

Week Without Violence Campaign 2020 Social Media Brief



WOMEN'S HEALTH
IN THE NORTH

Week Without Violence

The Week Without Violence (WWV) is a global campaign to end violence against women. The campaign occurs in the third week of October, each year. This year it will be held 18-24 October.

Since 1999, the northern metropolitan region has had a proud history of participation in the WWV, primarily through the Clothesline Project, which focuses on raising awareness about family violence.

WWV Campaign 2020

During COVID-19, a Social Media Campaign is planned with the key message that as a community, we stand united with victim survivors of family violence during this time.

This brief is for professionals who would like to use their organisation's social media platforms to promote the WWV Campaign.

As well as the Social Media Campaign, participants can add a photo of their messaged T-shirt to a virtual Clothesline, sharing messages against family violence across multiple social media platforms.

This year's campaign has been organised by the NIFVS Team in collaboration with the Local Family Violence Network Conveners in the region.

The Clothesline Project

The Clothesline Project is a popular WWV activity for victim survivors and their supporters to participate in. The concept is simple: each participant expresses their feelings about family violence, using words and/or artwork on a T-shirt.

To support participation while in lockdown, a [paper T-shirt template](#) is available to download.

Find out more about what participants can write, draw or [paint on their T-shirt](#).

Find out about other ways to involve participants in the [Week Without Violence Campaign 2020](#).

Social Media Campaign Resources

Campaign champions are encouraged to:

- Share the social media tile on Twitter, Facebook and Instagram alongside key messages.
- Upload photos of T-shirts to personal or organisational social media alongside key messages.
- Share photos of T-shirts with the NIFVS Team at info@whin.org.au for a region-wide promotion on social media and through the NIFVS eNews and website.

Add these hashtags:

#WWV #NorthernVoicesAgainstFV

Link to the [NIFVS Week Without Violence Webpage](#).

Key Messages

Tweets for Every Day of WWV

- **Monday 19 October**

This is the Week Without Violence. During COVID-19, together we stand united against family violence.

Tuesday 20 October

Family violence is serious, prevalent and preventable. COVID is no excuse for family violence.

- **Wednesday 21 October**

During COVID-19, victim survivors are not alone. We stand united against family violence.

- **Thursday 22 October**

During lockdown there has been an increase in the frequency and severity of violence against women in Victoria. COVID is no excuse for family violence.

Friday 23 October

- Everyone deserves to live safe and free from family violence during COVID-19. We stand united against family violence.

Other Suggested Tweets

- In the NMR, 10,388 incidents of family violence were reported by female victim survivors in 2019. We stand united against family violence during COVID.
- Family violence is the leading cause of death and disability in women aged 15-45 years. COVID is no excuse for family violence.
- Family violence is the biggest contributor to women's ill health including poor mental health. We stand united against family violence during COVID.

Facebook Posts

- During COVID-19, we stand united with victim survivors of family violence. During Victoria's lockdowns there has been an increase in the frequency and severity of violence against women. Family violence takes a profound and long-term toll on women and children's health and wellbeing, on families and communities, and on society as a whole.
- During COVID-19, we stand united with victim survivors of family violence. Family violence is the leading cause of death and disability in women aged 15-45 years and is the biggest contributor to women's ill health including poor mental health. Services are available to help. Access Multi-language posters about support services in the northern metropolitan region. <https://www.nifvs.org.au/resources/nifvs-resources/posters/>

Social Media Tile

The following tile can be used on Twitter, Facebook, Instagram and for an e-signature. Make sure you link the image to the Week Without Violence webpage at <https://www.nifvs.org.au/event-directory/week-without-violence>.

Twitter

JOIN THE WEEK WITHOUT VIOLENCE CAMPAIGN

18-24 OCTOBER 2020

#WWV
#NorthernVoicesAgainstFV

COVID is no excuse for family violence

- Draw your message on a T-shirt
- Post a photo on social media
- Share the campaign



Facebook

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Instagram

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e-signature

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