



## Teen Dating Violence Awareness Month (TDVAM) Social Media Promotion Guidance

We encourage you to join us during TDVAM 2023 by sharing information about teen dating violence with your social media networks. Only by speaking together in one united voice can we make our messages heard and prevent and end dating violence. Below you'll find sample text to use on your social media channels. Don't hesitate to contact us with any questions: [communications@thehotline.org](mailto:communications@thehotline.org). Thank you for joining in this effort!

### love is respect's social media platforms

We encourage you to incorporate and use love is respect's social media platform handles when sharing information pertaining to Teen Dating Violence Awareness Month.

Platform	Handle
<a href="#">Facebook</a>	@loveisrespectpage
<a href="#">Twitter</a>	@loveisrespect
<a href="#">Instagram</a>	@loveisrespectofficial

### Hashtags to Use

Hashtags can be used on any social media platform, but they're most popular on Twitter and Instagram. We encourage you to share our information with the following common hashtags to promote TDVAM.

#### Common Hashtags

- #tdvam
- #beaboutit
- #tdvam23
- #loveisrespect
- #healthyrelationships
- #equality

- #beaboutengagement
- #beabouteducation
- #beaboutempowerment
- #teendv
- #respectweek
- #wearorangeday

## Sample Social Media Posts

Here are some social post ideas you can customize for your audiences. Please note we created the social posts below with Twitter's character limit in mind.

### General TDVAM Promotion

- February is Teen Dating Violence Awareness Month, a national effort to raise awareness about teen dating violence. I'm proud to join #loveisrespect's campaign #beaboutit, to share the many ways to prevent dating abuse. Let's unapologetically be about empowerment! #tdvam23 #tdvam
- Dating violence is more common than people think, especially among teens & young adults. That's why I'm participating in #tdvam, a national effort focused on empowerment to stop dating abuse before it starts. Help us raise awareness about teen dating violence by using #beaboutit.
- To uplift teens' voices, we must be about self-empowerment & healthy relationships. I'm proud to partner with @loveisrespect to raise awareness, and empower teens & young adults this #tdvam! Read deets: <https://bit.ly/3kp8WC7> #tdvam23 #beaboutit

### love is respect resources

- If you're concerned about your relationship, or if you have questions about healthy dating, @loveisrespect is here 24/7.

✔ CALL: 1-866-331-9474

✔ CHAT: <https://www.loveisrespect.org/>

✔ TEXT: "LOVEIS" to 22522

24/7 Free and confidential support for anyone in the U.S. #beaboutit #tdvam23 #tdvam

- Love is more than you feel. But do you know if your part of a healthy or safe relationship? Take our healthy relationship quiz and learn the dimensions of your relationship: <https://bit.ly/isyourrelationshiphealthy> #beaboutit #tdvam23 #tdvam
- Boundaries are yours to build, but it can be scary to ask for what you need from your partner. Setting boundaries with your partner is empowering. Trust your feelings & know your needs. Trust Yourself! You Got This: <https://bit.ly/physicalboundaries> #beaboutit #tdvam
- Finding a balance between online & in real life (IRL) safety can be hard, but it's something to consider when you're engaging in relationships. Be about safety online: <https://bit.ly/datingonlinesafely> #beaboutit #tdvam23 #tdvam

- Self-care is incredibly important for your wellbeing, learn more on what it is and how to start. Use our self-care checklist to kick off your empowerment journey. You matter! Be about empowerment: <https://bit.ly/SelfcareIdeas> #beaboutit #tdvam23 #tdvam
- A support system can help you define and maintain a healthy, loving relationship. Be about your community and learn about resources you can turn to: <https://bit.ly/ActionGuide23> #beaboutit #tdvam23 #tdvam
- When you know better, you do better. If you're worried about your partner's behavior in your relationship, it's understandable. To #beaboutit this #tdvam, it's essential to know the warning signs: [https://bit.ly/dating\\_abuse\\_warnings](https://bit.ly/dating_abuse_warnings) #beaboutit #tdvam23 #tdvam

## *Respect Week*

### *Monday, 2/6 – Respect Announcement*

- Respect Week is a week of action that occurs every February for #tdvam. Respect announcement for today: you deserve a healthy & loving relationship! To #beaboutit today, I/we challenge you to show how you uplift healthy relationships. #tdvam23
- Everyone deserves a healthy & loving relationship. Your decisions are your choice & you deserve a healthy relationship free from violence. Your action for today: tell one person how they can navigate a healthy relationship with no labels or societal stigmas. #beaboutit #tdvam23
- There are a lot of songs that talk about respecting each other. Your action item for today: what's your favorite song about R-E-S-P-E-C-T? Drop your favorite in the thread! #beaboutit #tdvam23 #tdvam
- A support system of friends & family can help you feel respected & help define a healthy, loving relationship. Tag a friend that makes you feel seen and respected! #beaboutit #tdvam23 #tdvam

### *Tuesday, 2/7 – Respect This: Wear Orange Day*

- Today is #wearorangeday! Every #tdvam, we wear orange to show solidarity & raise awareness about dating violence. Share your selfie in your orange with us today using #beaboutit #tdvam23
- #wearorangeday is an annual effort every #tdvam to raise awareness about dating violence. By sharing pictures on your socials, you're helping us spread the message that everyone deserves a healthy relationship! #beaboutit #tdvam23
- Orange is my favorite color & today, I get to wear it in support of #tdvam! Everyone deserves a healthy relationship, and by wearing orange, you're uplifting the voices of

teens & young adults that #loveisrespect. #beaboutit #tdvam23

- Today's color is orange. I wear it in support of #tdvam! Everyone deserves a healthy relationship, and by wearing orange, you're helping us uplift the voices of teens & young adults that #loveisrespect. #beaboutit #tdvam23
- Orange isn't my favorite color, but today I wear it in support of #tdvam! Everyone deserves a healthy relationship, and by wearing orange, you're helping us uplift the voices of teens & young adults that #loveisrespect. #beaboutit #tdvam23
- It's #wearorangeday! Wear orange today to raise awareness of teen dating violence and help spread the word on social media! Take a selfie and tag @loveisrespect. We'll share it on our page to empower teens & young adults. #beaboutit #tdvam23 #tdvam

### *Wednesday, 2/8 – Respect Your Worth*

- Respect is an essential part of any healthy relationship. I deserve kindness & respect in my relationships. Let me know what you are about in relationships! #beaboutit #tdvam23 #tdvam
- Everyone benefits when you seek ways to empower and respect one another. It's empowering to know your worth and know you are creating a better sense of community for yourself and others. Educate others on how worthy you are. Let us know! #beaboutit #tdvam23 #tdvam
- You deserve better than someone who doesn't respect your boundaries. Remember, you deserve a healthy relationship and are worthy of being treated right. Educate someone on how worthy you are. Let them know! #beaboutit #tdvam23 #tdvam
- To me, respect in a relationship means healthy boundaries and open & honest communication. If you are reading this & you are worried about your relationship, I am here to listen and remind you to be about empowerment! #beaboutit #tdvam23 #tdvam
- Learning is an ongoing experience & it's tough to navigate relationships, especially what makes them healthy or unhealthy. Your action item for today: what does respect in a relationship mean to you? Engage with us and share your comment in the thread! #beaboutit #tdvam23 #tdvam
- What is love? Everyone has different ideas about love and how it's expressed. But what does love mean to you? Engage with us and share your comment in the thread! #beaboutit #tdvam23 #tdvam

### *Thursday, 2/9 – Create Respect*

- Journaling, meditating, creating art, or listening to music are all great options to spend time with your thoughts and feelings. Check out art from our partner, [state here], and

ways they are empowering teens & young adults to find their voice: [URL] #beaboutit #tdvam23 #tdvam

- "Respect means loving myself enough to have boundaries and sticking by those boundaries." - @LuckieAlexander (He.Him. 🧑)

Your action item for today: create & share art that expresses what respect, love, & kindness look like to you. Be sure to tag @loveisrespect! #tdvam

- Our #tdvam partner of the day: [name of partner]. [partner name] is a local nonprofit that uses poetry, art, and songs to advocate for the voices of teens and young adults in Texas. We love being their ally! Check out their art and deets: [URL] #beaboutit #tdvam23 #tdvam

### *Friday, 2/10 – Respect Self-Care*

- Reminder: there is no wrong way to practice self-care! Whether you like to take walks, or pet your dog, or do a little dance, you're loving and respecting yourself. What's your favorite way to practice self-care? #beaboutit #tdvam
- It's so important to take care of and love yourself. To be in a healthy relationship, we each need time for ourselves and our own interests. How do you take care of yourself? #beaboutit #tdvam
- Respect for yourself is the first step to self-care. You don't need someone to always be there for you. Instead, you should be there for yourself & realize if you respect yourself, your partner will respect you too. #beaboutit #tdvam23 #tdvam
- As we finish up Respect Week, listen to our self-care playlist. You can assemble a mix of things you can do in the morning, throughout the day, and at night while vibing out to our playlist:  
<https://open.spotify.com/playlist/5SOJa9ldRWH3tTcSS29i6y?si=0cfd0851d2154fb3>  
#beaboutit #tdvam23 #tdvam
- Never underestimate what a good night's sleep, a warm shower & our self-care playlist can do for your mental health! Check out our playlist throughout the day:  
<https://open.spotify.com/playlist/5SOJa9ldRWH3tTcSS29i6y?si=0cfd0851d2154fb3>  
#beaboutit #tdvam23 #tdvam
- Sometimes self-care is as simple as taking a walk + taking a nap + nice playlist. Check out our self-care playlist:  
<https://open.spotify.com/playlist/5SOJa9ldRWH3tTcSS29i6y?si=0cfd0851d2154fb3>  
#beaboutit #tdvam23 #tdvam
- **Self-care Tip:** Switch off all notifications and play our self-care playlist. You'll thank us later. 😊 <https://spoti.fi/3XlplF> #beaboutit #tdvam23 #tdvam

## Social Media Graphics

The graphics displayed below are sized for Twitter. Please click the link below for each graphic to download the correct image for the social platform you are posting on.

Option 01



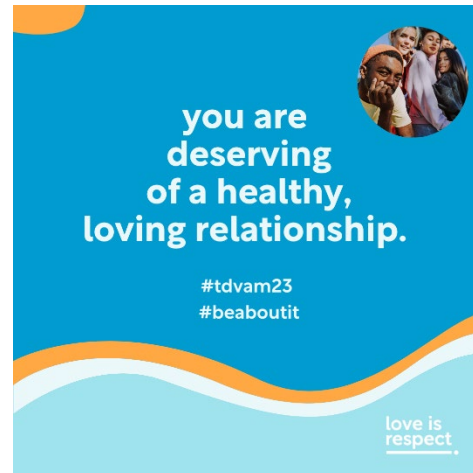
Option 03



Option 02



Option 04



To access all formats of graphic options, including Facebook, Twitter, and Instagram, please visit the link:

<https://www.dropbox.com/scl/fo/7f30wwlsj0uyj9xqtpj7x/h?dl=0&rlkey=bhx9oekpzszpc8olx5b3cst2>