



“EQUALITY PREVENTS VIOLENCE” CAMPAIGN

DIGITAL ACTIVITIES GUIDE: HOW TO USE OUR SOCIAL MEDIA KIT AND OTHER TEXT TEMPLATES CORRECTLY.

Thank you for supporting our campaign digitally.
Your commitment will help to shed more light on the issue.

To make it easy for you to share and distribute the content, we've put together a media kit of images, texts and brief instructions. These guidelines show how the materials can be used optimally on the various social media platforms as well as on other channels such as websites, newsletters and magazines.

How to use our social media kit correctly: Choose the best content for your channels, post it in just a few clicks, and link it to our campaign. The more organisations and people that take part, the greater the reach – and the stronger the joint message against violence.

Our channels:

Please tag us so that we can see your posts.


- Website: www.without-violence.ch
- Instagram: [@without_violence.ch](https://www.instagram.com/without_violence.ch)
- Facebook: [@without-violence.ch](https://www.facebook.com/without-violence.ch)
- LinkedIn: [@Eidgenössisches Büro für die Gleichstellung von Frau und Mann EBG](https://www.linkedin.com/company/Eidgenössisches_Büro_für_die_Gleichstellung_von_Frau_und_Mann_EBG)

INSTAGRAM

Instagram feed: Share the campaign in your Instagram feed. Simply use one of the six campaign topics with the corresponding text. You'll find these texts in the document “03_Social Media campaign themes and captions”.

Story: Repost or post one of our topics to your Stories and then link to our website: www.without-violence.ch
Link sticker: www.without-violence.ch

Repost: Share our posts directly. Reposts are a new feature on Instagram that will soon be available to all users. Here are brief instructions on how to repost our public reels or posts:

1. Open the Instagram app.
2. Tap  **Repost** on one of our public reels or posts you'd like to repost.
3. To add text, tap the bubble at the bottom left of the reel or post next to your profile picture.
4. Add any text you want to share.
5. Tap **Add**.

The reel or post will be reposted and made available in the  **Reposts** section of your profile.

Notes:

- You can't repost a repost.
- You can remove a repost by tapping  **Repost** on the reel or post you've already reposted.

FACEBOOK

Share: Use the share function and add text to your post.

For example:

We don't talk enough about how violence starts. The #equalitypreventsviolence campaign aims to change this by highlighting the early warning signs of violence. Find out more: www.without-violence.ch

Hashtags: #withoutviolence #equalitypreventsviolence

→ You'll find more texts to add to your post in the document Text modules

LINKEDIN

Share: Use the share function and add text to your post.

For example:

We need to understand how violence starts before we can prevent it. The #equalitypreventsviolence campaign highlights the subtle warning signs of violence and shows where help and advice are available. Find out more: www.without-violence.ch

Mentions: @Eidgenössisches Büro für die Gleichstellung von Frau und Mann EBG

→ You'll find more texts to add to your post in the document Text modules

WEBSITE

Add the campaign logo to your website (logos can be found in the same ZIP file) and link to

www.without-violence.ch

For a campaign post under "News," "Current events," etc., you can use the following text, for example:

Prevent violence where it starts.

The "Equality prevents violence" campaign highlights the early warning signs of violence and shows where help and advice are available. Find out more: www.without-violence.ch

→ You'll find more (including longer) texts to use on your website in the document Text modules

NEWSLETTER / INTRANET

Newsletters and internal channels are also a great way to highlight the campaign. Images can be found in the same ZIP file.

For example, you can use the following text to post about the campaign:

How does violence start?

A clear sign of violence is when someone strikes out. But violence isn't always that easy to recognise, especially in its early days. The national campaign "Equality prevents violence" highlights the early warning signs and shows where help and advice are available. Find out more: www.without-violence.ch

MORE TEXTS CAN BE FOUND IN DOCUMENT 2_TEXT MODULES FOR USE

Do you still have questions?

Write to us: infocampagne@ebg.admin.ch