos:**

<https://www.dropbox.com/sh/g992ea47tzmnr9m/AAAzYUS2ozgAPzkrSIZ53UdGa?dl=0>