

Teen Dating Violence Awareness Month (TDVAM)

Social media promotion guidance

Thank you in advance for sharing information about teen dating violence through social media and other channels! Only by speaking together in one unified voice can we make our messages heard and end dating violence.

We have created a series of messages and graphics for social media, which you can access and download below.

love is respect's social media platforms

Facebook	@loveisrespectpage
Twitter	@loveisrespect
Instagram	@loveisrespectofficial

Hashtags to use

#TalkAboutIt

#TDVAM2022

#loveisrespect

Sample social media messages

Note: These social media messages can be posted on any social media platform but were created with Twitter's character limit in mind.

We encourage you to adapt this content to fit your organizational or personal voice for authentic engagement! This is meant to get you started with social media content, but the possibilities are endless. Can't wait to see everyone's posts!

General TDVAM promotion

- Dating violence is more common than people think, especially among teens & young adults. That's why I'm participating in #TDVAM, an annual month-long push focused on advocacy & education to stop dating abuse before it starts. Join us by posting using #TalkAboutIt
- February is Teen Dating Violence Awareness Month. I'm joining love is respect this year to promote self-empowerment & healthy relationships. Everyone is deserving of a healthy, loving relationship! #TalkAboutIt #TDVAM

- Every February is Teen Dating Violence Awareness Month, a national effort to raise awareness about teen dating violence. I'm proud to join love is respect's campaign #TalkAboutIt. Everyone deserves a healthy relationship! #TDVAM

Promoting love is respect's resources

- One thing I want everyone to know this #TDVAM is how to #TalkAboutIt! All relationships exist on a spectrum from healthy to abusive, with unhealthy relationships somewhere in the middle. Learn more: <https://www.loveisrespect.org/healthy-relationships/relationship-spectrum/>
- Whether you're in a relationship or you're just having fun, setting & respecting boundaries is essential to every relationship. Your boundaries are yours to build! love is respect can help you #TalkAboutIt this #TDVAM: <https://www.loveisrespect.org/healthy-relationships/how-to-set-boundaries/>
- If you're worried about your partner's behavior in your relationship, it's understandable to be confused or unwilling to leave your relationship. It's important to know the warning signs so you can #TalkAboutIt if you need support: bit.ly/dating_abuse_warnings
- February is Teen Dating Violence Awareness Month (#TDVAM). Whether you're concerned about your relationship, or if you have questions about how to date, love is respect is here 24/7. Text "LOVEIS" to 22522 to speak to an advocate or visit loveisrespect.org. #TalkAboutIt
- Are you curious about how you can #TalkAboutIt this #TDVAM22? Check out our [Action Guide!](#) Learn what a healthy relationship is, as well as gain insight on how to talk about relationship abuse with youth and young adults.
- Are you a parent or adult who wants to support young people who have questions about relationships? We partnered with Allstate to create our [Parent's Guide](#), which shares vital information about the warning signs of abuse & how to #TalkAboutIt with the young people in your life.

Graphics

We know that graphics are important in grabbing people's attention and can be used as another way to show your support. You can use [these graphics](#) to help promote Teen Dating Violence Awareness Month on your social media.

Respect Week Promotion

Monday, 2/7 – Respect Announcement

Post love is respect – period on social media platforms. Make your announcement creative, positive, and use your voice to talk about healthy relationships by spreading awareness and promoting conversations, for example:

- Make your announcement on social media platforms

Example post: I know the importance of respectful, honest convos about healthy relationships. I want to #TalkAboutIt & I am worthy of respect & a healthy relationship. This is my respect announcement for #TDVAM2022– which of my followers will be next to share? #loveisrespect #RespectWeek2022

- Share love is respect posts
- Ask a question to your followers about how they show respect or what respect means to them

Tuesday 2/8 – Wear Orange Day

Wear Orange Day is a great way to create awareness about dating abuse, and this year talking about it with someone plays a big role

- Post picture of you and your friends on social media platforms like IG, Snapchat, Tik-Tok, or Facebook wearing orange and tag them with #RespectWeek2022 #TalkAboutIt #TDVAM2022 #loveisrespect
- Use orange Snap Chat filter to make a post about what healthy relationships mean to you.

Wednesday 2/9 – Real Talk

Have an honest conversation with a peer, friend, or adult about healthy relationships. Include in the conversation what respect looks like for you and your relationship.

- Share this link to your social media platforms.
<https://www.loveisrespect.org/resources/respecting-your-partners-boundaries/>
- Chalking – Get permission from your high school and college (if necessary) to write a message with chalk on the ground on your campus. Your message could be as simple as “love is respect period” or “I support healthy relationships”.

Thursday 2/10 – Self Respect Day

Self-respect is acceptance of yourself as a whole person. Self-respect means you hold yourself to your own standards and talk openly about your needs in a relationship because there is true value in celebrating who you are.

- Share this link to your social media platforms and tag some friends;
<https://www.loveisrespect.org/resources/what-is-respect-in-a-healthy-relationship/>
- Take a picture that represents how you show respect for yourself and tag someone.
- What is your love language? Perhaps propose a question to some of your friends and parents asking what their love language is and share yours to start a conversation.

Friday 2/11 – Self-care Day

The benefits of self-care are endless and allow us the opportunity to be present with self-confidence and self-respect. What is your self-care routine or what does self-care look like for you? This could be a day to date yourself, you do not need a partner to get the respect and love you deserve, let's celebrate you today!

- Post on social media platforms "This is how I took care of myself today"
- Share something you do to take care of yourself or that is part of your self-care routine and tag someone.

Closing: Respect Week and Teen Dating Violence Awareness Month (TDVAM) are great ways to spread awareness, but it's important to remember that dating abuse is an issue all year long! To stay involved and promote [loveisrespect.org](https://www.loveisrespect.org) and follow us on social media for info to share and repost. Together we are making a difference!