WHITE RIBBON .ORG.UK

END MEN'S VIOLENCE AGAINST WOMEN

Ending violence against women and girls starts when we #ChangeTheStory

Social Media Calendar: 24 November – 08 December 2023

Prepared for: White Ribbon Accredited and Supporter Organisations

In this document you will find 13 suggested social media posts for weekdays and White Ribbon Day weekend, accompanied by digital assets, for White Ribbon Day and the 16 Days of Activism for Ending Gender-Based Violence, which runs from 25 November (White Ribbon Day) to 10 December (Human Rights Day).

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Date	Background and further action	Proposed post	Digital asset
24/11	White Ribbon Day falls on a Saturday this year. Let people know that you and your colleagues support the White Ribbon message. Consider sharing a photo of your colleagues wearing White Ribbons. N.B. If you are not an Accredited or Supporter Organisation, please use the general digital assest.	We're working towards ending violence against women and girls in our workplace and community. This #WhiteRibbonDay we are committed to #ChangeTheStory for women and girls to live their lives free from the fear of harassment, abuse and violence. Are you? Suggested link: White Ribbon Day 2023 Campaign page Long: www.whiteribbon.org.uk/white-ribbon-day-2023 Shortened: bit.ly/3pHfnDx	Accredited image here Supporter image here General here
25/11	**White Ribbon Day:** The White Ribbon is a symbol for ending men's violence against women and girls, but *White Ribbon Day can mean many things for different people*. It's a day for reflection and taking responsibility and action to make a positive difference to the lives of women and girls. It's also a day to honour and remember women who have lost their lives to men's violence. Because of this, we've prepared a few messages for White Ribbon Day, depending on what today means for your organisation. You may consider using multiple messages, at different times of the day.	*General:* Today is #WhiteRibbonDay – the internationally recognised day where men show their year-long commitment to ending violence against women and girls. How will you #ChangeTheStory by being an ally to women and girls? Suggested link: White Ribbon Day 2023 Campaign page Long: www.whiteribbon.org.uk/white-ribbon-day-2023 Shortened: bit.ly/3pHfnDx *Remembering:* Today is #WhiteRibbonDay. We remember all women and girls who have been affected by men's violence. We're asking all men to #ChangeTheStory and make the White Ribbon Promise to never use, excuse or remain silent about men's violence against women. *Suggested link: White Ribbon Promise page* Long: www.whiteribbon.org.uk/promise *Celebrating allyship:* We can end violence against women and achieve gender equality in our lifetimes. This starts with men committing to #ChangeTheStory by showing up as allies for women. Start today, and find out what more you can do: Suggested link: White Ribbon Day 2023 Campaign page Long: www.whiteribbon.org.uk/white-ribbon-day-2023 Shortened: bit.ly/3pHfnDx	Download here
26/11	**White Ribbon Sunday**	Many in our **[community, organisation, school, place of worship]** have taken leadership roles to end men's violence against women with @WhiteRibbon_UK. These people have become Ambassadors and Champions to #ChangeTheStory and stop violence before it starts. Will you? Suggested link: Ambassador and Champion page Long: https://www.whiteribbon.org.uk/ambassadors-champions Shortened: bit.ly/3P14XY1	Download here

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27/11	Consider forwarding this tweet internally with a link for staff members to make the White Ribbon Promise never to use, excuse or remain silent about men's violence against women. You may also consider sharing the link for staff who want to take on the responsibility of becoming a White Ribbon Ambassador or Champion.	#ChangeTheStory in your workplace today. Start by challenging: derogatory comments objectification sexist 'humour' overfamiliar remarks practices which exclude women & favour men with "I'm not ok with that". This is a first step to make women safer at work.	Download here
28/11	By becoming a White Ribbon Accredited or Supporter Organisation you may have or can take your first steps towards changing cultures in your workplace and community. This is a chance to tell others about that and provide ideas of how they can do this too.	#ChangeTheStory is about changes we can all make to stop violence before it starts. This can involve implementing space for reflective conversation and learning into workdays At **[organisation name]** we do this by **[insert]**.	N/A
29/11	Knowing how to intervene in situations where an individual is behaving in a harmful way is a skill. We encourage you to sign post colleagues to the following resource where individuals can learn how to do this. If you would like to book teams onto the training, reach out to White Ribbon UK to help set this up: SLT bystander training	#ChangeTheStory on your commute to and from work. If you see harmful behaviours that are making someone uncomfortable or unsafe, don't be a bystander. There are ways that you can intervene in a safe way, learn more here: **[Link to free bystander intervention training OR British Transport Police 'Railway Guardian' reporting and learning app]**	Option 1 here Option 2 here
30/11		After work socialising is a great way to unwind and build relationships, but when that includes sexist 'jokes', you undermine and endanger female colleagues. #ChangeTheStory by making the White Ribbon Promise never to use, excuse or remain silent about men's violence against women. *Suggested link: White Ribbon Promise page* Long: www.whiteribbon.org.uk/promise	Download here

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01/12	For White Ribbon Day last year (2022), we worked with Dr Stephen Burrell, leading researcher on masculinity in the UK, to identify some traits men can nurture to transform harmful gender norms that lead to violence against women.	Let's #ChangeTheStory to stop violence before it starts. We're thinking about the values and traits that men can nurture to transform harmful behaviours.	Download here
04/12	Let colleagues and your community know who the changemakers in your organisation are. **Include a photo of your White Ribbon Ambassador and Champion wearing their badges.** You may want to include why taking on this role was important for them.	Meet the individuals at **[organisation name]** who've taken on responsibility as White Ribbon Ambassadors & Champions. They drive our commitment to ending men's violence against women to #ChangeTheStory every day. Find out more: *Suggested link: White Ribbon Ambassador and Champion page* Long: www.whiteribbon.org.uk/ambassadors-champions Shortened: bit.ly/3P14XY1	N/A
05/12		We are committed to stopping violence before it starts through continuous learning and positive culture change to #ChangeTheStory **[Highlight how this is being done at your organisation]**	Download here
06/12	Today is a day of memory, annually on 6th December, White Ribbon remembers why the movement was started and why we are all working towards ending violence against women.	Today marks the anniversary of the murder of 14 women at a university in Montreal, Canada. This led to the start of the White Ribbon movement. Today, we remember all those who have been affected by men's violence. It's time to #ChangeTheStory for all women. Suggested link: White Ribbon Day 2023 Campaign page Long: www.whiteribbon.org.uk/white-ribbon-day-2023 Shortened: bit.ly/3pHfnDx	Download here
07/12	It's important that your colleagues know where to find help if they are affected by men's violence. Please signpost to the resources you have in place and to our Find Help page.	Talking about domestic abuse, workplace harassment and sexual assault is understandably difficult. We want to ensure anyone affected by violence knows where to get support. **[Link to your organisation's resource or our Find Help page]**	Download here
08/12	Sunday is Human Rights Day, the final day of the 16 Days of Activism to End Gender-Based Violence.	We believe in equal rights for all, so men and women can live their lives unrestricted by harmful gender norms. Ending #VAWG means we can all lead better lives. And it starts when we #ChangeTheStory.	Download here