PUBLICITY & WORKING WITH THE MEDIA...

Social Networking: Sample Ideas for Posts

Whichever social networking site(s) you choose to promote your campus Red Flag Campaign, here are a few sample concepts for posts that will promote messages about the importance of bystander intervention and the hallmarks of healthy relationships.

• Say Something: Dating violence is not just a “personal problem”. It can affect your friend, their partner, your campus and community. Speaking up and listening to your friend could help prevent further violence.

• Respect is a hallmark of a healthy relationship: Partners treat each other like they want to be treated and accept each other’s opinions, friends, and interests.

• Sexual respect is a hallmark of a healthy relationship: Partners never force sexual activity or insist on doing something the other isn’t comfortable with.

• Comfort is a hallmark of a healthy relationship: Partners feel safe with each other and respect each other’s differences. They can “be themselves” with each other.

• Communication is a hallmark of a healthy relationship: Partners share their thoughts and ideas, listen to each other, and use respectful language and gestures—even when disagreeing.

• Independence is a hallmark of a healthy relationship: Partners maintain friendships outside of the relationship. Either partner has the right to end the relationship.

• Equality is a hallmark of a healthy relationship: Partners share decisions and responsibilities.

• “She/he must have done something to deserve it.” The person being abused is never to blame when violence is used against her/him. The use of violence is never acceptable.

• Recognize Warning Signs: Threats of violence often result in physical violence, and should be taken very seriously. If you have been threatened, contact [campus resource] and seek help from your local sexual or domestic violence program.

• Is your partner continuously checking up on you either online or via cell phone? Stalking can happen even in dating relationships. If your current partner is tracking your every move and making you afraid, that is considered stalking.

• “S/he only gets angry with me when s/he’s drunk, so it’s not really serious.” Alcohol and drugs can aggravate violence behavior, but do not directly cause it.

• “I don’t want to interfere in her/his personal life; if my friend wanted help, s/he would ask.” Many people don’t feel comfortable discussing dating violence. Tell your friend you have noticed unhealthy behaviors and offer a helping hand. This might be what s/he needs to get help.

• Recognize the signs of unhealthy relationships: Dishonesty, physical abuse, disrespect, intimidation, sexual abuse, isolation, hostility. If you are experiencing any of these, or know a friend who is, maybe it’s time to get some help.

• 1 in 5 college students experience sexual or dating violence before they graduate. If it happens once, it can happen again. Dating violence is rarely a one-time occurrence and usually escalates in frequency and severity.

• Abusers often isolate their victims. If you are feeling cut off from your friends and family, try reaching out to those you have not connected with for a while, seek support from your counseling office on campus, or local sexual/dating violence center.