**SOCIAL MEDIA MESSAGES**

**POINTS TO NOTE:**

* These are designed for Twitter, so please amend to fit your additional social media channels
* Excluding the social media messages targeted to young people, please use the #noexcuseforabuse on all messages
* As we move forward, in line with a planned review of the campaign, all key messages, on which these social media messages are based, will be reviewed and amended as required.
* The social media messages for young people do not directly reference domestic abuse. This is deliberate as young people may not understand the term domestic abuse, but do realise that there are things at home that don’t feel right. Therefore, please do not use the #noexcuseforabuse on the social media messages to young people
* Aside from the launch message, there is no designated time for the posting of these social media messages. As always, you should test and track results for yourself to determine what works best for you – but premium posting times are usually pre 9am, lunchtime between 12pm and 1pm and after 6pm
* Additionally, please be mindful that there may be domestic abuse disclosures made in response to these social media messages across your channels. Please follow your organisation’s procedures to manage these disclosers and safeguard victims

**VICTIM MESSAGES**

* **80 characters, excluding call to action:**  
  *If you are in an abusive relationship and need someone to talk to, you can call****: (INSERT CALL TO ACTION DEPENDENT UPON LOCATION)*** *#noexcuseforabuse*
* **164 characters, excluding call to action:**  
  *Domestic abuse isn’t just physical – it can be emotional, physical, sexual, financial or controlling behaviour. There’s #noexcuseforabuse Call* ***(INSERT CALL TO ACTION DEPENDENT UPON LOCATION)*** *for help and support*
* **78 characters, excluding call to action:***For domestic abuse support when you are ready, you can call* ***(INSERT CALL TO ACTION DEPENDENT UPON LOCATION)*** *#noexcuseforabuse*
* **162 characters, excluding call to action:***If you need the police in a domestic abuse emergency, please do not be afraid to dial 999. They will help you and work with you to keep you safe #noexcuseforabuse*

**PERPETRATORS**

* **197 characters, including call to action:**  
  *Spending more time together at home at the moment can be hard. If you’re concerned about your behaviour call The Wish Centre on 01254 260465 or for online support visit bddwa.org/ #noexcuseforabuse*
* **244 characters, including call to action:**  
  *These challenging times can have a significant impact on you. If you’re concerned about your behaviour or worried about something you’ve said or done, call The Wish Centre on 01254 260465 or for online support visit bddwa.org/ #noexcuseforabuse*

**WITNESSES OF DOMESTIC ABUSE - CHILDREN AND YOUNG PEOPLE**

* **176 characters, including call to action:**  
  *If you've seen someone do or say something that makes you feel unsafe, there are people you can tell. Call NEST on 0300 111 0323 or text the word NEST and your number to 60777.*
* ***170 characters, including call to action*** *You can talk safely and confidentially about what you're worried about or what's on your mind. Call NEST on 0300 111 0323 or text the word NEST and your number to 60777.*

**WITNESS OF DOMESTIC ABUSE - MEMBERS OF THE PUBLIC**

* **160 characters, excluding call to action:***There is no 'them and us' when we're thinking about victims and survivors of domestic abuse. If you’re worried about someone you know, visit:* ***(INSERT WEBSITE)*** *#noexcuseforabuse*
* **157 characters, excluding call to action***Domestic abuse isn’t just physical – it can be emotional, physical, sexual, financial or controlling behaviour. There’s #noexcuseforabuse Find out more here:* ***(INSERT WEBSITE)***
* **218 characters, excluding call to action**  
  *Anyone can be affected by domestic abuse and it can happen in all types of relationships. Find out more here:* ***(INSERT WEBSITE)*** *#noexcuseforabuse*
* **138 characters, excluding call to action**  
  *Domestic abuse can happen to anyone - regardless of their identified gender, sexuality or lifestyle. Find out more here:* ***(INSERT WEBSITE)*** *#noexcuseforabuse*
* **221 characters, excluding call to action**  
  *If you think someone might be experiencing abuse, please don't ignore it. You can report online at lancashire.police.uk/reportcrime or by calling 101 or, if someone is at risk of immediate harm, dial 999 #noexcuseforabuse*