

Social Media Strategy

Below are some guidelines and sample messages for Facebook, Twitter, & Instagram. To accompany your social media content, you are welcome to use the IVAWA graphic to the right. The graphic can be downloaded here: <http://bit.ly/1ETR9Fc>

Facebook:

Sample Facebook posts

- Violence devastates the lives of millions of women and girls—in peacetime and in conflict—and knows no national or cultural barriers. I'm joining Amnesty International and encouraging Members of Congress to cosponsor and support the International Violence Against Women Act, join me! www.aiusa.org/ivawa [ATTACH IVAWA GRAPHIC]
- Do your Senators and Representative support the International Violence Against Women Act? Join me and Amnesty International in showing your support by sending your Representatives a message on their Facebook page, urging them to support women and girls across the world! [ATTACH IVAWA GRAPHIC]



Sample Facebook message (to post on your Representative and Senators' pages):

- Millions of women and girls globally are subject to violence simply because of their gender. This is not only a gross violation of human rights but is a threat to health, economies and security around the world. Cosponsor and support the International Violence Against Women Act (IVA WA) today! [ATTACH IVAWA GRAPHIC]
- Living free from violence is a human right. Please support the International Violence Against Women Act (IVA WA) [ATTACH IVAWA GRAPHIC]
- The time is now to end violence against women and girls globally. Please be a leader in this movement and cosponsor the International Violence Against Women Act (IVA WA) [ATTACH IVAWA GRAPHIC]

Twitter: Please use the hashtag #IVAWA.

Sample Twitter messages:

- The time is now to end #GBV! Encourage your Reps to support women and girls across the globe with #IVAWA! @amnesty www.aiusa.org/ivawa
- Pls RT! Everyone deserves a life free of #violence. Tell Congress to act now and support #IVAWA @amnesty www.aiusa.org/ivawa
- Protect ALL women and girls from #violence! @[INSERT SENATOR/REP] support #IVAWA today @amnesty <http://bit.ly/1ETR9Fc>
- .@[INSERT SENATOR/REP] I join @amnesty & support the rights of women & girls globally to live free from violence, do you? Support #IVAWA today
- Thanks to @[INSERT SENATOR/REP] for [his/her] leadership and hard work to end #genderbasedviolence. #IVAWA @amnesty
- 1 in 3 women will experience violence in her lifetime, join @amnesty & urge your Reps to support #IVAWA to #endGBV www.aiusa.org/ivawa

Instagram

Use Instagram to spread the word about IVA WA. Take a picture of yourself holding up the IVA WA sign from the www.aiusa.org/act4ivawa page, showing your support for IVA WA and upload here: www.tumblr.com/ivawa