



# Mayor's Office to End Domestic and Gender- Based Violence

**National Domestic  
Violence  
Awareness Month  
Digital Toolkit**

**October 2019**



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# Introduction

**Thank you for partnering with the Mayor’s Office to End Domestic and Gender-Based Violence (ENDGBV) to raise awareness for Domestic Violence Awareness Month (DVAM).**

**Domestic violence occurs in every part of our city, among people of all races, cultures, religions, and income levels. It can happen to someone regardless of age, gender, or sexual orientation.**

**Every year, across New York City and nationally, we recognize Domestic Violence Awareness Month with vigils, marches, conferences, trainings and outreach events designed to promote awareness of domestic violence and the resources available to survivors.**

**This toolkit is designed to help you spread the word about DVAM. It contains ready-to-use materials for your organization’s social media pages, newsletters, emails, and parts of your agency’s nyc.gov websites.**

**If you have any questions or feedback on this toolkit or DVAM, reach out to the [ENDGBV Communications team](#). We’d love to hear from you!**

# ENDGBV

## Social Media Information

Facebook: [NYC Mayor's Office  
to End Domestic and Gender-  
Based Violence](#)

Twitter: [@nycagainstabuse](#)

Instagram: [@nycagainstabuse](#)

Make sure to tag us on  
social media so that we can  
like and share your posts!

### Download

Twibbon:

[https://twibbon.com/  
support/nyc-go-purple-  
twibbon](https://twibbon.com/support/nyc-go-purple-twibbon)

### Download

graphics:

<http://bit.ly/2ZC5MPc>

Website:

[www.nyc.gov/ENDGBV](http://www.nyc.gov/ENDGBV)

Hashtags:

#DVAM2019 #DVAM  
#NYCHOPE #DVFacts  
#NYCGoPurple  
#AwarenessHelpHope

# Social Media Accessibility

You can make your social media more accessible by including a description for all images.

On Twitter, select “Settings and Privacy” from the dropdown menu next to your profile, then “Accessibility” from the list of settings. Check “Compose Image Descriptions” checkbox to enable this feature, allowing you to add 20-character description to your images, separate from the 280 characters of your actual tweet.

Instagram also supports alt-text. After uploading the photo on Instagram, choose “Advanced Settings” and tap “Write Alt Text.”

Facebook also includes automatic alt-text photo captioning. To check the accuracy or edit the automatic alt-text before posting, choose “Edit Photo,” then click “Alt Text.” This will give you the option to override and edit the generated alt-text.

For more comprehensive social media accessibility practices, please view the [Accessible Social Media Guide](#) written by our colleagues at the [Mayor’s Office for People with Disabilities](#).

# Shareable Visual Content

In the United States,  
an average of



**20 people**  
experience some form of  
intimate partner violence  
per minute.  
This amounts to over 10  
million people annually.

#DVAM2019 #AWARENESSHELPHOPE  
SOURCE(S): National Coalition Against Domestic Violence, 2018 Annual Report  
NYC Mayor's Office to End Domestic and Gender-Based Violence

NYC Mayor's Office to End Domestic and Gender-Based Violence #DVAM2019 #AwarenessHelpHope

**19%**  
of all domestic  
violence incidents  
involve a weapon.



Source(s): National Coalition Against Domestic Violence, 2018 Annual Report

#DVAM2019 #AwarenessHelpHope

**1 in 3 female murder victims and 1 in 20 male murder victims were killed by an intimate partner.**

Intimate partner violence accounts for 15% of violent crimes.

SOURCE(S): National Coalition Against Domestic Violence, 2018 Report  
NYC Mayor's Office to End Domestic and Gender-Based Violence

#DVAM2019 #AwarenessHelpHope

A partner's access to firearms increases the likelihood of intimate partner homicide by

**500%.**



SOURCE(S): National Coalition Against Domestic Violence, 2017 Annual Report  
NYC Mayor's Office to End Domestic and Gender-Based Violence

# Shareable Visual Content

**domestic violence:**  
the willful intimidation, physical assault, sexual assault, emotional manipulation, and/or other abusive behavior as part of a systematic pattern of power and control perpetrated by one intimate partner against another.

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## Domestic Violence

is present in every community and affects all people, regardless of age, socioeconomic status, race, gender, religion, immigration status, or nationality.

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#AwarenessHelpHope  
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**72%** of murder-suicides are committed by an intimate partner.

**94%** of murder-suicide victims are female.

#DVAM2019  
#AwarenessHelpHope  
SOURCES: National Coalition Against Domestic Violence, 2018 Report  
NYC Mayor's Office to End Domestic and Gender-Based Violence

**DID YOU KNOW?**

Only **34%** of people injured due to domestic violence received proper medical care.

#DVAM2019  
#AwarenessHelpHope  
SOURCES: National Coalition Against Domestic Violence, 2017 Annual Report  
NYC Mayor's Office to End Domestic and Gender-Based Violence



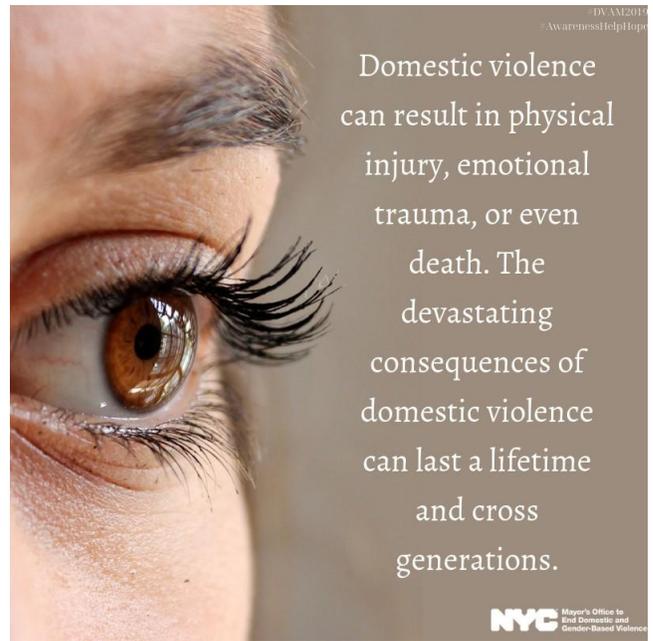
**1 in 15 children**  
are exposed to intimate partner violence every year.

**90% of these children**  
are eyewitnesses to violence.

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#AwarenessHelpHope

**NYC** Mayor's Office to End Domestic and Gender-Based Violence

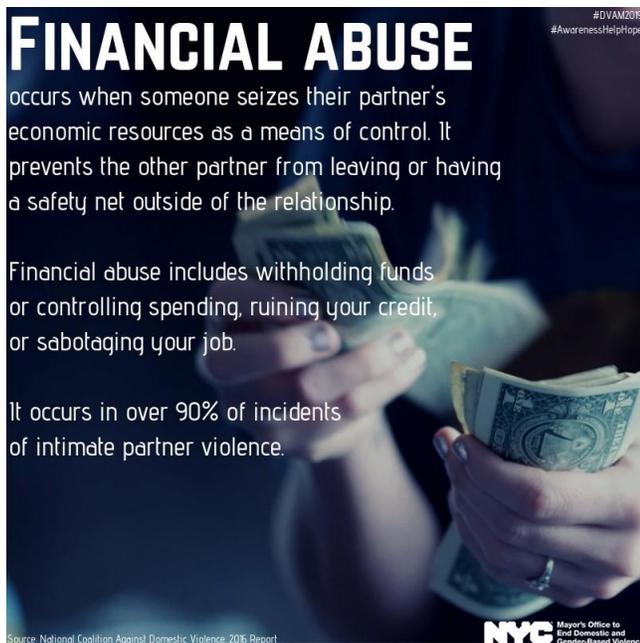
SOURCE(S): National Coalition Against Domestic Violence, 2017 Annual Report



Domestic violence can result in physical injury, emotional trauma, or even death. The devastating consequences of domestic violence can last a lifetime and cross generations.

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**FINANCIAL ABUSE**  
occurs when someone seizes their partner's economic resources as a means of control. It prevents the other partner from leaving or having a safety net outside of the relationship.

Financial abuse includes withholding funds or controlling spending, ruining your credit, or sabotaging your job.

It occurs in over 90% of incidents of intimate partner violence.

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Source: National Coalition Against Domestic Violence, 2016 Report



In the United States, victims of domestic violence lose up to **8 million hours of work annually.**

That's the same as **32,000 full time jobs.**

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#AwarenessHelpHope

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SOURCE(S): National Coalition Against Domestic Violence, 2016 Annual Report

# Shareable Visual Content

1 in 7 women and 1 in 18 men have reporting being **stalked** by a current or former partner.

**Stalking** is the repeated and unwanted surveillance by an individual toward another person in order to harass and intimidate them.

SOURCE(S): National Coalition Against Domestic Violence, 2017 Annual Report.

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**Partners in healthy relationships respond to problems by talking.**

A partner should never turn to controlling or abusive behavior. You have a right to be treated with respect by your partner.

#DVAM2019  
#AwarenessHelpHope

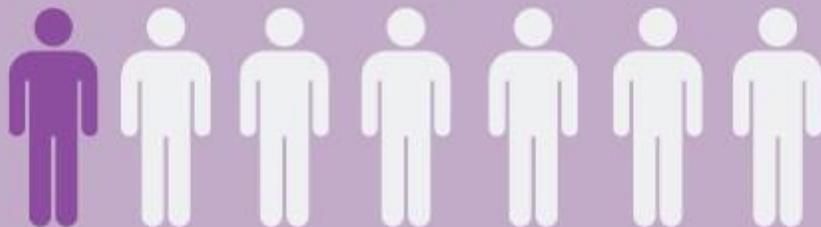
**NYC** Mayor's Office to End Domestic and Gender-Based Violence

## DID YOU KNOW?

At least **1 in 4** women



and **1 in 7** men are victims of intimate partner violence at some point in their life.



Intimate partner violence can be physical, sexual, or emotional, and can also include stalking.

#DVAM2019  
#AwarenessHelpHope

SOURCE(S): National Council Against Domestic Violence, 2018 Report

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# Sample Social Media Posts

October is Domestic Violence Awareness Month. If you or someone you know is experiencing domestic violence, visit [nyc.gov/NYCHOPE](https://nyc.gov/NYCHOPE) to find out how you can get help.

Domestic violence can happen to anyone, regardless of race, class, gender, religion, or citizenship status. You can use the [NYC HOPE Resource Directory](#) to search for community-based organizations that can provide support and services for specific populations, such as LGBTQ+ people, immigrants, people with disabilities, and many more.

Do you know how to help a friend experiencing intimate partner violence? Learn the warning signs of IPV at [nyc.gov/NYCHOPE](https://nyc.gov/NYCHOPE). You could help save a life.

#DVAM started as a single day over 32 years ago, now it's a national campaign. The facts show that we still have more work to do to end domestic violence once and for all.

#DVAM started as a single day over 32 years ago, now it's a national campaign. The facts show that we still have more work to do to end domestic violence once and for all.

Tomorrow is #NYCGoPurple Day! Don't forget to wear purple to show your support for survivors of domestic violence.

# Sample Social Media Posts

No relationship is perfect, but there are some warning signs you shouldn't ignore. Learn the red flags of domestic violence and how to get help at [nyc.gov/NYCHOPE](https://nyc.gov/NYCHOPE).

**#DVFacts** from the Mayor's Office to End Domestic and Gender-Based Violence expose the epidemic of domestic violence. Retweet to raise awareness!

Check out the **#DVAM2019** Calendar to see what events are going on, and discover what can happen when we collaborate, educate, and advocate together.

Add an **#NYCGoPurple** Twibbon to your profile to show your support for survivors of domestic violence this October!

We all play a part in helping to raise awareness about domestic violence. Do your part and support **#DVAM2019** in October!

This October, NYC is going purple for **#DomesticViolenceAwarenessMonth**. Visit [nyc.gov/ENDGBV](https://nyc.gov/ENDGBV) to learn about upcoming vigils, trainings, conferences, outreach events, and more.

# Suggested Promotional Timeline

## Week 1:

*Tell your network that you are supporting ENDGBV to raise awareness for domestic violence and ask your followers to join you.*

- October is Domestic Violence Awareness Month. Join us and [@nycagainstabuse](https://twitter.com/nycagainstabuse) as we raise awareness towards domestic violence and support survivors!
- Domestic violence is an epidemic that we can't fight alone. Visit [nyc.gov/ENDGBV](https://nyc.gov/ENDGBV) to stay in the loop of upcoming events for #DVAM2019.
- For #DVAM2019, add a #NYCGoPurple Twibbon to show your solidarity for survivors of domestic violence.

## Week 2:

*Share facts and statistics surrounding domestic violence and intimate partner violence to your audience. Promote relevant events by sharing the DVAM calendar.*

- Domestic violence can happen to anyone, regardless of race, gender identity, sexuality, nationality, class, or ability, and the facts prove it. Visit [nyc.gov/NYCHOPE](https://nyc.gov/NYCHOPE) to learn how you can provide support to survivors during #DVAM2019.
- The devastating effects of domestic violence can last a lifetime and cross generations.
- Visit [nyc.gov/ENDGBV](https://nyc.gov/ENDGBV) to find out what events are happening during #DVAM2019.

# Suggested Promotional Timeline

## Week 3:

*Share standard calls to action with your audience about services offered by ENDGBV, such as our Family Justice Centers in all five boroughs and the NYC HOPE Resource Directory.*

- Domestic violence can happen to anyone, regardless of race, gender identity, sexuality, nationality, class, or ability, and the facts prove it. Visit [nyc.gov/NYCHOPE](https://nyc.gov/NYCHOPE) to learn how you can provide support to survivors during #DVAM2019.
- There are five Family Justice Centers in New York City, one in each borough. FJCs provide legal assistance, counseling services, safety planning, and more to survivors of domestic and gender-based violence. Visit [nyc.gov/NYCHOPE](https://nyc.gov/NYCHOPE) or call 311 to find your nearest FJC.
- The devastating effects of domestic violence can last a lifetime and even cross generations. If you know someone who is affected by domestic violence in any way, visit [nyc.gov/NYCHOPE](https://nyc.gov/NYCHOPE) to learn how you can support them and help them find the support they need to continue their life.
- Visit [nyc.gov/ENDGBV](https://nyc.gov/ENDGBV) to find out what events are happening during #DVAM2019.

## **Week 4:**

*Use this week as an opportunity to spread the word about the upcoming outreach events leading up to NYC Go Purple on Thursday, October 24<sup>th</sup>.*

- It's not too late to add a #NYCGoPurple Twibbon to your profile! Click here to decorate your profile in honor of domestic violence survivors: <https://twibbon.com/support/nyc-go-purple-twibbon>
- This Friday, don't forget to wear purple for #NYCGoPurple Day and show your solidarity for survivors of domestic violence!

## **Week 5:**

*For the final week of DVAM, reaffirm your commitment to fighting domestic violence and supporting survivors, even after the month is over.*

- While #DVAM2019 may be coming to an end, the fight against domestic violence is a year-round one. Continue to show your support and educate others all year long.
- The facts show that domestic violence is an epidemic that must be tackled through education, awareness, and compassion. Remember to stand in solidarity with survivors year-round.