

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.