**White Ribbon Day and16 Days of Action**

**Social media plan**

**25 November- 10 December**

Please use the following tags: #WhiteRibbonDay, #WhiteRibbon, #AllMenCan, #MakethePromise, #16Days.

**Please post pictures of yourself and others wearing a White Ribbon and of any events that you have.**

We will be live on social media every day of the 16 Days of Action. Please follow twitter @WhiteRibbon\_UK Instagram @WhiteRibbonUK and Facebook @WhiteRibbonUK and share

A White Ribbon frame and ribbon logo are available in the resource pack as well as a corresponding series of #AllMenCan images.

Here are some ideas you may want to personalise and develop yourself.

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| Date | Message | Content | Things you might want to share yourself |
| Thursday  25th November | White Ribbon Day | #WhiteRibbonDay: wear a white ribbon and #MakethePromise. Never commit, excuse or remain silent about violence against women.  https://www.whiteribbon.org.uk/ | Post pictures of yourself and others wearing a white ribbon. Share and promote your White Ribbon Day activities. |
| Friday  26th November | Youth Advocates against violence | Calling youth groups, schools and colleges –White Ribbon Supporters and meet our White Ribbon Youth Advocates whiteribbon.org.uk/youth  #16Days | Promote your local school or youth group – do they know about our youth advocate programme? |
| Saturday  27th November | Ending Stalking | Be aware to the signs of stalking <https://www.alicerugglestrust.org/aware> The national stalking helpline is: 0808 802 0300  @ACR\_Trust  #EndViolenceAgainstWomen | The Alice Ruggles Trust has information about stalking and resources for schools. https://www.alicerugglestrust.org/ |
| Sunday  28th November | Ending honour based abuse | #AllMenCan can help to end honour related abuse and violence. Follow Karma Nirvana @KNFMHBV The Honour Based Abuse UK Helpline is 0800 5999 247 #EndViolenceAgainstWomen #16days | Visit Karma Nirvana’s website to find out more about honour based abuse and their campaigns. https://karmanirvana.org.uk/ |
| Monday  29th November | Women Human Rights Defenders Day | Women Human Rights Defenders Day. Find out more at globalfundforwomen.org/women-human-rights-defenders-quotes  #EndViolenceAgainstWomen | A day to shout out to all our White Ribbon Champions- if you are a champion post a picture of yourself wearing a White Ribbon |
| Tuesday  30th November | Prevent domestic abuse. | #AllMenCan talk to their friends about domestic abuse. Learn to be an ally. Know a the National Domestic Abuse Helpline 0808 2000 247  #MakethePromise | Make sure people know where to get help locally. Post details of local services. |
| Wednesday  1st December | World Aids Day | #AllMenCan take responsibility – behave safely.  unwomen.org/en/what-we-do/hiv-and-aids/violence-against-women  #MakethePromise #Worldaidsday | Highlight sexual health services in your local area and encourage people to seek help. |
| Thursday  2nd December | We can work on our workplaces | #AllMenCan work on their workplaces. Shout out to White Ribbon Accredited or Supporter workplaces. To find out more https://bit.ly/3kpQ5Utworkplaces  #EndViolenceAgainstWomen | A day to let people know what you are doing to end violence and harassment in your workplace. |
| Friday  3rd December | Supporting all survivors | People aged 60+ are less likely to seek help but just as likely to be a victim of domestic abuse. Help is available for everyone: 0808 2000 247  #16Days  #MakethePromise | Find out more https://www.ageuk.org.uk/globalassets/age-uk/documents/reports-and-publications/reports-and-briefings/id204298-domestic-abuse-a5-booklet.pdf |
| Saturday  4th December | Support White Ribbon | We want to do more to ensure that #AllMenCan play their part in ending violence against women. If you are able please support us https://bit.ly/3C1BtAGgiveWRUK  #WhiteRibbon #MakethePromise | Share our donation page.  https://bit.ly/3C1BtAGgiveWRUK  Plan a fundraising challenge and declare it! |
| Sunday  5th December | Sports | People in sport are role models. Lead by example.  #WhiteRibbon | Tag local sports clubs and suggest they become a White Ribbon Supporter. |
| Monday  6th December | A day of memory. | Today is the anniversary of the murder of 14 women at a university in Montreal that led to the start of the White Ribbon movement. Today we remember all those who have lost their lives to men’s violence.  #EndMaleViolenceAgainstWomen |  |
| Tuesday  7th December | Ambassadors  Men can make a difference. | #WhiteRibbon Ambassadors have made a commitment to never use, excuse or remain silent about men’s violence against women and to live this every day. Could you?  Find out more: whiteribbon.org.uk/ambassadors  #MakethePromise  #EndViolenceAgainstWomen | Promote becoming an Ambassador in your organisation, wear your white ribbon every day. Give a talk to colleagues about why it’s important to you. |
| Wednesday  8th December | Supporting survivors in the BAME community | Domestic abuse can affect anyone and be physical, sexual, psychological emotional or financial.  Whoever you are if you are experiencing abuse, there are people that can help.  <https://www.riseuk.org.uk/get-help/about-domestic-abuse/bme>  #YouAreNotAlone | Highlight services in your area that support all survivors. Look for ways the message that #YouAreNotAlone can be shared |
| Thursday  9th December | Organisations | A growing number of organisations choose White Ribbon Accreditation to demonstrate their commitment to taking action against male violence against women.  If you’d like to join our growing list of organisations then we’d love to hear from you.  whiteribbon.org.uk/organisations | If you’re accredited describe the benefits to your staff. What does Accreditation mean to your organisation?  If you’re a White Ribbon Ambassador or Champion ask your workplace or club to consider Accreditation today. |
| Friday  10th December | Human Rights Day | We all have the right to live violence free. Let’s make it happen. #HumanRightsDay #womensrights are #humanrights  White ribbon supports all organisations working to end violence. | What local women’s rights groups, community groups and support groups can you promote today? |