



## 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

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

### Hashtags to use

#KnowYourWorth

#TDVAM

#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 #KnowYourWorth
- 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! #KnowYourWorth #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 #KnowYourWorth. Everyone deserves a healthy relationship! #TDVAM

### *Promoting love is respect's resources*

- The #1Thing I want everyone to know this #TDVAM is to #KnowYourWorth! 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 #KnowYourWorth 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. In order to #KnowYourWorth this #TDVAM, it's important to know the warning signs: <https://www.loveisrespect.org/about-dating/warning-signs-of-abuse/>
- 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](http://loveisrespect.org). #KnowYourWorth

### *Respect Week promotion*

#### *Monday, 2/8 – Respect Announcement*

- 📣 love is respect – period. I know my worth, and I am worthy of respect. I deserve love & a healthy relationship. This is my respect announcement for #TDVAM – which of my followers will be next to share? #KnowYourWorth
- Respect Week is a week of action that happens every February for #TDVAM. Respect announcement for today: you have the right to set boundaries in your relationship! Today, I challenge you to show me that you #KnowYourWorth!
- Everyone deserves a healthy relationship. We are all worthy of compassion and respect in our romantic relationships. Your action item for today: tell one person how worthy they are of healthy, real love today! #KnowYourWorth #TDVAM

### *Tuesday, 2/9 – Wear Orange Day*

- Today is Wear Orange Day! Every #TDVAM, we wear orange to show solidarity & to raise awareness about dating violence. Share your selfie with us today using #KnowYourWorth!
- Wear Orange Day is an annual effort every #TDVAM to raise awareness about dating violence. By sharing your pictures on social media, you're helping to spread the message that everyone deserves a healthy relationship! #KnowYourWorth
- Every February, orange is my favorite color! Orange is the color of Teen Dating Violence Awareness Month (#TDVAM). Everyone deserves a healthy relationship, and by wearing orange, you're helping to show people that #loveisrespect. #KnowYourWorth

### *Wednesday, 2/10 – Share Your Worth*

- Respect is an essential part of any healthy relationship. I believe I deserve kindness & respect in my relationships. Tell me what #KnowYourWorth means to you! #TDVAM
- To me, respect in a relationship means healthy boundaries and regular communication. If you are reading this & you are worried about your romantic relationship, I am here to listen and to remind you to #KnowYourWorth! #TDVAM

### *Thursday, 2/11 – Respect Challenge*

- !! Respect challenge !! What's your favorite song that talks about R-E-S-P-E-C-T? There's a lot of songs out there that talk about respecting each other. Drop your favorite in the thread! #KnowYourWorth #TDVAM
- February is Teen Dating Violence Awareness Month (#TDVAM). Part of ending dating violence is understanding what makes a relationship good. How do YOU define respect? Let us know 🙌 #KnowYourWorth
- Experiencing dating violence can make a survivor feel alone. Part of what helps survivors feel like they are not alone is having a supportive community of friends. Tag a friend below that makes you feel seen and respected! #TDVAM #KnowYourWorth

### *Friday, 2/12 – Take Care of Yourself*

- 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? #TDVAM #KnowYourWorth
- To #KnowYourWorth, 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? #TDVAM #KnowYourWorth

### **Social media graphics**

The graphic displayed in this document is sized for Instagram. Please click the link below each graphic to download the correct graphic for the platform you are posting on.

*Option 01*

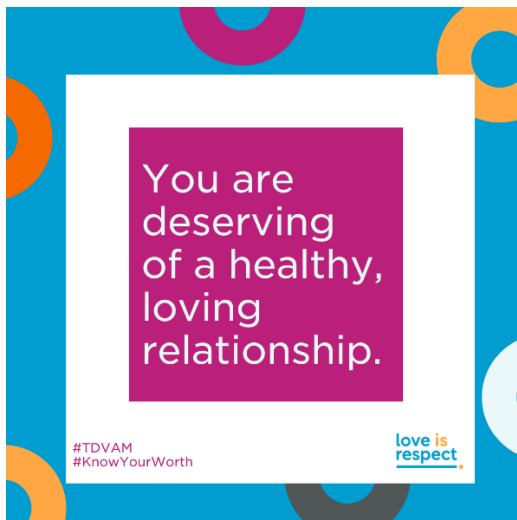


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*Option 02*



Facebook: [Download here](#)

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*Option 03*

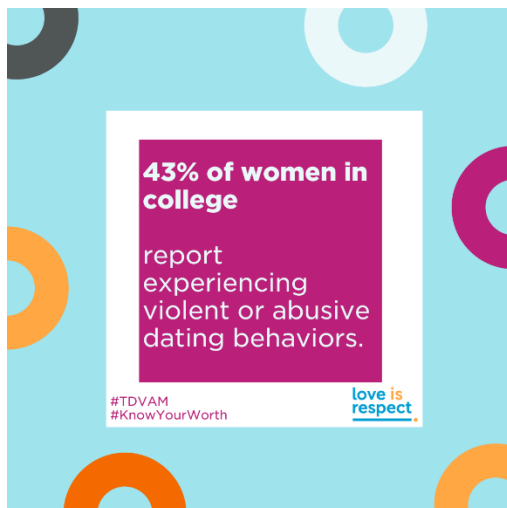


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*Option 04*



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Option 05



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