

LIGHTLY EDITED FILE

Beyond Domestic Violence Awareness Month:
Ways to Engage your Communities in DV Awareness All Year

National Resource Center on Domestic Violence

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Welcome, everyone, to our webinar today.

My name is Ivonne Ortiz.

I am the training institute manager for the National Resource Center on Domestic Violence.

All of our webinars are really interactive, so make

sure you write questions.

We make the best that we can to answer all of them.

Before we start I want to thank and introduce our teams at the national resource center of domestic violence, we have an amazing group of people behind the scenes.

I want to thank our technical support specialists, amazing person, that's Justine.

We have Breckan monitoring the chat.

Social media we have Patty, thank you everyone, and of course we want to thank our captioner Megan today.

Thank you, Megan, for joining us.

We are like I mentioned very excited for our webinar today.

It's called Beyond DVAM: easy ways to actively engage

your

communities in domestic violence awareness after October.

We are so, so, so excited to introduce Rebecca De Leon and our very own Joe Ostrander.

Hello, guys!

>> Hi.

>> Hello.

>> They are wonderful.

Hi, guys.

So you know Domestic violence Awareness Month is

recognized annually to bring attention to domestic violence and issues across the country and the nation. So we share stories of survivors on issues of domestic violence, we remember and honor individuals who lost their lives through senseless acts of violence.

We raise awareness and promote approaches and promote resources organizations have to offer.

But just because, you know, we -- (indiscernible) doesn't mean that our -- -- today we're going to be talking about that, how do we move on?

It's not only about October, it's about the entire year.

How do we move what we have to just 31 days to 365 days.

We are like I mentioned excited to have Rebecca and Joe, we want to make this conversation exciting and engaging, so please, please, please feel free to write your questions, your comments, we'll be sure to engage in conversation.

So are we ready to go?

Yeah?

>> I am all right.

>> Yep.

>> Go ahead, Rebecca

>> All right, thank you.

Thank you so much for that introduction, Ivonne.

That was great.

So I am really excited to be presenting also with Joe.

So a really quick background on who I am and why I feel like I am qualified, maybe, to talk about this.

I am doing this webinar on behalf of my consulting firm, Lion Heart Consulting.

But I am also the communications manager for Planned Parenthood of the greater northwest and Hawaii.

I have been doing over eight years non-profit marketing and communications.

For the past four years I have been working in domestic violence and assault prevention.

For those I have if been doing a lot of work with the DVAP which we'll talk about soon and with domestic violence awareness month.

>> And you know that we are all completely jealous that you get to be part of Hawaii and represented in Hawaii.

So.

That's all I can say.

Hi, I'm Joe Ostrander, I'm the communications manager for NRCDV.

Thank you, everyone, who's joined us so far.

Really appreciate you coming on.

I know that there are some people out there in our attendees list who have a group of people in a room, so welcome to the group, we appreciate it very much.

I have been the communication manager for NRCDV for about four and a half years.

I come from a long time in communications marketing, about 20-some years in non-profit, before that I worked in for-profit communications as well too.

So, hopefully Rebecca and I will be able to provide you some tips and tools and things that we, will be helpful to you today as we talk about bringing awareness beyond domestic violence awareness.

So what are we gonna talk about today?

We're going to talk about awareness efforts around gender based violence.

We want to expand awareness beyond Domestic Violence Awareness Project.

So going, those other 11 months of the year, those other times and making sure that we can continue our message and our brand and our awareness efforts and all

that comes with it through the whole year round.

Hopefully we're going to provide you with some tools that you can use to keep this message going to advance your brand and advance the cause.

I know we'll share some successful pains, some examples of successful campaigns, and Rebecca has some great ones.

I know that she has planned to share.

And then we're going to also provide tips on enhancing your social media presence on how to make sure that you are utilizing it to the best of its ability.

That's what we're gonna talk about today and I think Rebecca wanted to start with a poll question, right?

>> Yeah, so before we start, we actually just wanted to get a feel for how familiar you all are with the #1thing campaign.

We're going to pull up a poll here, actually I believe Breckan is going to bring it up

>> Or -- someone.

>> Nice.

So how familiar are you with the #1thing campaign?

You can say I've been very involved with the campaign and I love it.

I've heard of it but haven't done anything with the campaign yet.

Or I haven't heard of the 1thing campaign.

If you've been involved with the campaign and you don't love it, too bad, that's not an option

>> Yeah, we don't wanna know about that.

>> Yeah, don't tell us about that

>> We only want to know if you love it.

>> So we'll give you guys just a few more seconds there.

All righty.

>> If I can jump in, I'm sorry, Joe, for those that, you know, like to read the stats.

We have 26.6% that have been involved with the campaign and love it.

Yay!

We have I've heard of it but haven't done anything with the campaign yet.

And that's 46.6% and I haven't heard of it, 26.

Thank you.

>> Thanks, everybody.

All right, we'll get back to our presentation here.

And there we go.

Okay, Rebecca.

>> Let's see, am I, are we looking at the.

So the 1thing is, we have 1thing and #1thing and #una cosa and they're the main national themes for domestic violence awareness month which happens in October every year.

And so what we kind of wanted to talk about how familiar you are with domestic violence awareness month, hopefully you're fairly familiar even if you're not familiar with 1thing.

Every October we have domestic violence awareness month where domestic violence organizations, law enforcement entities, we have attorneys offices that work with various criminal and immigration related to domestic violence, they all kind of come together to band under this awareness campaign.

And the official color is purple.

And so every October we try to raise awareness about domestic violence using the color purple and using #Una Cosa or #1Thing.

And we'll talk a little bit more about 1thing, but we

wanted to see if you guys, if everybody in attendance could give us a, you can go ahead and type in the chat, if you could give us kind of what you think, what is the purpose of domestic violence awareness month.

So there's really no wrong answer.

Go ahead and just, when you think of Domestic violence Awareness Month, what exactly do you, what comes to mind?

Is it the purple ribbons?

Is it going to talk to a legislator?

Is it online, you know, online marketing?

What does your organization or whatever group you're with, what do you guys do during Domestic violence Awareness Month and what does it mean to you?

Because we're going to dive into that a little bit because we're going to kind of pull out what makes Domestic violence Awareness Month special and we're going to help you guys expand how that kind of expands to months that are not October.

>> Looks like some people are typing right now so we'll just, oh, there we go.

So Melissa says carves out time during the year to focus attention on the issue.

Yeah.

Yes, it does, you're right.

Yeah.

>> Yeah, carves out time in the year to focus on the issue

>> Community events involving memorials

>> Yes.

That's also a good one.

It definitely takes time to honor victims and survivors.

>> So Christina, educator bystander and community engagement.

Briana says we have a memorial for victims who have lost lives through DV.

Bringing awareness to domestic abuse.

Bring -- warrants, for domestic violence related warrants for -- and staff.

So it's being used in a variety of different ways

>> Yeah, and they're all exactly what domestic violence awareness month is for.

So you could kind of see by the way people are responding, there isn't just kind of one thing that Domestic violence Awareness Month is for, which is a little ironic because we are focusing on just one

thing.

So the idea behind 1thing, and I'm sure we'll get into this a little bit more later, but the idea behind 1thing is that everybody can do one thing to raise awareness or prevent domestic violence in their community or in their home.

And everybody's one thing put together collectively makes a movement.

And so that is what we were trying to do with this Domestic violence Awareness Month marketing is we were trying to bring everybody together and just say, you know, we're not, we're not trying to overload activists -- not activists, sorry, advocates, with we have to change the world and we have to do all these things because this work can be very tiring.

All it really takes is just one thing.

And so Jennifer, I don't know if we said yours but you said bring awareness to domestic abuse, conduct warrant -- for domestic abuse related warrants for -- and staff.

Joe, did you have anything?

>> Yeah, I know Rebecca one of the things you and I talked about in a more general sense, these specific examples are wonderful.

And keep them coming, you don't have to stop.

But from a general standpoint, you know, a lot of, itself goals for Domestic violence Awareness Month particularly from our perspective and we know some other national and regional groups' perspective is to raise awareness, right?

Obviously.

Honor victims.

Provide a community for advocates to come together, so a place, and we always within to try to provide community and a lot of the stuff we do here at NRCDV but it is that one time of year where it's sort of that concentration.

And one of the events that we do on behalf of the DDAT every year is the national call for unity too and quite frankly an effort to try to do that, provide some place for people to share.

Of course education, education around domestic violence.

And particularly education around centering the communities that are on the margins.

So.

Those are other things we like to do.

I know I got a question once and we were talking about

this the other day about why do you get a whole month, right?

And why do you need a whole month?

A lot of recognition events are days or a week.

Why a whole month?

So my first answer was why not a whole year, right?

Domestic violence is is an issue that occurs 365 days a year.

It's a problem each year, every single day of the week, and awareness efforts, while we come together in October to concentrate our efforts to be put together, you know, a focus on domestic violence and that's great, lots of organizations do that, lots of causes do that.

This webinar and our, is all about not stopping there and continuing it through the whole year and why should awareness efforts only stop on the 31st day of October and to continue on and on and on.

So when I was asked, you know, why do you get a whole month, my short answer was, well, I think we should take a whole year.

And that's exactly what we're gonna continue to talk about today.

So we'll go onto the next slide, Becca, Rebecca.

>> Yeah.

Thanks, Joe.

Thanks for that.

And so what makes DVAM stand out?

I think we kind of already discussed that briefly.

But really as somebody in the chat mentioned a little bit earlier, and I see that Christina also just left something that she says, you know, we hold an event at the end of every September called the Power of Purple and invite partners to have a free info booth, we provide lunch and we have a speaker/presentation, free community event open to the public to get people talking about DV awareness month and how they can get involved.

That's awesome.

And so we have, we've had a lot of people comment in the chat about things that they do, and it is a concentrated effort.

And so those are probably often not things that you might do, you know, on a day-to-day basis.

You have a lot of other things that you need to always be doing.

So what makes events -- DVAM stand out in addition to these efforts, that are graphics readily available by

NRC DV, NNEDV, API-GBV, Casa de Esperanza.

>> Rebecca, we should probably say that that's not the only organizations that make things available.

Throughout this whole presentation we'll probably, we have some lists, we have people that, some examples, and by far it's never an exhaustive list, there are always other organizations.

And if you do know of those when we provide lists like this and further, write them in the chat and share them with us and with others.

We might find out somebody that we don't know about.

Sorry to cut you off, just wanted to mention that

>> No, that's perfect.

Thank you so much for adding that.

That's certainly worth noting and as Ivonne had mentioned at the very beginning, this is interactive. And so this is information we're providing, not an extensive list.

If you have other information, I'm sure that other attendees would like to know that as well so go ahead and leave it in the chat.

Thank you, Joe.

But the kind of graphics are readily available are often specifically produced for Domestic violence

Awareness Month and in the past few years they have used the #1thing or the #UnaCosa and DVAM, this is the one thing we're going to do, this is the one thing we're asking for.

And those graphics are readily available for anybody to use, they are not necessarily, it's not just for that organization.

Some other, you know, products, the organization, might just be for the organization and you will have to ask permission to use.

But specifically for DVAM those are readily available for any and all organizations to use in their awareness efforts and in their awareness campaign.

And so there's kind of an extra amount of graphics produced specifically for DVAM.

And in the chat Breckan has very kindly put in some links you can go, we're going to talk about DVAP, the Domestic Violence Awareness Project in a little bit, one of the if you want to take a look at the links right now, and the one graphics that have been produced for the past several years are on that link as well.

As I had mentioned earlier, not only is there extra graphics but it's kind of everybody comes together under the big purple ribbon and it's often recognized by large organizations and city governments.

Local governments will dedicate a day, the mayor will have some sort of proclamation or maybe even an event and that is often kind of led by domestic violence coalitions, shelters, organizations.

So we'll talk more about how you can get that to happen in a city near you.

Joe, do you have anything else?

>> No.

That was good.

Thanks

>> Awesome.

Uh-huh.

>> So we talk about what are your goals then when we go beyond October.

So, Rebecca went over things regarding Domestic violence Awareness Month, what are the goals outside of October it's really to say, again, raising awareness, honoring victims and survivors, providing community for advocates, enhancing education around DV and centering communities on the margins.

I would also like to add some other general goals about engagement, audience building, fund-raising, right?

A lot of people, you know, lots of organizations or people around here have fund-raising goals and domestic violence awareness month is a time when a lot of people use their, will focus on their fund-raising goals.

But you need to fundraise year-round just like you need to do awareness year-round and it's a great tie-in.

And also conversation shifting.

Shifting that conversation, where do you want it to go, particularly when we want to talk about intersecting issues, marginalized communities, centering the voice of survivors, making sure that those conversations are shifted towards the real issues and away from often what the stereotypical issues people want to talk about when it comes to domestic violence.

So when we talk about going beyond Domestic violence Awareness Month and we have some examples that are going to be coming up but one of the most recent examples, one that will be coming soon, of course, is Teen dating violence awareness and prevention month, which happens in February.

So it's only a few days away.

And for Teen Dating Violence Awareness Month, we like to at NRCDV we like to follow the lead of other organizations who focus on youth voices.

We do not really focus specifically on youth voices so

we like to follow the lead of a few organizations, Break the Cycle and Love is Respect, and they each take their theme and we take and develop and run with them. We use them sometimes outright and we also then will tie in our own 1thing theme to those as well.

So Break the Cycle this year, the theme is Outrage into Action.

You can find tool kits, themed events and social media events they're holding throughout the month of February.

Their website is listed there, love is Respect also will be coming out with an action guide and their theme this year is actually 1thing, so they took the 1Thing theme and made it their theme for teen dating violence, sorry, Teen Dating Violence Awareness Month, we're excited about that.

They're going to be east hosting a webinar, social media events, and you can find more information as well at their website.

NRCDV is obviously hosting this webinar, which isn't specific for Teen Dating Violence Awareness Month, but it's a great prep tool for the things that you're doing and hopefully the tips we'll be giving you today you can use to help with that.

So another quick poll question.

We talk a lot about tool kits, organizations like ours love to make toolkits and advocacy guides and action guides and do a lot of the stuff to try to help people out with their awareness efforts.

So we want to know what part of toolkits in this type are the most helpful to you.

And if you can vote and we'll let you know how it goes.

>> And if you aren't super familiar with the toolkit, just know that each of these options that we provided are fantastic.

So just pretend, they're all amazing, because they are. And go ahead and vote for what stands out the most to you.

>> So, again, kind of even across the board right now. With graphics for social media and campaign ideas taking a very small lead.

Oh, now training materials, I sort of feel like I'm calling a race or something at this point.

So, interestingly enough, media preparedness resources only has one vote as the lowest amount.

Which is interesting.

We often get lots of requests in our organization for

assistance with how to prepare for media requests or media outreach.

So, all right, so we have campaign ideas graphics for social media, and training materials taking the lead. Thanks, everybody.

For that.

So as I said there's lots of toolkits and guides and action guides that are developed, particularly around Domestic violence Awareness Month, but there are two I just mentioned, Love is Respect and Break the Cycle which are being developed story teen dating violence month.

I'd like to tell you about another action guide and that's the 1Thing action guide, it was created and originally came out at the time of Domestic violence Awareness Month, and it was intentionally designed so that it could be carried through all year long and that it wasn't specific to just one time of the year.

We have the guide available for download but we also have an online version of it and that's at the Domestic violence Awareness Project website.

Which is dvawareness.org.

I'm sure Breckan will put -- she's already put links in the chat leading to that.

Thank you, Breckan.

So quick thing about the Domestic Violence Awareness Project, Rebecca mentioned it before, she had made some mention of it.

That's a project that is one of the key initiatives of the National Resource Center on Domestic violence and that project is made up of an advisory group of of organizations from a really diverse manner of organizations who help advise how awareness efforts around this project.

They get the credit and we're very happy to give the credit for the advisory group, for coming up with the 1thing theme.

We wanted to come up with something that was easy to say, easy to use, recognizable.

Could be used in multiple, by multiple audiences from multiple organizations, multiple professions, and something that would resonate with people and we think they did a great job and we're very happy and proud of that.

Has we're proud to be part of that group.

And so I just wanted to throw out a shout-out to the Domestic Violence Awareness Project advisory group for coming up with that, so, thanks.

Oh, sure, go ahead, Rebecca, sorry

>> Yeah, if I could just jump in, thank you for

mentioning that, that is a group that I was involved in for a couple of years, and I love it.

I love the collection of ideas, there is a lot of thought that is put into it every time that that group gets together.

And the thing that I kind of want to point out as we're looking at these 1Thing graphics, they're obviously created for the entire campaign, the Domestic Violence Awareness Project, all of the things mentioned in the poll earlier, these graphics, media awareness, campaign ideas, all of that was created by this group with input from all members of the Domestic Violence Awareness Project, specifically for advocates and Latinos -- sorry, advocates and nonprofit organizations, so anyone can use them, anyone who wants to participate in domestic violence awareness, but these were created specifically keeping in mind that as we all know non-profit organizations often kind of have to make magic out of very few resources.

And so sometimes, you know, domestic violence non-profit organizations, coalitions, shelters, don't necessarily have maybe a dedicated comms person who has time to create all these graphics from nothing or who has time to put together a large marketing campaign. And so this is the idea, to make it as easy and as

accessible as possible so that organizations that have, you know, so much to do already can just grab them and they don't have to put forth very much effort.

And so that was kind of the idea behind creating all the graphics and the walkthroughs for the media, the campaign ideas.

And for this webinar too.

>> Great.

Has for the people who voted about campaign ideas being one of the most important things in the toolkit.

The DV awareness.org website has an entire section that just lists campaign examples, and very successful ones that they've done, so please check that out.

So we continue past, right, October, other year-round opportunities, so there's lots of awareness months.

Awareness months, days, weeks, sometimes hours, lots of them.

Sometimes too many to follow.

This is just a very small list, very short list of some of the awareness months and events that NRC DV uses to bring awareness, not just of the issues around the month like human trafficking awareness month which we're in right now, but it really interestingly enough how they anticipate sect with gender based violence.

because as with we know there are so many intersecting issues and awareness months, weeks, or days, whatever they happen to be, are a great opportunity for you to not only hold up another cause but to how they intersect.

And, again, this is just a small listing.

The dvawareness.org website also has a larger list and probably definitely not exhaustive list of other recognition months that you can use to follow and be part of and partner with people.

And so this is just a few.

And then I think other year-round opportunities are to think about the personal and organizational work that offers you to advance awareness and to brand your message throughout the year.

So your organization, depending on where you are and, you know, whether, what type of specific work you're doing around gender-based violence, you may be doing advocacy and policy work, of course there's always an opportunity to tie in an awareness theme.

We do that within NRC DV around our advocacy and policy work, tying in our message, our #1thing message theme into when we are bringing information and resources around that.

fund-raising, again, I mentioned it before,

fund-raising is a perfect opportunity to make sure that you're carrying the same theme through all year and bringing your awareness efforts so people know what they're giving money to and what the impact is.

Community engagement, training efforts, of course media relations.

I put down website and newsletter because it's great ways to brand.

You can brand things on your website so people know you're part of a larger movement.

Again, those graphics are available through not just our online toolkits, but other organizations' toolkits where you can take those awareness themes and tie them in through year-round, and your newsletter as well.

And we also added traditional and digital correspondence.

So things like e-mail signature lines, adding your branding there and making sure you can add taglines, other places of correspondence that you do throughout the year.

So I think, yeah, Rebecca, I think you were gonna take the lead on the next one, right?

>> Yeah, absolutely.

And so now that we've kind of gone over a little bit

about things that we do during Domestic violence Awareness Month, how do you build on that momentum? A lot of people in the chat had really great ideas, there were certain things like memorial services, attending booths.

So here we want to say, you know, all of those kinds of things, they often take a lot of effort, which is why they typically only happen in October.

So how do you build on that kind of momentum once you, you know, I think in October there's a lot of people outside the domestic violence field whose attention we have grabbed, so how do you build on that momentum and we have mentioned this already before, but like we want to say it's okay to copy.

We've got a little graphic that says like "please steal my ideas."

this is absolutely directing you again to dvawareness.org but also a lot of the partners we mentioned earlier.

If you have any partners that you have pulled graphics from for Domestic violence Awareness Month that we haven't listed please do put them in the chat.

A lot of times organizations like this do already do this work for you.

There's no need to reinvent the wheel, resources are

already there.

An easy way to build on the momentum is to continue to use those graphics since there are so many large organizations that are putting these together.

You can grab from a lot of different organizations and you can kind of make it your own and then you can build on their ideas.

So Joe just casually mentioned a couple really good ideas, like putting #uniacosa or #1thing in your e-mail signature, that doesn't necessarily require a lot of effort but it does get people's attention.

So that's an idea, something you can build on, you can maybe work it into your letterhead for printing.

It's something you can put kind of anywhere into what you're already doing that doesn't necessarily require a lot of effort.

So build it into what you already have.

You know, put it on your letterhead so every piece of letter that comes out has #1thing, you can put a QR code that directs people to your website or to dvawareness.org or whatever you can do.

But the materials are already there and the ideas even are already there.

And all you need to do is just look at what is there

and decide how you want it to work for you.

>> Right.

So it's about capacity building.

That's what we're trying to help people do, right

>> Yep

>> We know that time is limited, money is limited, resources, and, you know, we want to help people with those limitations that are real and try to make it easier for them.

And, yes, please steal our ideas, that's why they're there, that's what it's there.

And let us steal yours, so I think Rebecca said put in the chat what, when have you, what are some of the great examples you have that, where you've borrowed -- borrowed -- somebody's stuff.

And, you know, have had really great success on help to go advance not just your own message but the greater message around that particular campaign?

>> Yeah, so, again, these are just a few, not an extensive list but these are just a few toolkits and marketing guides that we have often pulled from for Domestic Violence Awareness Project, not just in October but throughout the year.

Break the Cycle and love is respect as Joe mentioned earlier those are specifically teen dating violence so those are really, really good to pool during February because it's Teen Dating Violence Awareness Month, National Clearinghouse on Abuse in Later life.

That is June 15th, elder abuse awareness day but the entire month of June is Elder Abuse Awareness Month. Joe mentioned a little bit earlier you can also combine awareness months.

June is also Pride Month, so I think the National Clearinghouse has not just elders, but they have things for Latino elders or immigrant elders, or LGBT elders who have experienced abuse.

So you can use kind of all these different ways to sort of capitalize on marketing pains that already exist in order to raise awareness for what you want to, people to be aware about, I guess.

>> Yeah.

Great.

Thanks.

Rebecca, I think some of the next ones are some of the examples that you wanted to do regarding nondigital examples, so.

Yeah.

>> Yeah.

So these were examples that I pulled just because I really like specifically how they were quite easy to do, you know, compared to creating an entire marketing campaign and creating all the graphics and reaching out to people and creating partnerships, this is actually something that I saw that I thought was very effective and it was quite easy to do.

So this, I bring this up now because it's not just -- it's two-fold.

One is you don't just have to do all of your awareness on the internet.

And, two, you don't always have to do all your awareness in the community either, but it's really easy to build on other people's ideas.

So here we have Community Chest Nevada in Virginia City, which is in Nevada.

And you have to get permission to do something like this, of course, but they went and they tied purple ribbons around poles, around trees for Domestic violence Awareness Month and just people who were driving around could see those and they started asking themselves, like what is that?

And so this is very easily partnered with news media

will start reporting when people start asking questions.

And so let's go onto the next slide if that's all right for another example

>> Oh, sure.

Yep.

>> So this is in Hennepin County, Minnesota, this is that famous St. Louis bridge.

They did purple, they lit it up purple for Domestic violence awareness month, they happened to have purple lights there because that's where Prince is from and that's also where the Minnesota Vikings are.

So it was easy to make that happen.

So let's go onto the next one for the example.

I had to put this one in here because I am from Idaho and I'm exceptionally proud of this effort in Idaho.

There is Indigenous People's Day.

So the Idaho coalition against sexual and domestic violence collaborated with -- and did a sacred drum circle in the capital building to honor missing and murdered indigenous women, and they did that for their sort of big event and I thought it was beautiful

>> Yeah, these are great nondigital examples.

Often we in the -- side we develop all this stuff and a lot of it is focused on digital media, social media and all that, and while we do provide resources and tips and we'll talk closer to the end about this a little bit, working around events and nondigital stuff we wanted to make sure that we didn't forget about that, so thanks, Rebecca, for bringing in some of those examples about what things people are have done
>> Excellent.

So we want to do one more poll be question.

So I think Breckan can bring this up for you.

The question is do you usually focus awareness resources into digital efforts or nondigital?

So we gave you a couple examples of nondigital efforts, but a lot of our resources are kind of more geared toward digital.

So we were wondering where you all were at with that.

So we have a few votes coming in so far.

It's very evenly split between more digital or more in the community.

We also added a "what do you mean."

thankfully nobody's gotten that one yet.

So hopefully you guys are all on board.

So this is actually fairly evenly split.

Slightly more, 65% percent said more digital.

Just kidding, 60% now said more digital and 40% said more in the community.

So that's great.

>> It's interesting to know for those of you that said digital, and you can feel free to put this in the chat if you want, is that because of the resources that are made available?

Is it easier to do it that way?

You know, is that where your strategic focus on communications is for your organization.

And for those that said community, is it based around events that might be themed, again, maybe a fund-raising event or a training type of event? Feel free to put those in the chat.

>> Yeah, I'm also curious.

>> So we've been talking about awareness because this is about awareness beyond just one month a year, but when we talk about awareness here at NRCDV and we know many of other partner organizations, we want to know how can we take that awareness and move people into action?

So how do we take that, make that to have people go,

okay, yeah, I know about it now.

Now what am I gonna do about it?

That's really what we want people to do.

We want people to do something when we're sending out our message.

What that something is can be different for each organization.

So, you know, we at NRCDV know that awareness plus action can equal social change.

So we take that first step, awareness, and we want to provide people with the opportunities to have, to introduce action into that.

And then hopefully what we get is at least social change, -- it leads to the change of conversation, it leads to a shift in the thinking.

So like calling people out with specific and directive action really can make a difference in supporting social change.

And the #1thing campaign around this is about -- harnessing momentum in our movements especially at the critical points of those intersections by calling people to a specific and directing collective action.

So awareness, individual contribution, moving people to action, which inspires thinking, and then the small

steps to real change.

Here's some examples, just a few of the many, many, many, many examples we could provide around moving people into action.

So it's the awareness of -- I think -- I'm sorry.

I went ahead.

I went back one slide by accident.

This is about, again, our awareness plus action equals social change philosophy.

That the awareness of that individual, again, moves people to action and inspires their thinking.

There.

There we go.

Thank you.

Technology, right?

So these are a couple examples of moving people into action.

Community organizing, creating healing spaces and circles for people to come together and talk and reconnect.

Storytelling, learning through storytelling and the arts.

Supporting women and people of color-owned businesses is an action that leads to social change.

Discussion groups.

This is a very small example of the many things that can be done that can help lead people towards taking your awareness and leading towards action.

So in your messaging, we always try to have a call for action or give some examples.

You can find more examples through, on how to -- on this awareness plus action equals social change again on dvawareness.org website.

We have lots of examples and tip sheets and one-pagers and all that around this.

And we don't want you to forget about your story too when you're doing this.

So another way to make sure you move people into action is to, that each of us has this really unique story, right, and it shapes what we look at and what we do in our lives and how we look at things.

And we want to make sure that you don't forget and that your story doesn't get lost in the campaign.

And it's so easy sometimes to get caught up in the big campaign and focused on that, but that it really does come down to everybody's individual story because it has power to shape behaviors and attitudes and inspire others that are around you.

And the stories of others, so it's the same thing, you

know, that's what, those are the things that make us cry when we see those YouTube videos that people put up their stories.

Those are the things that we stop when we're scrolling through our social media feed.

You know, the one-liners are one things but the things that really make us stop and engage us are those personal stories.

So tell your story, tell your organization's story, reach out, survivor stories of course are incredibly powerful.

It shows the impact that your organization -- that domestic violence has on them and also share the impact that your organization can have on helping to, help people repair their lives.

I think --

>> Yes, although a lot of non-profits and whatever kind of organization that you might be representing, a lot of them don't often have a lot of money to invest in, you know, maybe a lot of professionals that can sit around a table and spend a lot of time bouncing ideas off of each other, but it is a good idea, even if it is just like a one-person show, to really sit, before you do something, sit and think about how you're going to

form your organization's approach.

So we have listed out the main questions that you should be able to answer for yourself.

Which is what is your organization's expertise?

>> Sorry, I went too far, sorry.

>> You got too excited

>> Yep.

>> What is your organization's expertise?

Which is to say, you know, our organization has an expertise in wherever, wherever you're at.

Maybe you have an organization or an expertise in domestic violence in your county.

Maybe your organization's expertise is community, you know, a certain kind of community, let's say immigrants or refugees or API or whatever it may be, what is it that you specifically bring to the Domestic Violence Awareness Month table.

Then you can ask yourself who is your target audience, what resources do you have, which is time and money, what is your call to action, and then what will your message look like?

And so let's go ahead and --

>> Yeah, I would say too to add to that that many of

the action guides and toolkits that we've talked about can help provide guidance around finding answers to those questions.

It's very to ask questions when you're trying to develop these types of things and sometimes it's hard to answer them.

And the #1thing action guide does provide sort of a road map to help you come up with some of the answers for each one of those.

These are things that Rebecca has just mentioned.

>> Yeah, thank you.

And so this is kind of going back to, these were the awareness goals that were, that were mentioned as what we're trying to get accomplished with Domestic Violence Awareness Month, so these are the goals we're going to continue throughout the year.

So when you're sitting there and you're thinking to yourself, okay, and you're asking yourself all of those questions, what are my resources, what's my message, what am I gonna put out there, keep these goals in mind.

One of these goals, you want to raise awareness about domestic violence, and your target audience is going to be people outside the domestic violence field.

So how are you going to reach that audience?

It depends on who you are and where you're at, where the people outside the DV field, where do you recognize them to be?

And so you have to ask yourself that question.

I believe that NRC DV offers -- I might just be making this up -- but do you offer any kind of training to help people answering these questions

>> Yes, I can tell you that, when we look at this, when we've thought about this question because audience is always sort of that huge question that everybody has. Often the answer either starts at or sometimes circles around at some point in the circle of everybody, right? We want everybody.

So we have a famous -- it's a famous saying, I didn't come one it but I use it all the time, which is an audience of everyone is an audience of no one.

So realizing that you cannot speak to every single audience that you think you care about right now at the same time.

It will get lost in this thing.

One of the things that we did, though, to think about outside of the DV field and reaching new audiences was look at professions that intersect.

So doctors and nurses, law enforcement, higher education, insurance companies was one that actually we didn't even think of but came to us because they have an interest in wanting to keep people safe, right? So that people don't use the insurance as much. They have an interest in that.

So it's looking at the impact and the action.

>> That's impressive.

Another one of the awareness goals is to honor victims and survivors of domestic violence.

A few people in the chat earlier had mentioned they do memorial during Domestic Violence Awareness Month, that is absolutely appropriate and it's really beautiful.

But how could you do that year-round?

How could you always be honoring victims and survivors and their families?

You know, it doesn't have to necessarily take place as this big grandiose sort of memorial, but you can still do that.

And so victims and survivors and their families, they're very, very interested one of the they are also oftentimes in various stages of healing.

And so your message to them when you do reach out to them is probably going to be shaped a little more

differently, hopefully, than when you're going to be reaching the previous audience, which is people outside the DV field.

So this is why you should always be asking yourself these questions of who is the audience, how am I going to reach them and what am I going to say to them

>> Yeah and remember this is where the stories really come into play.

And to always, you know, let the -- when you want to craft messages for particular audiences, the best way to do it is to ask that audience.

When the -- the survivors 'voices, let them lead and listen to what it is that they want and what speaks to them.

>> Yeah, and also always remember to be trauma-informed, to use trigger warnings, self-care spaces where it's okay for people to take care of themselves.

those are all very important.

And so another one of the awareness goals is to provide community for advocates and encourage self-care.

Which is a little bit of what I was talking about too because it's not just the families and the victims of

families who are affected by this work too.

It's us, the advocates.

And we need self-care too.

And sometimes we need to be able to just have a space where we sit around and we talk to each other about the work, about, you know, different self-care practices, different, you know, different -- even sometimes it's just really good to vent and just be like, wow, this is really heavy right now.

And that was a really emotionally draining conference I just went to.

It was good, but I just need someone to talk to.

And so you can do that through your awareness efforts to create that community and that space for advocates to talk to each other.

You know, and, again, that's going to look very different depending on who you are, where you are, and who -- where the advocates you want to reach out to are.

So another -- oh, another one of the awareness goals was enhance education around DV while centering the most vulnerable.

So the target audience for this is pretty big because enhancing education around domestic violence is something that everybody could benefit from, even other

advocates.

If anything, if they already know that information, you're giving them a way to take it and turn it around and use it in their work.

So you can do this with coalition leaders, non-profits, faith-based leaders, workers, consultants, people who, just anyone who wants to help victims and survivors.

And so this one's a really big one.

And so I guess the piece of advice that I would have for this one is since the target audience could be essentially anybody, always start with who your target audience is.

Say, it can be somebody who's trying to do something good for domestic violence awareness and prevention, but isn't quite there.

Maybe they're not trauma informed or maybe they're not centering survivors, or maybe they're pushing others farther into the margins.

You know, how do you identify that audience and how do you bring them more into like a place of better education, understanding, so that the most vulnerable are still centered in our work.

>> Right.

And, you know, this is that we want to reach everybody and of course we always want to reach everybody because our message and our story and our cause is worthy, but you do have to be careful about getting into the trap of trying to reach too many people at one time.

So it may be that you care about every single one of these audiences, but you have to choose one or two to focus your message on at this particular time and then move to the next one or two the next time around.

And rotate.

And thinking too about when different audiences and as Rebecca has been trying to point out, takes time with different focuses, it doesn't necessarily come up with one slogan, one campaign and being able to use it across everybody.

>> Right.

And that's kind of why the #1thing, the #1thing campaign works and it's because it definitely still centers everybody around domestic violence awareness but you can take it and apply it to however you feel necessary

>> Thanks, that's the goal.

>> Yep.

>> But I just wanted to say something about social media and we're going to go into a little bit more detail in the next few slides but I wanted to introduce this.

So why social media?

Around one of your goals, we took the poll earlier about digital versus nondigital, for those of you that don't focus or don't spend time a lot on digital media, particularly social media, we get asked all the time, really should we use it?

Is it really that valuable?

Why should we?

And so here's a couple quick stats of why social media is important.

There's many, many other things we could talk about.

This is one.

So 43% of people attend or participate in some charitable event because of a social media trigger. Something they saw on Facebook, a tweet they saw, an Instagram post, a Snapchat invite, whatever it was, that there's something there that they saw or found out about through social media and participated in the event, went to the event, gave to the event, spoke about it, whatever it was.

That's pretty good return.

Passing out flyers in organization, you know, in communities and traditional advertising is still something I'd say you should do as your capacity allows, but the bang for your buck through social media return is obvious.

This is specifically about Twitter, 55% of Twitter users who engage in a non-profit are moved to some type of action.

That goes back to what we talked about before, the awareness plus action equals social change.

Awareness for awareness 'sake isn't the end result.

It's great that people know about you or your cause or your issue, but you don't want it to end there.

You want them to do something, you want them to give money, you want them to write a letter, you want them to show up at your event, you want them to retweet, whatever it is, you don't want it to end there.

And this is just another, that shows that people are engaged and that has become the place for those to be.

We're going to talk a little bit about capacity, too, we brought about about how do you do all this?

Rebecca's got some other little tips you may or may not know about.

>> Yeah.

And obviously we're going to talk about how to create graphics and Canva is sort of at the forefront of that. But before I go into that I just wanted to mention something that Joe made me think of, and with that social media stuff, I know Joe is very thought-provoking.

This is great.

But I think sort of you mentioned that people have questions about is it really worth the time, social media, is it really making a difference?

And I think that that question kind of comes because a lot of people have, they use this term slack-tivism, so it's internet activism but really all you're doing is retweeting something or sharing something onto your Facebook and kind of pat yourself on the back like what I'm doing is a good thing.

But it actually, it really is a lot more impactful that I think people often realize.

And so I don't remember where I read this but I remember it was from a reputable place, but somebody did interviews with a lot of different people who used to be kind of very, you know, have beliefs that were considered very racist and then they kind of came over, they started realizing, you know, they started

recognizing power and oppression and they started kind of coming out of that mentality and a lot of times these interviews that were conducted, a lot of the people said it was actually, my mind started being changed through social media because if they aren't willing to hear the conversation, they are willing to sort of be somebody who's eavesdropping on the conversation and kind of watching somebody else go back and forth maybe with something that they, you know, and hearing the other side without it being so sort of in your face.

And it actually turns out that there is a lot of power in that, and the more people start seeing that, the more they're sort of exposed to sort of like the other side of how they believe, they do kind of slowly come around by watching other things happen on social media. I just want to throw that in there really quick. But let's talk about graphics and so we've mentioned several times before a lot of people don't have like a graphic designer on staff, maybe they don't have somebody who has like a dedicated I'm going to make graphics position, so Canva is great because canva.com is completely free and it's something that you can go into and they have a lot of graphics already prepared for you, they have the templates, they have the social

media sizes too, so they will tell you do you want to post on Instagram, you need this size.

And it's got the template all ready for you.

You can choose a background, you can choose like pretty fonts, you can choose all kinds of things, you can input your logo, you can input your own images.

It's very, very user friendly and it's completely free. And you can export it into a png or jpeg, I think PDF is the paid version.

But you can do probably everything you need to do with graphics for three through Canva.

These other ones are paid, you do have to have a subscription in order to use them but they are a really good way to get stock images for your graphics.

And so if you don't have a camera, believe it or not, your cell phone cameras these days, they will have, they have amazing cameras on them, so and so don't discount just taking your cell phone and going to maybe an event and taking pictures because it really can work well.

But stock images do definitely have kind of a bit of a more professional air to them.

So Adobe Stock is on the far left, Getty Images and Shutterstock is on the far right.

You can pay for one month or, hey, look, free photo

site is flash.com.

Check these out and if you have any free photo sites or any free ways or cheap ways to make graphics please do put them in the chat, this is awesome.

This is a great place to share them.

But these were the ones that I usually use.

And then here I just wanted to give a shout-out again to NRCDV for producing these on behalf of the Domestic Violence Awareness Project.

So these are some of the graphics that you'll be able to find on dvawareness.org and that you can use, you can even co-brand them, so you will see that it has the Domestic Violence Awareness Project logo in the bottom, but you can also put your own logo on it and put it on your own social media or print it on your materials.

As you can see I just wanted to show because I think these graphics are absolutely beautiful.

They're super fun, I like the doggy and a like the woman with all the words behind her.

And I think they're great and they're completely available for you all to use.

So, yeah, I'm going to go ahead and pass it back to Joe for some social media

>> Thanks, Rebecca, I appreciate that.

And I'm going to give a shout-out to Justine on our

staff who is really the grandmaster behind just about all of our graphics stuff, produces a lot of that. We are very fortunate to have a graphics person on our staff who is very talented and so we're really happy with that, I'm glad that they -- I posted in the chat a bunch of links to free photo sites that I use. Unsplash, life of pix, gender photos, I'll put more up when I'm done talking.

Please steal those, use them to find photos to use that we can in our social media and if you have some that aren't up there already, please share them because I'm always looking for, who doesn't want to find places, or know about places to find free photos?

Especially really good ones.

Gender photos is great because it's a fairly new site that came out and it includes photos from trans people which are really impossible to find on general mainstream sites, right?

There we go.

All right, Rebecca, I'll be quiet, I'll let you go on with the next part here.

>> Wow, no, I'm still excited about gender photos, I've been looking for those kinds of photos, that's amazing. Okay, so we're about to wrap up here, so this will be

fairly quick, but some social media tips for you guys while you're planning your online, this is, again, obviously just online, but if you're planning online and you don't have a lot of time, you've got these beautiful graphics from Justine at NRCDV, yay, Justine, but you don't have very much time to invest in social media, here's some tips that make this easy.

The three main tips that we have for you are create sample messages for yourself and others, we'll get to that in a sec.

Schedule posts, and plan ahead.

This is very much one of those job description opportunities that you want to frontload and then the rest of it will be super easy.

And so under create sample messages, we have make it easy tomorrow your audience to participate.

Let's say for example that you want to start a Twitter chat or you want to have a Twitter chat with a lot of your, you know, partners, your friends at other organizations, people who are willing to support you and dedicate some time to you, if you make it easy for your audience to participate, they're much more likely to come with you.

So if you want to say, hey, we have this, I don't know, say you have this event that you want help letting

people know, all you have to do is create sample messages and send them to all of your partners and say, hey, you know, I've created ten sample Twitter messages, ten sample Instagram messages, send them to your partners and all they have to do is copy and paste, they're much more likely to do it than if you just ask them.

And another one is provide #hashtags to help your posts grow and be easier to find.

I think most people are pretty familiar with what a hashtag is now.

When you are creating a hashtag or let's say an event or something that you're trying to do, it is a good idea to look up that hashtag first and make sure it doesn't already have traction for something else.

Learned that lesson the hard way.

Tag organizations and individuals that are relevant to your message.

I would also strongly suggest, though, that you let them know you're going to do that, reach out to them beforehand, tell them what you're going to do, ask them if that's okay, there's probably very little reason why they wouldn't be already with that.

And then link to resources, your own or others, that bring value to your audience.

Definitely always be thinking about what is the audience going to absolutely need versus like what do you want them to walk away with.

Sometimes we think that we might know what is, what they need, but not necessarily that's true.

But always provide links so that they can investigate it on their own

>> Yeah, so then we want to make sure that you schedule, right?

So the other thing is timing matters, and time matters. One of the things about social media is it never stops. No matter how much you want it to sometimes, it never stops.

It can always go on, what do you follow, when do you put things out.

There are tools that you can use to schedule ahead of time so you can, you know, you can sit down and in two hours schedule out four weeks' worth of post.

Which are great, we use (indiscernible) there's Twitterfall and other ones whose names are escaping me right now, so please feel free to jump in, that allow you to, Facebook has it built-in scheduling tool that you can use within itself.

But timing matters too for scheduling posts.

When do you post things?

When will they be engaged?

The ultimate thing is to know your audience.

Some of the social media platforms will provide you with feedback analytics about when your audience is most often on.

So, you know, look at who your followers are, when are they online the most often.

You can find that easily in Facebook's analytics.

There's a little bit of that in Instagram, not so much in Twitter, but there are third party tools you can use to find that out.

But typically posts published between noon and 3 during the week and noon and 1 on weekends get more views and clicks.

I guess that's just because we're either at lunch or we're just, you know, kind of like hit our afternoon stride where we're like, I'll just go check this stuff out online at that point in the day.

And of course analytics, whether it's through the actual platforms themselves or third party analytics, can tell you when your audiences are active on social media.

It may be different from your audience, these are sort of the average across sort of social media these timeframes, but your particular audience, who your

followers are may be active at a different time of day, so this rule may not apply for you and it's best to look at your own, at your own analytics for that.

Sometimes 9:00 at night is the best time, right?

Then we want to plan ahead, right?

Use many resources that are available from others.

Remember, we like that recycling.

Rebecca and I recycle and at our organizations and what we do.

We recycle our own stuff, we recycle other people's stuff.

What you put on social media never goes away, but it can be forgotten about, so remember that just because you posted it, you know, three months ago doesn't mean that people remember about it and often it can bring it back and recycle actually that actual post or a similar one to that and bring it back around, especially if there's relevant things going on.

It's also nice to let your audience know what's coming, so if you're going to be having events you're going to be planning online social events, you know, it's sort of like bring the party invitation, let them know what's going on, have them know what's coming up, what you're going to be able to doing, what you hope that they'll be part of, then going back to the first tip,

providing them with tools to make it easy for them to be part of it as well.

Anything else?

>> No, that's great.

>> All right.

So we want to try to bring this all back, right?

Bring it all back together, it's about the awareness.

So it's raising awareness all year long and raising awareness in your community.

So go ahead, Rebecca, sorry.

I know you had things you wanted to talk about with this.

You were getting ready to say something and I jumped in, I could see the face so go ahead

>> No, you're good.

So these are kind of the three main, whenever I have sort of like a marketing campaign, especially when it's related to domestic violence or sexual violence prevention or any kind of, you know, we're in January so it's actually Human Trafficking Awareness Month right now and it's also Stalking Awareness Month, so

whenever I'm heading into a campaign like oh, my gosh what am I going to do, the three main things that I always want to hit is get the news involved, get the government involved, and get law enforcement involved. What that means is get the news involved, that's pretty standard, send out a press release, reach out to the news, tell them, you always have to tell them why this matters to people.

They're not going to be able to, you know, if you just say this is Domestic Violence Awareness Month, you have to tell them this is Domestic Violence Awareness Month and it is important to you because of A, B, and C.

In our county certain percentage of people have experienced domestic violence in the past year, like you kind of have to do that for them or they might not understand why it's newsworthy.

Get the government involved.

So early year we showed people putting the ribbons around the trees, we showed -- well, I don't want to -- proclamations, but we showed the bridge that was purple, all of those things were because advocates went to government officials probably with whom they had a good relationship, you know, but if you don't have a good relationship with the government in your area, that is something that you should do.

It's always good to have them on their side, the mayor can make a proclamation, they can do something special in your community and to get them to give you access to certain areas like that can be very, very helpful. And getting law enforcement involved, law enforcement is, has a lot of stake in good domestic violence prevention, so getting law enforcement involved can work two-fold.

One, you can kind of explain to law enforcement as you're working together what being trauma-informed is, you know, and you can explain to them a lot of different things, like, hey, if you're called to a domestic violence call it's not a good idea if the people don't speak English to have the child interpret and these are the reasons why.

But law enforcement is something that a lot of people, a lot of people trust and a lot of them don't trust. So when you're getting them involved, make sure that you know what you're doing and why they're getting involved.

So even something like having law enforcement involved if you're holding maybe a rally or a march, getting law enforcement involved might make, for example, undocumented people more afraid to participate. However, if you're wanting to talk to a school and the

kids have, you know, a really good relationship with law enforcement, it's a really good idea to have law enforcement come in and do a training with you and explain to them the effects of domestic violence in the community.

>> All right, so a lot of what Rebecca talked about I wanted to also give a plug for another resource that we put together, it was this task, I think it's relevant not just for domestic violence awareness month, but year-round.

Three questions and a song, they were several videos we did, only about 3 and a half minutes long but they're packed with little tips and information around helping to advance awareness efforts.

One focuses around social media and provides some more tips and resources and you'll see some information about how to best use that.

There are ways about engaging the media just as Rebecca said, your local government, faith-based groups, how do you best engage faith-based groups.

So they're fun little videos, you can find them at dvawareness.org/videos and you can find other tips there as well too.

And Ivonne who wrought us in on the, on the webinar and

I know I think is going to be taking us out on the webinar I want to give her a wonderful round of applause for putting those videos together.

Off the ideas that our Domestic Violence Awareness Project advisory group put together.

And there's Ivonne.

And there's how we can be contacted, so if you have questions, comments, if you wanted to get some resource, you missed something that we had talked about, feel free to reach out to either one of us, we're more than happy to help out and engage and provide you with any information you might need.

>> Thank you so much, Joe and Rebecca.

You guys did a fabulous job.

And we have a couple of minutes left so I want to encourage our participants today to ask questions.

Any questions that you have for Joe and Rebecca?

And so take your time.

I might, I'm going to ask one.

And I know that you guys have, you know -- for a couple years.

I wanted to know what is the one thing that you learned when you were starting your career that helped you, you

know, through the years?

And we're talking about awareness or social media.

What is the one thing?

>> Wow.

Great way to tie these together there.

>> That's a good question.

>> Would you like to go first, Rebecca, while I think about my answer?

>> Sure!

Sure.

I think really the one thing that helped me the most was good mentorship.

I have had some really great mentors who were, they were so patient with me, I was, it took me awhile I think to really get superly involved in the domestic violence to learn everything from how to be trauma-informed to how to center survivors and how to center those on the margins.

It did take me awhile to learn all of that and so the one thing I'm extra grateful for are some really great mentors.

>> How about you, Joe?

>> Wow, now I have to follow that.

Okay.

So the one thing that I thought about, I wasn't -- I went back further.

I went back to when I was trying to decide what I wanted to do when I grow up, and it was in college and, yeah, I mean, I had an adviser who helped me kind of figure out what I wanted to do.

The one thing that I really did learn early on was to listen to your audience.

And sometimes it's very easy to forget that.

I've made that mistake thinking that you get caught up in what you're doing, get caught up in the campaign or your ideas, and I've done this before so I know, and it's very easy to forget who you're trying to talk to and forget to listen to them and think you know what they need.

I've learned it the hard way, so don't do that.

So when we say talk to your audience and find out what they really needing, we are doing that from experience.

>> Awesome.

Let's see, I know there's some people -- okay, we have Aida and Aida is saying I'm a new advocate at Cross Timbers Family Services, this is all great advice. Yay!

Thank you, Aida

>> Oh, well, you're welcome

>> We have a question from Cori about using images, specifically the gender spectrum collection, it mentions in the guidelines that the images can't be edited, encompass so does that mean we can't crop, resize, add text or include them in graphics we create?

>> I've used photos from that site, which is why I recommended it, and I'd have to look again at what it specifically means.

My guess is that they don't want you to color alter the photos photos, change the -- add your own graphics on top of them.

That's my guess, I don't know specifically the answer to your question, but I would think cropping and resizing is a typical thing.

Oh, maybe Rebecca knows, great

>> So there is kind of like a, I don't know if it's like a legal definition for that, but when they do say that images can't be edited, it essentially means that

you need to treat them as if it was your organization's logo.

Which does mean that you cannot -- yeah

>> Yeah

>> So you can't like cut off, you know, a letter when you are cropping.

You can crop a little bit if there's too much white space or something, you can crop it tighter, but you can't flip it backwards, you can't add text, you cannot -- I mean, you can resize it anyway you want as long as the resizing is proportional.

But basically what it means is like treat it as if it's your logo, don't, yeah.

So when you include them in the graphics that you make, you can maybe put them like in the center and then put a design around if like put your logo on the top, or your logo on the bottom and some words on the top.

But you really can't put things on top of them.

And oftentimes, the gender spectrum collection wasn't one I'm familiar with, but sometimes when that rule exists you can still go back to the artist who created the original image and just say, hey, this is what I would like to do with your graphic, maybe send them an example and be like do I get your permission to do this and sometimes they'll just be like sure, that's fine,

and explain what you're using it for.

But unless you have that permission and always get permission in writing.

Unless you have that permission in writing, yeah, you can't do any of those things to it.

>> Great.

Thanks for the very specific answer, Rebecca, appreciate that.

>> No problem

>> Yeah.

Thanks for the question, Cori.

All right.

>> That was a very good question

>> I think it's it.

I don't see anybody typing.

Thank you so much, Rebecca.

Thank you so much, Joe.

This was very valuable information.

I want to invite all of our friends to visit dvawareness.org where you're going to find information about our #1thing campaign.

You can access the action guide that has all the materials that were shared with you today, remember, and I'm sure you know that it's Teen Dating Violence Awareness Month in February.

Check out Break the Cycle, check out love is respect, they have great, great ideas and resources that you can add to your awareness campaign.

Thank you so much.

This webinar is being recorded so you can access it later on, and also please, please, you're going to receive a message asking you to fill out a survey, if you'd be so kind, fill out the survey, if you have any comments for us, if you have questions for us, you can add them to the survey.

So I want to thank everybody for joining us this session today and take care and have a great year, I guess, awareness year, year-long.

So, again thank you, Rebecca, and thank you, Joe.

Take care.

>> Great, thank you, everybody.

>> Thank you.

Bye.

[Webinar concluded]

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