

MEDIA TOOLS

Leverage your Week Without Violence campaign as an opportunity to engage with your community in traditional and social media.

When you draft a well-written piece to inform the public about gender-based violence and racial justice issues, you can help inform and influence public opinion on issues that are important to you. People typically do this through letters to the editor or op-eds. Elected officials also often search newspapers from their home districts for mentions of their name. Use this opportunity to educate your elected officials about the importance of addressing gender-based and racial violence in your community, and the actions they can take to support this work. Use the chart below to help you decide which vehicle will best help you spread your message, then use the tips below and the [letter to the editor](#) template to get started!

	OP-ED	LETTER TO THE EDITOR
TOPIC	REGARDING A GENERAL ISSUE	IN REPOSE TO AN ARTICLE OR EDITORIAL
PLACEMENT	PUBLISHED OPPOSITE THE EDITORIAL PAGE	PUBLISHED ON THE EDITORIAL PAGE
PURPOSE	MORE THOROUGH ANALYSIS	BRIEF RESPONSE
LENGTH	500-800 WORDS	150-200 WORDS
FOCUS	STAY RELEVANT AND ON TOPIC	STAY RELEVANT AND ON TOPIC

TIPS FOR WRITING A LETTER TO THE EDITOR OR OP-ED

- **Research the Guidelines.** Check the publication’s website for guidelines on letters to the editor (LTE) or op-eds to make sure your piece satisfies length and formatting requirements. Most papers have a length limit on LTEs and op-eds. LTEs are usually 250 words or less. Op-eds are usually around 700 words, though this varies by outlet. Send your letter to the specific contact listed for your purpose (typically via e-mail or through an online form).
- **Keep it concise.** For a letter to the editor, focus on just one major concept or idea and limit it to 150 to 200 words. For an op-ed, focus on one or two major concepts or ideas and limit it to 500-800 words.
- **Assume nothing and keep it simple.** Remember, not everyone will have read the piece you are referencing or be familiar with your topic. Write clearly and avoid acronyms and jargon.
- **Keep it relevant and relatable.** Write about an event in the news or piece that was recently published and cite the article. Explain how your topic impacts your community — readers are more interested in an issue when they see how it affects their lives and communities.

- **Identify yourself as part of YWCA.** Most papers prefer printing opinion articles written by a local authority or community leader. Signing your LTE or op-ed as an YWCA leader or member with expertise on the topic may make it more likely to be chosen.
- **Clarify your expertise.** Someone with a closer-than-normal perspective on the issue is an expert. This may include a local lawyer discussing the impact of a Supreme Court nomination or a teacher discussing how cuts in education translate into the day-to-day situation in her classroom. **Include your name, address, and phone number, as well as any relevant degrees or titles to demonstrate your qualifications to the media.**
- **Avoid form letters.** While we provide templates to help you get started, do not send the same letter to two competing papers in the same circulation area or many copies of an identical letter to a single paper.
- For a letter, **open with a sentence that includes the title of the article or editorial you are responding to and the date the piece was published.** State your thoughts on the article, editorial, or recent event. You can express disagreement, contribute to the discussion by offering information, or point out inaccuracies in an article.
- **Close with a call to action.** Encourage your federal legislators to co-sponsor the Voting Rights Advancement Act or other important legislation! You should tailor that call to the topic you're writing about.
- **Don't make personal attacks.** Avoid emphasizing that a reporter, editor, expert, or other individual was wrong.
- **Have someone review your writing** to make sure it is clear and effective.
- For a letter to the editor, it's important to **write and submit your letter as quickly as possible so it is still relevant.** If you are responding to an original article, you should submit your letter between 24-48 hours after publication. Send your letter by email to avoid time delays.
- **Follow up for op-eds.** It is vital to call the paper after an op-ed is submitted to verify that the opinion page editor received your e-mail and to pitch your topic in order to increase interest. With larger papers, you might want to wait a day after submitting. With smaller papers, you can call within a couple hours. LTEs do not require a follow-up.
- If relevant, **you may also want to send a copy of your letter or op-ed to your elected official's local office** if it is published.



SOCIAL MEDIA TOOLS

Social media is a powerful tool for raising awareness, educating your followers, engaging your legislators, and building community. Please use these social media tools as a resource as you participate in Week Without Violence 2021.

GENERAL TIPS FOR USING SOCIAL MEDIA

- **Be authentic:** Determine a tone for your brand and stick to it. Make sure to be personable and use humor where appropriate. Instead of simply broadcasting information, try to speak as one individual to another individual or group of individuals.
- **Stay Focused:** Those who follow you on social media have certain expectations about your priorities, the content you will post, and the way you will post it. Straying too far from these expectations will lose their trust.
- **Be dependable:** Share quality content from trusted sources and avoid amplifying content from unreliable sources. Being dependable also means you should post to your social media platforms on a regular basis. Regularly sharing quality, reliable content establishes you as a trusted source of important information to your followers and community.
- **Be social:** More than anything social media is about, well, being social. Sharing, commenting, and liking other's posts can start new conversations or allow you to join in current conversations. The more you engage with your followers, the more they will understand that your priorities are their priorities too.

TWITTER

What You Can Do:

- Follow @YWCAUSA and other anti-gender-based violence (GBV) or racial justice organizations, activists, advocates, and agencies on Twitter.
- Retweet tweets that you like about racial justice, eliminating gender-based violence and supporting survivors, including barriers to survivors' voting rights.
- Tweet at your elected official about supporting survivors, ending gender-based violence, and declaring racism a public health crisis.

Best Practices:

- **Less is more:** Tweets that don't use all 280 characters get more traction.
- **Use the right hashtags:** If you're not using hashtags, it's as if you're talking to a brick wall—don't let that happen! Check out the tips below for hashtags to use during WWV2021 to be part of the conversation. TIP: Don't forget to check for local hashtags. Sometimes state and local events (such as elections or monthly events like Domestic Violence Awareness Month) will create their own hashtags. Search for those to join in to amplify your WWV message.

- **Make it visual:** Tweets with photos can get a 150% increase in retweets! Try to attach a photo to a tweet whenever possible. Check out our [sharegraphics](#) for some WWV-specific graphics, or, even better, use photos from your own WWV events for a more personal touch.
- **Make it a conversation:** Don't just tweet. Favorite and reply to tweets that you find relevant and interesting. If you want to add a thought when retweeting, select "Quote Tweet" to add your comment above the original tweet on your feed.
- **Key influencers, community collaborators, and members of the media:** Make sure to follow key accounts in the anti-GBV space both nationally and locally. It's important to reach out to these people and organizations directly about your work; the goal, of course is for them to engage and to share your message.
- **Elected officials:** Elected officials are often highly active on Twitter, so tweeting officials with your message (asking them to take action on a policy proposal or piece of legislation) is a great way to interact.
- If your tweets begin with a twitter handle, use a period before the handle if you want all of your followers to see it.
 - **Example:** .@congressmember please co-sponsor and vote for the Violence Against Women Reauthorization Act of 2021.

FACEBOOK

What You Can Do:

- Like @YWCAUSA and other anti-GBV or racial justice organizations, activists, advocates, and agencies on Facebook. To see YWCA's latest updates in your newsfeed, click the "Follow" button at the top of the page and choose, "See First" from the drop-down menu.
- Share posts that you like about eliminating gender-based violence and supporting survivors, including barriers to survivors' voting rights.
- Post about Week Without Violence, ending gender-based and racial violence, and declaring racism a public health crisis on your own or your elected official's Facebook wall.

Best Practices:

- **Keep it really short:** Facebook users are most likely to interact with content that is brief and concise. Posts of up to just 40 characters—a few words or a short sentence—generate the highest levels of engagement.
- **Make it visual:** Attaching a photo to Facebook leads to an 87% rate of engagement by followers! Try to attach a photo to Facebook posts whenever possible and avoid text-only posts. Check out our [sharegraphics](#) for some WWV-specific graphics, or, even better, use photos from your own SAR events for a more personal touch.

- **Use popular hashtags:** Check out the tips below for hashtags to use during WWV2021 to be part of the conversation. TIP: Don't forget to check for local hashtags. Sometimes state and local events (such as elections and Domestic Violence Awareness Month) will create their own hashtags. Search for those to join in to amplify your WWV message.
- **Make it a conversation:** Don't just post. Comment on and share posts from other individuals, organizations, and elected officials that you find interesting.
- **Tag key influencers, community collaborators, and members of the media:** Make sure to tag relevant people and organizations (including YWCAUSA!) in your posts.
- **Elected officials:** Elected officials are also often active on Facebook, so posting on the Facebook pages of elected officials with your message (asking them to act on a policy proposal or piece of legislation) is a great way to interact.

KEY TACTICS FOR WWV 2021

- **Promote:** Announce your participation to your followers! Tell everyone that you're participating in Week Without Violence and why. Encourage others to support your advocacy efforts via social media. Add the event hashtag – #WWV20 – to your posts and share the provided graphics and facts. Invite others to join you by sharing the Week Without Violence website: www.YWCAWeekWithoutViolence.org.
 - **Starting August 13:** Use the Week without Violence graphics to spread the word that you'll be participating in Week Without Violence this fall! Post a tweet with one of the graphics to highlight the work that you do to prevent and address gender-based and racial violence in your community. Add our Week Without Violence hashtag, #WWV21.
 - **Monday, October 18 through Saturday, October 23:** Post tweets, graphics, and photos of your Week Without Violence activities and events. If you schedule a tour of your facility or other event with your legislator(s), post a photo with your Member of Congress and/or their staff. Include a “thank you” message.
 - **Week of October 25:** Follow-up and reflect on your Week Without Violence successes and share them across your social media platforms.
- **Educate:** Issue education is vital when it comes to public policy. Use the sample social media posts below and fact sheets in your toolkit to share information about gender-based violence in our country. Share statistics, data, and stories, as well as relevant research, news articles, blog posts, and other related content – there is a wealth of information out there! Write about how gender-based and racial violence have affected your community or the people you serve. Share how VAWA and FVPSA programs help the women, children, and families you serve. Share how racism affects public health, the importance of declaring racism a public health crisis, and taking steps to dismantle systemic racism.

- **Calls to Action:** Tweet at or tag your legislators to implore them to reauthorize VAWA and FVPSA, key legislation that supports survivors and promotes safety. You can also provide their contact information and urge your followers to do their part and contact their legislators, as well.
- **Engage your followers:** Encourage your friends and followers to participate in Week Without Violence by sharing why it's important to end gender-based and racial violence, using the event hashtag (#WWV21), contacting your legislators, and calling for others to get involved. Retweet partner organizations and tag them in relevant posts. Encourage them to retweet and share with followers and remind folks to contact their legislators. Week Without Violence is a movement that everyone is welcome to join!
- **Keep it short:** Facebook and Twitter offer quick and easy ways to engage members of your community and share critical messages widely. Keep it short! Think of a tweet or post like a headline. It should draw a reader's eye but leave them wanting to know more. Tweets can be no more than 280 characters and Facebook wall posts or status updates can be several sentences, so it's best to be concise.
- **Follow "high-level" Twitter accounts and Facebook pages:** Look for other nonprofits, violence prevention advocates, agencies in your community or state, media, and lawmakers. Follow, friend, or like them and many organizations will follow, friend, or like in return, or retweet or re-post your information.
- **Show:** Use the [sharegraphics](#) in your online toolkit, snap photos at event(s), ask staff and volunteers to briefly explain why they're working to end gender-based and racial violence in short videos/graphics, and more! When possible, show, don't tell.

HASHTAGS

One universal hashtag helps unite us and keep our message consistent, unified, and cohesive throughout Week Without Violence, and helps us track the yearly campaign. **Please use the hashtag #WWV21 for anything on social media related to Week Without Violence.** If you'd like, please feel free to add other hashtags, such as #WorkAgainstViolence, #endGBV, #endDV, and #RacismIsAPublicHealthCrisis, as well as #DVAM, #VAWA4ALL, and #FVPSA.

GRAPHICS

Share the official [sharegraphics](#) (located in the online toolkit) on your social media platforms to further amplify our message, encourage engagement, heighten awareness about gender-based violence, and encourage participation in Week Without Violence.

If you create some great sharegraphics or original photos that you love, please feel free to share them with us! We always enjoy amplifying and sharing great images and work from the network.

CUSTOMIZABLE SIGNS & SELFIES

Help us spread the word about [Week Without Violence](#) and show why you're committed to ending violence by taking a photo/selfie with a customizable sign! Here's how:

- Download and print one of our [signs](#), which have the following prompts:
 - A world without violence looks like:
 - Ending gender-based violence is important because:
 - I stand with survivors because:
- Fill out a sign with your thoughts!
- Take a picture with your sign. Check out the end of this toolkit for tips for taking a good photo.
- Share the picture to your social media using the hashtag #WWV21, and tag 5 friends or organizations challenging them to do the same!

Your photo can be serious or smiling, include your face or just show your hands holding the sign, and it can even include multiple people, each holding their own sign! It's up to you!







Here are some examples featuring a YWCA USA staff member:

[Insert Pictures/Examples]

SAMPLE SOCIAL MEDIA POSTS

Share your photo(s) to social media using any of the following sample content or draft your own! Be sure to use the hashtag #WWV21 and tag YWCA USA on [Twitter](#), [Facebook](#), and/or [Instagram](#), and then tag 5 friends or organizations encouraging them to take their own Week Without Violence photo.

- Not all violence is acknowledged and responded to equally. That's why I'm joining @YWCAUSA's #WeekWithoutViolence campaign to end gender-based and racial violence. #WWV21 [bit.ly/33SBTdt](#) [\[insert photo\]](#)
- I'm joining @YWCAUSA's #WeekWithoutViolence campaign because I want to raise awareness about ending gender-based and racial violence. Won't you join us? Share your selfie and visit [bit.ly/33SBTdt](#) to learn more. #WWV21 [\[insert photo\]](#)
- Together, we can continue to raise awareness about gender-based violence and racial trauma, and the importance of supporting survivors. Post your #WWV21 selfie and share your thoughts to help raise awareness and inspire others. [bit.ly/33SBTdt](#) [\[insert photo\]](#)
- Everyone deserves to be safe and free from violence. That's why I'm joining @YWCAUSA's #WeekWithoutViolence campaign to end gender-based and racial violence. #WWV21 [bit.ly/33SBTdt](#) [\[insert photo\]](#)

- Working to end gender-based and racial violence is crucial, and I believe each of us must keep doing our part until we achieve a world without violence. I'm proud to join @YWCAUSA's #Week Without Violence campaign. Learn more: bit.ly/33SBTdt #WWV21 
- To me, a world without violence looks like . I stand with @YWCAUSA and their global sisters, and their mission to end gender-based and racial violence around the world. #WWV21 bit.ly/33SBTdt 
- Ending gender-based violence is important to me because . I stand with @YWCAUSA to #EndGBV. #WWV21 bit.ly/33SBTdt 
- Everyone deserves justice and equity. That's why I'm joining @YWCAUSA's #WWV21 campaign to eliminate gender-based and racial violence. Join us for #WeekWithoutViolence: bit.ly/33SBTdt #WWV21 

TIPS FOR YOUR WEEK WITHOUT VIOLENCE CAMPAIGN PHOTO

Take the photo in an area that is well-lit. Natural light is best, but indoors is fine as long as there is enough lighting. Avoid back-lit settings that can cause dark photos. Avoid pointing your camera directly into a source of light.

- Make sure your camera lens is clean!
- If you are taking a group shot, make sure everyone's faces are visible.
- Make sure your handwriting is legible on the sign, and if possible, use a bold, thicker writing tool when writing your answer.
- Please don't display any shirts or signage that support or negate a political party or candidate. (YWCA USA is a 501c3).

DEVELOPING YOUR SOCIAL MEDIA POSTS

Use some of these prompting questions to help craft your social media posts that are specific to your YWCA and your community. Remember: we are aiming to show the impact of gender-based violence and institutional racism in your community and the importance of the work your YWCA does to prevent and eliminate that racism, as well as the importance of legislative and other action from decisionmakers.



- How many women, girls, and families in your community are impacted by gender-based violence or structural and institutional racism?

- What will you be doing this Week Without Violence to highlight the need to prevent and end gender-based and racial violence?
- Do you provide service(s) to victims and survivors of gender-based violence? What do you want legislator(s) to know about the service(s) you are able to provide because of VAWA and/or FVPSA policies and programs?
- What need(s) do VAWA and/or FVPSA address in your community? Why are they critical?
- Do you receive VAWA and/or FVPSA funding? What do you want your legislator(s) to know about the services you provide through this funding?
- What is the degree of unmet need for domestic violence services in your state? (You can use YWCA's new interactive [Data Map](#) to find this information.)
- We know you have some impactful stories. How have VAWA and/or FVPSA changed lives in your community? How will Declaring Racism a Public Health Crisis impact your community?

SAMPLE SOCIAL MEDIA

Remember to tweet at or tag your legislator(s)' Twitter handle when possible! You can do so by including their Twitter handle in your tweet or tagging them in a photo or [sharegraphic](#). If you are including their Twitter handle at the beginning of your tweet, be sure to include a period (“.”) beforehand so your tweet will appear publicly on Twitter.

PROMOTIONAL: To be used in advance of Week Without Violence

- Announce your participation
- Encourage others to join in
- Share images, facts, news articles, blog posts, etc. about gender-based and racial violence
- Share information about Week Without Violence and direct people to the website
- If you will be hosting an event(s) in your community, share information and facts about the upcoming event

Facebook:

We are so excited for YWCA's upcoming Week Without Violence, taking place October 18-23, when we will join others around the country to raise awareness, support survivors, and make calls to action to end gender-based violence and racial violence. Learn more and join us at bit.ly/33SBTdt

Twitter:

We are #OnAMission to #WorkAgainstViolence and #EliminateRacism. Join us for #WeekWithoutViolence, October 18-23 bit.ly/33SBTdt #WWV21

Gender-based and racial violence impacts the lives of countless women & families across the country. Let's work to end it: bit.ly/33SBTdt #WWV21

#DV, sexual assault, trafficking, stalking & more impact women & girls of all backgrounds. It's long past time we end this culture of violence. Join us for #WeekWithoutViolence: bit.ly/33SBTdt #WWV21

Week Without Violence is October 18-23. I'm joining @YWCAUSA to #WorkAgainstViolence. Will you join us? bit.ly/33SBTdt #WWV21 #WeekWithoutViolence

WEEK WITHOUT VIOLENCE: To be used throughout Week Without Violence, October 18-23

- Share images, facts, news articles, blog posts, etc. about gender-based violence
- Interact with others using the hashtag
- If you are hosting an event(s) in your community, upload and share content in real time
- Contact your legislators and ask them to support legislation that supports survivors and promotes safety
- Participate in YWCA USA-hosted social media events (more information to come!)

Facebook:

- We are proud to participate in YWCA's annual Week Without Violence. Join us as we fight to end gender-based and racial violence. Visit bit.ly/33SBTdt to learn more.
- I am proud to join YWCA and others across the country for Week Without Violence. As the largest network of domestic and sexual violence service providers in the country, YWCA supports policies that protect survivors, promote safety, and ensure economic security and stability for victims of gender-based violence. This week, join us as we raise awareness, support survivors, and advocate for critical policies. bit.ly/33SBTdt
- Women of all backgrounds and identities disproportionately bear the burden of gender-based violence, and it is important to recognize the diverse experiences of survivors. LGBTQ+ people, women and girls with disabilities, communities of color, veterans, and those with multiple marginalized identities are just some of the groups that are at heightened risk for violence, and who often face greater barriers to safety and accessing resources and support. This week, I am joining YWCA and others for Week Without Violence, to elevate stories, share information, and raise awareness about gender-based and racial violence. Please join us: bit.ly/33SBTdt
- The Violence Against Women grants are critical for our domestic violence programs. Without this funding, [describe the impact e.g., we would struggle to keep our women's shelter open]. [Tag your legislator(s)]: Please support women and families by ensuring that we don't lose these vital funding streams.
- The Family Violence Prevention and Services Act (FVPSA) supports 28 YWCAs across the country to provide preventive and support services to children and families. At YWCA [your local association], we provide [names programs or services supported by FVPSA funding], which have resulted in [describe the outcome and successes of your local YWCA's efforts]. By

working as a community, we will ensure that women, children, and their families are afforded a safe harbor with comprehensive services to help them heal and thrive. bit.ly/33SBTdt

- Racism operates on systemic, institutional, and interpersonal levels, all of which operate throughout time and across generations. It's time to dismantle racism in [CITY/COUNTY], starting with a resolution to declare racism a public health crisis. Visit bit.ly/33SBTdt to learn more.
- Health and racism are inextricably linked in [CITY/COUNTY], harming individuals and communities of color, including unequal access to quality education, livable wages, healthy food, affordable housing, and safe transportation options. Racism is a public health crisis. Please join us: bit.ly/33SBTdt

Twitter:

PROMOTE:

#WeekWithoutViolence 2021 starts today! Join us and @YWCAUSA in our commitment to ending gender-based violence: bit.ly/33SBTdt #WWV21 #EndGBV #EndDV

This week is #WeekWithoutViolence, a campaign by @YWCAUSA to end gender-based violence and racism. Join us as we raise awareness bit.ly/33SBTdt #WWV21 #EndGBV #EndDV

This week is @YWCAUSA's annual #WeekWithoutViolence. Tell us: why is it important to #WorkAgainstViolence? #WWV21 bit.ly/33SBTdt

EDUCATE:

#DomesticViolence overwhelmingly impacts women, regardless of socioeconomic background, sexual orientation, race, or religion. #WWV21 #EndDV bit.ly/33SBTdt

Gender-based violence impacts 1 in 4 women in the U.S. On average, more than 3 women are murdered by their partners every day. #WWV21 #EndGBV bit.ly/33SBTdt

.[Tag your legislator(s)]: We rely on #VAWA to support much of our programming and services for women and families. bit.ly/2PD0Hmj #WWV21 #VAWA4ALL

1 of every 4 homeless women is homeless because of violence committed against her. #WWV21 bit.ly/33SBTdt

#DYK: In America, someone is sexually assaulted every two minutes. #WWV21 bit.ly/33SBTdt

Because of #VAWA and #FVPSA, more survivors are able to seek and receive help from community service agencies and the criminal justice system. #WWV21 #VAWA4ALL bit.ly/33SBTdt

In the U.S., 1 in every 3 young girls is a victim of physical, verbal, or emotional abuse. #WWV21 bit.ly/33SBTdt

Victims of violence often face many barriers to accessing resources & safety. This is even more pronounced among #WOC. #WWV21 bit.ly/33SBTdt

Native Americans are victims of rape or sexual assault at more than double the rate of other groups. #WWV21 bit.ly/33SBTdt

#DomesticViolence is the #1 cause of death for Black women between the ages of 15-35. #WWV21 #DV bit.ly/33SBTdt

#AAPI is an extremely diverse group, and the reality is that language is often a barrier to accessing safety & resources for AAPI victims of gender-based violence. #WWV21 #EndGBV bit.ly/33SBTdt

In a study, 48% of Latinas reported that their partner's violence against them increased since immigrating to the U.S. #WWV21 bit.ly/33SBTdt

Women with disabilities are at greater risk for violence, experience it more severely, and face more barriers to support. #WWV21 bit.ly/33SBTdt

Staggering. 80% of women with disabilities have been sexually assaulted. #WWV21 bit.ly/33SBTdt

Multiple studies indicate the over 50% of transgender people have experienced sexual assault in their lifetime. #WWV21 bit.ly/33SBTdt

94-99% of #DomesticViolence survivors have also experienced economic abuse. #WWV21 #DV bit.ly/33SBTdt

This is the reality in America: #DomesticViolence is a public health epidemic. #WWV21 #DV bit.ly/33SBTdt

#GBV, #IPV, and trauma have negative health consequences on survivors that can be seen and felt long after violence has stopped. #WWV21 bit.ly/33SBTdt

The effects of gender-based violence are often compounded by racism, poverty, and access to healthcare. #WWV21 #GBV bit.ly/33SBTdt

Studies indicate that women in abusive relationships have much higher rates of developing health issues. #DomesticViolence IS a women's rights and health care issue. #WWV21 #GBV bit.ly/33SBTdt

Abusers are increasingly using technology to monitor, harass, and abuse, making it harder for survivors to find safety. #WWV21 bit.ly/33SBTdt

Survivors need enhancements like those in #VAWA and #FVPSA. [Tag your legislator(s)]: please support #VAWA4ALL and #FVPSA in the Senate! #WWV21 bit.ly/33SBTdt

Nearly half (49%) of women are worried about being believed when reporting sexual harassment, sexual assault, or #DomesticViolence. #WWV21 #DV bit.ly/33SBTdt

#GenZ women are more likely than other age cohorts to be very worried about gender-based violence. #WWV21 bit.ly/33SBTdt

The trauma of #GBV can have negative consequences on all aspects of women's lives. Women who have been sexually harassed at work within the last year have more worries than women who have not. #WWV21

Racism is a risk factor for toxic stress, a root cause of some of the most harmful, persistent, and expensive health challenges for our nation. #RacismIsAPublicHealthCrisis #WWV21 @YWCAUSA

INSPIRE:

I'm #OnAMission to end gender-based and racial violence because everyone deserves to be safe. Join me: bit.ly/33SBTdt #WWV21 #EndGBV #RacismIsAPublicHealthCrisis

I believe that together, we can end gender-based and racial violence. Join me: bit.ly/33SBTdt #WWV21 #EndGBV #RacismIsAPublicHealthCrisis

We #WorkAgainstViolence all year long. Help us keep the momentum going by donating today: [\[link to your local YWCA donation page\]](#) #WWV21

Join us for a march to end violence against women this Friday at 7:30 pm. Volunteers needed! #WWV21 #endGBV #RacismIsAPublicHealthCrisis

We just posted a new action alert! Email Rep. [NAME] to support #VAWA4ALL

We're proud to stand hand in hand with our YWCA sisters in the call for #RacialJustice: in our communities, in our policing, in our public health. We must recognize that #RacismIsAPublicHealthCrisis and work together to end it. #WWV21 bit.ly/33SBTdt

Everyone deserves to be safe and free from violence. Join us during our annual #WeekWithoutViolence, happening October 18-23, as we raise awareness and advocate for the resources survivors and communities need to build the flourishing futures they deserve. bit.ly/3wJtPcQ

Too often, communities of color are expected to endure the compounding trauma of police violence, racism in public health, and the shadow pandemic of gender-based violence, exacerbated by the #COVID19 crisis. During #WeekWithoutViolence 2021, we're pursuing our intersectional mission to #EliminateRacism and #EmpowerWomen by shining a spotlight on the increased risk of gender-based violence to communities of color and renewing our collective commitment to addressing both domestic and systemic violence. Join us: bit.ly/3wJtPcQ

SHOW:

Why are we #OnAMission to end gender-based and racial violence? Find out: [\[link to impact story\]](#). #WWV21

Our team at today's Week Without Violence event. Together, we are #OnAMission to #EndGBV and declare #RacismIsAPublicHealthCrisis [\[share photo\]](#). #WWV21

WATCH: Why I #WorkAgainstViolence [\[share an original video\]](#) #WWV21

Tune into @kabc, Wed 10/16 at 7 am to see how Martha got back on her feet after leaving a violent relationship. #DomesticViolence #WWV21 #EndDV

FOLLOW UP: To be used after Week Without Violence

- If you hosted an event(s) in your community, post a recap or share more content about the event
- Reflect on Week Without Violence in your posts, thank people for participating, and encourage everyone to continue to work against violence
- Thank your attendees and your followers for joining you.
- Show or tell how you will continue to work against violence throughout the year.

Facebook:

Thank you to everyone who participated in this year's Week Without Violence. Whether it was through sharing stories on social media, supporting survivors, talking to policymakers, or hosting an event, your work and engagement helped us collectively raise our voice about gender-based violence. This week might be over, but together, we made it clear that we must all continue to work to end gender-based violence and racism. You have the power to help YWCA in our mission to #EliminateRacism, #EmpowerWomen, stand up for social justice, help families, and strengthen communities.

Twitter:

Gender-based violence and racism are public health issues as well as moral ones. #WeekWithoutViolence might be over, but our work won't stop. Join us in declaring #RacismIsAPublicHealthCrisis: bit.ly/3wJtPcQ #WWV21

We are committed to ending gender-based and racial violence and continuing to support survivors. Today, tomorrow, and every day. #WWV21 #EndGBV #RacismIsAPublicHealthCrisis

Thanks for participating in Week Without Violence! The work continues, and together, we can end gender-based and racial violence. #WWV21 #EndGBV #RacismIsAPublicHealthCrisis