

Week Without Violence Campaign 2021 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 2021

The theme for 2021 is: 'Connect, Listen, Believe: Contribute to healthy, happy families in our communities'.

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

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

The campaign has been organised by [the Northern Integrated Family Violence Service Partnership \(NIFVS\) Team](#) in collaboration with the Local Family Violence Network Conveners, neighbourhood houses and libraries 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 service users and community members in the [Week Without Violence Campaign 2021](#).

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 this hashtag: #WWV

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

Key Messages

Tweets for Every Day of WWV

- **Monday 18 October**
This is the Week Without Violence. Together we can end family violence.
- **Tuesday 19 October**
Join the Week Without Violence campaign and contribute to healthy, happy families in our communities.
- **Wednesday 20 October**
I've joined the Week Without Violence campaign. Everyone deserves to feel safe and respected.
- **Thursday 21 October**
During the Week Without Violence, it is a reminder to connect, listen, and believe people who talk about their experience of family violence.
- **Friday 22 October**
If you or someone you know is experiencing family violence, help is available. Contact Safe Steps 24/7 on 1800 015 188. Call 000 if you are in immediate danger.

Facebook Posts

- During the Week Without Violence, it is a reminder to connect, listen, and believe people who talk about their experience of family violence. If you or someone you know is experiencing family violence, help is available. Access multi-language posters about support services in the northern metropolitan region. www.nifvs.org.au/resources/nifvs-resources/posters/
- Everyone deserves to feel safe and respected. Join the Week Without Violence campaign and contribute to healthy, happy families in our communities. Together we can end family violence. www.nifvs.org.au/event-directory/week-without-violence/

Social Media Tile

Social Media tiles can be used on Twitter, Facebook, Instagram, LinkedIn and as a Zoom/Teams background. Find the [social media tiles here](#).

When you use the tiles, make sure you link the image to the Week Without Violence webpage at <https://www.nifvs.org.au/event-directory/week-without-violence>.

Translated Community Messaging

Campaign messages are available in [English](#), [Arabic](#), [Chinese](#), [Farsi](#), [Hindi](#), [Punjabi](#), [Turkish](#) and [Vietnamese](#). This can be shared with community groups and members.