

16 DAYS OF ACTIVISM

# LET'S CHAT

ABOUT ENDING GENDERED VIOLENCE

Gippsland

## Social Media Toolkit 2023



# Welcome to our Social Media Toolkit

This social media toolkit is designed to be utilised by Let's Chat partners during the 16 Days of Activism campaign (Nov 25 – Dec 10) across Gippsland.

## Scheduling of Posts

The toolkit includes one social media tile for each day of the campaign. The daily tiles are designed to raise awareness and take action by challenging attitudes that perpetuate and normalise gendered violence.

Although we encourage all partners to follow the recommended sequence and frequency of the daily tiles, we understand there may be situations where this may not be possible. In these situations, we encourage partners to use their discretion to make modifications to the schedule as required.

## Promoting Let's Chat Events

Please feel free to promote local Let's Chat events on your socials. A full calendar of events is available [here](#). There is also a generic social media template included in this toolkit that you can use to promote local content as part of the social media campaign.

## Big Respect Photo Pop-up Booths

The toolkit includes a flyer to promote the Big Respect Photo Pop-up events across Gippsland applicable to the general public. This is an optional tile you can use if it is applicable to your location/audience.

Images from the Big Respect photo pop-ups that are applicable to the staff in your organisation can also be accessed and shared/posted via <https://www.facebook.com/bigrespectgippsland>. You can either save the images directly from the facebook page or take a photo of yourself or your staff holding their image to post on social media.

## Leadership Statements

As part of the Let's Chat social media campaign, we are encouraging all Let's Chat campaign partners to create their own social media tile that has a short video or image of a leader in their organisation to post in support of the campaign. The post can be included at the start of the campaign either in addition to or instead of the day 1 or day 2 posts in this toolkit.

The accompanying caption should include the following information;

- **Introduce what the campaign is about and why it is important.** Include reference to all forms of gendered violence, eg family violence, sexual harassment, on-line or digital violence, sexual assault
- Detail why your organisation has joined the campaign
- List **what your organisation is doing as part of the campaign**, include links, dates for events.
- Include any other relevant gender equity work your organisation is doing outside of the campaign.
- Include the link to the [Let's Chat website](#) for more information and community support services.

Leadership statements that are being circulated internally for staff should also refer to organisational policies and external support services available to staff affected by family and gendered violence.

## Disasters

We have included an additional tile on disasters that can be used if relevant to your community at the time of the campaign.

## Responding to Backlash and Resistance

We encourage you to take a look at [Respect Victoria 16 Days of Activism Toolkit](#). The toolkit has great resources on how to respond to backlash and resistance online.



## Gippsland + 16DOA 2023



File type: PNG



[16daysgippsland.com.au](http://16daysgippsland.com.au)

### Caption:

Over the next 16 days, Gippslanders will be chatting about what we can do to make our community a place where everyone is safe, respected and treated as equals.

However, not all Gippslanders are treated as equals. Our region is one of the most unsafe places for women, children and gender diverse people, who experience violence at a higher rate than the rest of Victoria.

Many of us are not sure what we can do, but having conversations is a good first step.

We encourage you to get involved in the conversations over the next 16 days so we can all better understand gendered violence.

Let's Chat about putting an end to gendered violence.

To find out more visit  
[www.16daysgippsland.com.au](http://www.16daysgippsland.com.au)

If you need help;

- In an emergency call 000
- Safe Steps on 1800 015 188
- 1800 RESPECT – 1800 737 732 (24 hours)
- Gippsland Centre Against Sexual Assault on 1800 806 292

#16DaysOfActivism #RespectIs #LetsChatGippsland

Let's Chat Gippsland Social Media Toolkit

# Women in Leadership



File type: PNG



[16daysgippsland.com.au](http://16daysgippsland.com.au)

## Caption:

We all deserve to be recognised and respected in the workplace as individuals with our own interests, skills and aspirations.

Many people find their opportunities are shaped by outdated assumptions and are treated differently in the workplace. Women can face additional barriers, where many employers continue to overlook them for senior roles. As a result, men are over-represented in leadership.

Let's Chat about gender equality in the workplace and women in leadership.

Learn more:

<https://www.genderequalitycommission.vic.gov.au/about-gender-equality-act-2020>

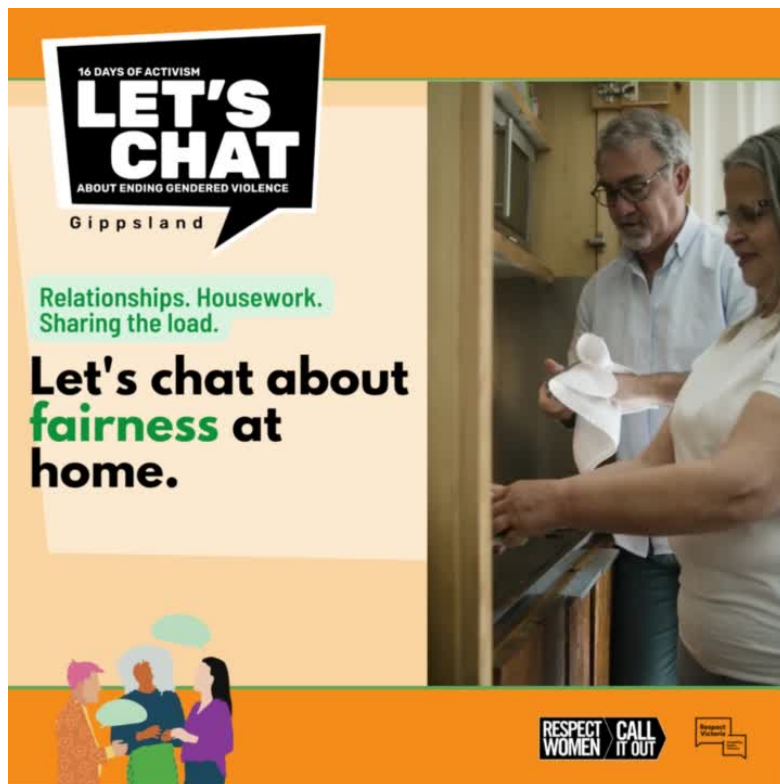
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[www.16daysgippsland.com.au](http://www.16daysgippsland.com.au)

# Sharing the Load



File type: MP4



[16daysgippsland.com.au](http://16daysgippsland.com.au)

## Caption:

We all want to be acknowledged as equals in our relationships.

While a lot of things have changed over the decades, women do the vast majority of unpaid work that includes housework and caring for children and family. All of this can be on top of working full time!

These outdated and unfair expectations lock men and women into unequal roles that don't help any of us live the life we really want.

Let's Chat about challenging outdated expectations and modelling equal relationships for our children to follow.

Learn more here:

<https://www.abs.gov.au/media-centre/media-releases/females-do-more-unpaid-work-males-do-more-paid-work>

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#16DaysOfActivism #RespectIs #LetsChatGippsland

[www.16daysgippsland.com.au](http://www.16daysgippsland.com.au)



# Standing with First Nations Women Against Family Violence



File type: PNG



[16daysgippsland.com.au](http://16daysgippsland.com.au)

## Caption:

The culture, lives and voices of First Nations women deserve to be celebrated, heard and respected. Intergenerational trauma, discrimination and barriers to accessing support mean that First Nation's women are over 36 times more likely to experience family violence.

To stop this violence, we must address the ongoing impacts of colonialism and racism, alongside gender inequality.

Let's Chat about recognising the cultural strength of First Nations women.

Learn more here:

- <https://djirra.org.au/what-we-do/#prevention>
- <https://www.vic.gov.au/dhelk-dja-partnership-aboriginal-communities-address-family-violence>

If you need help;

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- Yarning Safe & Strong 1800 959 563 AND 13YARN
- Safe Steps on 1800 015 188
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#16DaysOfActivism #RespectIs #LetsChatGippsland

[www.16daysgippsland.com.au](http://www.16daysgippsland.com.au)

# Boys [don't] do cry



File type: MP4



[16daysgippsland.com.au](http://16daysgippsland.com.au)

## Caption:

Children should be free to be who they are, not who society says they should be.

The pressure for boys to be 'tough' means that they may be uncomfortable showing their emotions or be caring.

Boys raised to be inclusive and openly express their emotions, attitudes and identity are more likely to enjoy healthy, respectful relationships.

Let's Chat about creating a community where everyone can express their emotions without being judged.

Learn more here:

<https://jss.org.au/news-and-media/media-releases/trapped-in-the-man-box-belief-in-outdated-gender-stereotypes-biggest-predictor-of-men-using-violence/>

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[www.16daysgippsland.com.au](http://www.16daysgippsland.com.au)



# Play like a girl. "Let's chat about fair play."



File type: PNG



[16daysgippsland.com.au](https://16daysgippsland.com.au)

## Caption:

Everyone should feel welcomed and respected in community sport.

Many sporting clubs are already doing a lot of great work in creating more inclusive spaces for women and girls.

By using inclusive, neutral language to creating leagues for women and girls – we can make sure our clubs are fair for all.

Let's chat about equality in our sports clubs.

GippSport offer free support for clubs to be fair and equal, helping to end violence against women.

Get your club involved:  
<https://gippsport.com.au/orange-round>

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[www.16daysgippsland.com.au](https://www.16daysgippsland.com.au)

# Inclusive relationships



File type: MP4



[16daysgippsland.com.au](http://16daysgippsland.com.au)

## Caption:

All of us want relationships and families filled with love and respect.

However, homophobic, biphobic and transphobic legislation, systems and attitudes mean it's less likely that LGBTQIA+ couples, parents and young people will seek help when someone uses violence against them.

We know that recognising and celebrating LGBTQIA+ people, relationships and families makes a difference.

Let's Chat about creating a safer community where LGBTQIA+ folk can freely ask for help.

Learn more:

[https://www.1800respect.org.au/inclusive-practice/supporting-people-who-identify-as-lgbti/understanding\\_the\\_issues](https://www.1800respect.org.au/inclusive-practice/supporting-people-who-identify-as-lgbti/understanding_the_issues)

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[www.16daysgippsland.com.au](http://www.16daysgippsland.com.au)

# Women in Agriculture. "Not the farmer's wife"



File type: PNG



[16daysgippsland.com.au](http://16daysgippsland.com.au)

## Caption:

Female farmers deserve to be respected as individuals with their own skills and aspirations.

Many women in agriculture find their opportunities in life and business are limited by outdated assumptions and are treated differently because of their gender.

Let's Chat about empowering women and valuing them as significant contributors to the agricultural industry.

Learn more:

<https://www.vwt.org.au/australias-farming-women-not-absent-unrecognised/>

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[www.16daysgippsland.com.au](http://www.16daysgippsland.com.au)

# 3 December

## "Our communities are stronger when we recognise diversity"



File type: PNG



[16daysgippsland.com.au](http://16daysgippsland.com.au)

### Caption:

Happy International Day of People with a Disability.

People of all abilities should be able to experience everything our community has to offer without being limited by their environment.

However, an alarming proportion of women are being denied that basic right. Being discriminated by gender and disability increases the likelihood of violence towards women with disabilities.

Let's Chat about listening to the experiences of women with a disability.

Our communities are stronger when we recognise diversity.

Learn more;

<https://www.youtube.com/watch?v=vbmHHBuKvCg>

If you need help;

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[www.16daysgippsland.com.au](http://www.16daysgippsland.com.au)

Let's Chat Gippsland Social Media Toolkit

# Consent: Get it Right



File type: PNG



[16daysgippsland.com.au](http://16daysgippsland.com.au)

## Caption:

Everyone should feel safe in their relationships whether they be casual or exclusive.

There are new laws in Victoria that require everyone to make sure that the other person or people involved in a sexual activity have given consent.

We all have a responsibility to get consent before anything happens. It should be freely given, clear, enthusiastic, informed and it can be taken back at any point.

Learn more here: <https://www.sasvic.org.au/consent>

If you need help;

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[www.16daysgippsland.com.au](http://www.16daysgippsland.com.au)



# "Let's chat about raising our children as equals".



File type: MP4



[16daysgippsland.com.au](http://16daysgippsland.com.au)

## Caption:

Children deserve to be who they want to be.

The reality is, too many of us expect different things from boys and girls, and we often treat them differently, without even realising it.

Let's Chat about raising children as equals and freeing them from outdated stereotypes. Even the little things count - from the toys they play with, letting them express their emotions and opening their minds to what they can be when they grow up.

Learn more: <https://www.levelplayground.org.au/>

If you need help;

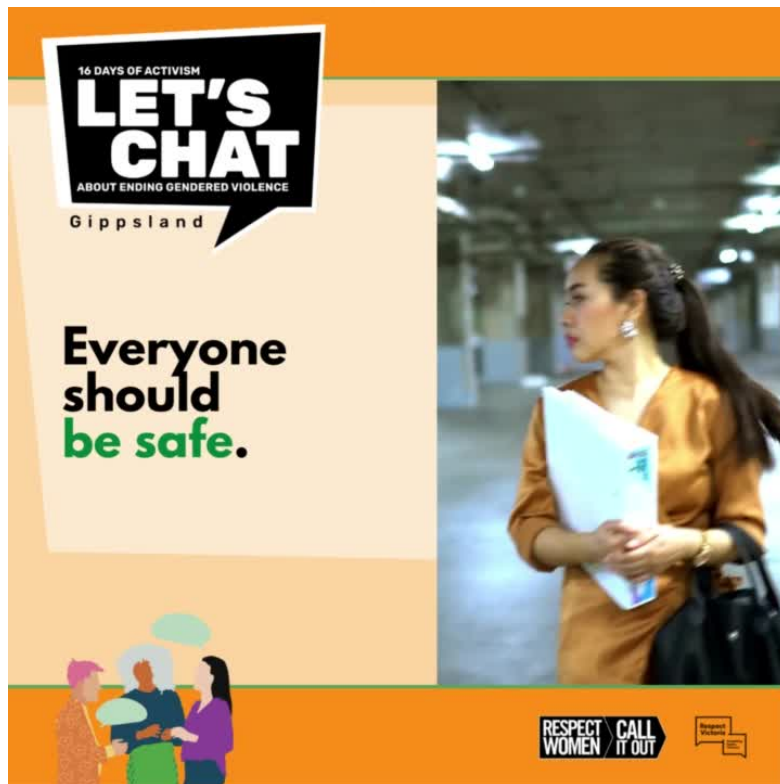
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#16DaysOfActivism #RespectIs #LetsChatGippsland

[www.16daysgippsland.com.au](http://www.16daysgippsland.com.au)



# Everyone Should be Safe



File type: MP4



[16daysgippsland.com.au](http://16daysgippsland.com.au)

## Caption:

We all want to be a part of a community where everyone feels safe, valued and respected.

Our community is not safe for everyone. Violence against women and girls is widespread. Violence comes in many forms, including verbal, emotional or physical. It is likely affecting someone you know and is often unreported or unseen.

To prevent this violence, we need to understand it.

Learn more here:

[https://media.ourwatch.org.au/understand-the-issue/types-of-violence-against-women/?fbclid=IwAR1cf99iUtr\\_\\_xfVNas6LTkOHFFIHxN34S3WbN8Mo0220SNHaciBsNz4hZM](https://media.ourwatch.org.au/understand-the-issue/types-of-violence-against-women/?fbclid=IwAR1cf99iUtr__xfVNas6LTkOHFFIHxN34S3WbN8Mo0220SNHaciBsNz4hZM)

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[www.16daysgippsland.com.au](http://www.16daysgippsland.com.au)

## "Equality and Respect... regardless of visa status."



File type: PNG



[16daysgippsland.com.au](https://www.16daysgippsland.com.au)

### Caption:

People from all cultures deserve to live in a community where they feel included, respected and are treated as equals.

However, migrant and refugee women can experience both sexism and racism. They may be afraid to seek support, when living with violence, due to fear of losing their right to live in Australia.

Let's Chat about listening to and believing the experiences of migrant and refugee women.

Learn more: <https://www.abc.net.au/news/2021-06-30/first-national-study-of-migrant-and-refugee-women/100233196>

If you need help;

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#16DaysOfActivism #RespectIs #LetsChatGippsland

[www.16daysgippsland.com.au](https://www.16daysgippsland.com.au)

# Gender-based violence: Call it out



File type: PNG



[16daysgippsland.com.au](http://16daysgippsland.com.au)

## Caption:

We want our community to feel safe and welcoming, where everyone can express themselves and be free of discrimination or harassment.

Sometimes we don't know what to do when we see harmful or offensive behaviour. We might be afraid to say or do the wrong thing or that we will experience retaliation ourselves. Being an active bystander may not be as confronting as we might think.

There are many subtle ways to help someone out, we can:

- Show it's not ok
- Support women
- Speak up against gender-based violence

Learn more: <https://gwhealth.asn.au/workshops/gwh-active-bystander-training/>

If you need help;

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#16DaysOfActivism #RespectIs #LetsChatGippsland

[www.16daysgippsland.com.au](http://www.16daysgippsland.com.au)

# Respect Older People



File type: MP4



[16daysgippsland.com.au](http://16daysgippsland.com.au)

## Caption:

We want to live in a society where everyone is safe, cared for, respected and empowered regardless of age.

Sadly, many older people in our community are discriminated against based on their age. They may also be physically, emotionally, sexually or financially abused because they are seen as more vulnerable.

Let's Chat about elder abuse and how we can make sure age is just a number.

Learn more: <https://action.ourwatch.org.au/what-is-prevention/preventing-violence-against-older-women/>

If you need help;

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- Safe Steps on 1800 015 188
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#16DaysOfActivism #RespectIs #LetsChatGippsland

[www.16daysgippsland.com.au](http://www.16daysgippsland.com.au)

10 December

**"The future is gender equality- it's up to all of us to make it happen"**



File type: PNG



[16daysgippsland.com.au](http://16daysgippsland.com.au)

### **Caption:**

Today is Human Rights Day and marks the last day of the Let's Chat Gippsland campaign.

We hope you've had some great conversations about gender equality and respect.

The future is gender equality – it's up to all of us to make it happen!

Let's continue to Chat:

[https://www.respect.gov.au/resources/talking-about-respect/?gclid=Cj0KCQiAhMOMBhDhARIsAPVml-EXJNsHyKRW59Y8UDGwaixu-kbspBpLvRZXvWaBeBF3LtMrSpyXIj8aAs4VEALw\\_wcB&gclsrc=aw.ds](https://www.respect.gov.au/resources/talking-about-respect/?gclid=Cj0KCQiAhMOMBhDhARIsAPVml-EXJNsHyKRW59Y8UDGwaixu-kbspBpLvRZXvWaBeBF3LtMrSpyXIj8aAs4VEALw_wcB&gclsrc=aw.ds)

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#16DaysOfActivism #RespectIs #LetsChatGippsland

[www.16daysgippsland.com.au](http://www.16daysgippsland.com.au)



## Disaster – no excuse for violence



Please note: This is an additional tile that can be swapped or posted in addition to the other sixteen.

File type: MP4



[16daysgippsland.com.au](http://16daysgippsland.com.au)

### Caption:

Everyone deserves to feel safe and connected during times of disaster such as bushfires. We can all contribute to the planning, relief and recovery efforts based on our own skills and experience.

Yet, during these times women may be overlooked for leadership or decision making roles if we slip into outdated gender stereotypes, with women as 'carers' and men as 'protectors'

Men may bottle up their emotions for fear of being judged. Violence can go unrecognised, and may be excused or justified as a response to trauma.

We are all better off if we let go of gender stereotypes and remove the pressure to feel or act a certain way, especially in times of disaster.

There are things we can all do.

Learn more here:

[https://www.genderanddisaster.com.au/home/roadmaps/?fbclid=IwAR1aUbzLYcAi7wVpe3TCD0S2GtrPdfqI4sGBosfk0BT0\\_pQ3XWSjf1crs5l](https://www.genderanddisaster.com.au/home/roadmaps/?fbclid=IwAR1aUbzLYcAi7wVpe3TCD0S2GtrPdfqI4sGBosfk0BT0_pQ3XWSjf1crs5l)

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[www.16daysgippsland.com.au](http://www.16daysgippsland.com.au)



# Social Media Resources



## SOCIAL MEDIA TILES

[Download Now](#)

To be shared in-feed across Facebook, Instagram and Linked-In platforms.



## Social Media Frame

[Download Now](#)

To be used to promote local content as part of the social media campaign



## PollyannaR Big Respect Photo Pop-up

[Download Now](#)

To be used to promote the Big Respect Pop-up if applicable to your staff or organisation.



[16daysgippsland.com.au](http://16daysgippsland.com.au)

Let's Chat Gippsland Social Media Toolkit

# Reporting

Reporting is an important part of our work. **It allows us to know whether campaigns like this work and what we can make improvements on for next year.**

If you used our social media campaign we would like you to complete a short survey where we will ask you about campaign social media reach and interactions.

We will be sending an email with the survey link at the end of the campaign. **We appreciate your time and effort.**



# Thank you for your support! We are so glad to have you involved. Let's get the conversation started.

## Get in Touch

If you have any questions about the Let's Chat  
Gippsland campaign or the Events Toolkit  
please contact:

**Leanne Fairbrother**

[leanne.fairbrother@gwhealth.asn.au](mailto:leanne.fairbrother@gwhealth.asn.au)

**GIPPSLAND  
WOMEN'S  
HEALTH**



Let's Chat Gippsland and Gippsland Women's Health  
acknowledges the support of the Victorian Government.

