



SOCIAL MEDIA GUIDE

To build awareness and help promote the use of the myPlan app on university and college campuses across the country, we've outlined the following *social media playbook*.

The following provides a series of ready-to-share social media posts. Simply cut-and-paste text, and pair with an accompanying image found in the myPlan Campus Toolkit.

FACEBOOK

Sample posts (pair with formatted images)

[School or Organization] believes in empowering students to be safe in their intimate relationships. Learn how to evaluate the safety of your own relationship, or the safety a friend, by downloading the #myPlanApp at myPlanApp.org. It's 100% private, personalized for each situation, and completely free.

Did you know 1 in 3 women experience dating abuse during college? Experiencing relationship abuse or knowing that it's happening to a friend can be confusing and challenging. The #myPlanApp is designed to help you evaluate the situation and get safety plan information tailored for you. Visit myPlanApp.org to decide what's safe.

At [School or Organization], we believe every student deserves to have safe, healthy relationships. #myPlanApp is a tool that helps students identify abuse and make safety decisions they are comfortable with. Learn more and make your plan at myPlanApp.org

Are you concerned a friend or classmate may be in an abusive relationship? The #myPlanApp is an online safety planning tool created for college women to help understand the warning signs of an unhealthy relationship and support a friend. Download myPlan for free at myPlanApp.org

Have you heard about the #myPlanApp yet? College students across the country are using it to evaluate if they, or a friend, are in a safe relationship. It's free, 100% private, and personalized for each situation. Decide what's safe at myPlanApp.org

INSTAGRAM + TWITTER

Sample posts (pair with formatted images)

1 in 3 college women experience dating abuse. #myPlanApp is a private way to decide what's safe. Download for free: myPlanApp.org

At [school or org] we believe in empowering students to stay safe in their relationships. Try #myPlanApp for free at myPlanApp.org

Is your relationship safe? Download #myPlanApp to evaluate your relationship or a friend's at myPlanApp.org

Are you concerned about a friend's or classmate's relationship? Try #MyPlanApp for free and decide what's safe at myPlanApp.org

Dating violence is pervasive on college campuses. If you or a friend are experiencing abuse, #MyPlanApp gives you the resources to respond.

Other relevant hashtags:

#DV #DatingViolence #IPV #DecideWhatsSafe #MyPlan2BeSafe #CollegeDating #SororityLife

Sample images:





gay, straight or fluid...
...dating violence
doesn't discriminate

 Decide What's Safe



1 in 3 women will
experience dating
abuse during
college

 Decide What's Safe



Does something
about a friend's
relationship **not**
feel right?

 Decide What's Safe