

# SOCIAL TILE MESSAGING TEMPLATES

Whether you're an individual or organisation, social media is a powerful way to share messages about respect and equality.

This resource is designed to be both broad and varied to allow you to choose the messages that best suit your audience and community. You may choose to share them as they are, or you may want to adapt the captions or statements to suit the audience you are speaking to.

For example, you may want to speak directly to the rights of First Nations women, women with disabilities, women from a faith community and trans women. Many women experience intersecting forms of discrimination, and very few people hold just one identity or experience.

You can use values-based messaging in the supporting copy of your social media posts to help connect with your community. Values-based messaging leads with vision to frame your communications in a way that builds on strengths. See the [16 Days of Activism Toolkit](#) for more information and resources.

For all social media activities, join the conversation by using the hashtags **#16Days** **#16DaysOfActivism**.

If you are sharing a link, ensure that you copy and paste the full link as this helps us measure our campaign impact.

Download the assets:

- [Social media tiles 9:16](#)
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## TILE 1

<b>Statement on social tile</b>	Respect is treating your partner as an equal.
<b>Supporting caption</b>	<p>We can prevent violence by treating each other as equals in a relationship.</p> <p>It's important to think about if your behaviours are based on your idea of a how someone 'should be' based on their gender. Free your relationship from harmful gender stereotypes.</p> <p>Join the 16 Days of Activism and help build communities where women are safe and equal. It all starts with respect.</p> <p>To learn more about 16 Days of Activism visit: <a href="https://bit.ly/3XGtxSr">https://bit.ly/3XGtxSr</a></p> <p>#16Days #16DaysOfActivism</p>
<b>Alt text</b>	Text post: "Respect is treating your partner as an equal."

## TILE 2

<b>Statement on social tile</b>	Respect is supporting women’s right to choose what they do with their bodies.
<b>Supporting caption</b>	<p>Every person’s body belongs to them. We can prevent violence by upholding the right of individuals to access sexual and reproductive health and make decisions about their bodies free from discrimination and objectification.</p> <p>Join the 16 Days of Activism and help build communities where women are safe and equal. It all starts with respect.</p> <p>To learn more about 16 Days of Activism visit: <a href="https://bit.ly/3Bb6ebq">https://bit.ly/3Bb6ebq</a></p> <p>#16Days #16DaysOfActivism</p>
<b>Alt text</b>	Text post: “Respect is supporting women’s right to choose what they do with their bodies.”
<b>Additional notes on messaging</b>	This statement could be used to talk about reproductive rights, consent, disability rights, gender affirming care, beauty standards, or any other situation where women’s choices about their bodies are questioned or removed.

## TILE 3

<b>Statement on social tile</b>	Respect is seeking enthusiastic consent.
<b>Supporting caption</b>	<p>Whether you're in a long-term relationship, dating someone new or chatting to someone online – it's important to get enthusiastic consent.</p> <p>Consent is ongoing and shared – you partner can withdraw consent at any time. If they seem uncomfortable or hesitant, it means you need to check in.</p> <p>Join the 16 Days of Activism and help build communities where women are safe and equal. It all starts with respect.</p> <p>To learn more about 16 Days of Activism visit: <a href="https://bit.ly/4d2yb2s">https://bit.ly/4d2yb2s</a></p> <p>#16Days #16DaysOfActivism</p>
<b>Alt text</b>	Text: "Respect is seeking enthusiastic consent."
	<p>This could be expanded and broken down into specific examples – e.g., consent on dating apps, consent, on a date, or consent at home with a partner.</p> <p>You might want to talk about how to ask for consent (e.g. "Can I kiss you?" "Do you want me to stop?") and what giving consent looks like (e.g. verbally asking and getting a "yes," a physical gesture like a nod, or reciprocating a move, like removing clothes.)</p> <p>Remind your audience that consent needs to be present in all stages of an interaction.</p> <p>Learn more about consent:</p> <ul style="list-style-type: none"> <li>• <a href="#">What does it mean to give consent?   Respect Victoria</a></li> <li>• <a href="#">Consent in long-term relationships   Respect Victoria</a></li> <li>• <a href="#">Talking to children about consent   Respect Victoria</a></li> </ul>

## TILE 4

<b>Statement on social tile</b>	Respect is believing victim survivors.
<b>Supporting caption</b>	<p>You can have an enormous impact on someone’s journey to safety. If someone you know is experiencing violence, listen without judgement and believe what they tell you.</p> <p>It’s important not to say things like “so why do you stay?” or “but what did you do?” as these questions place the blame on the person who’s experienced violence.</p> <p>Instead, validate their experiences and let them know you’re there to support them.</p> <p>You can give them the contact details of a specialist family violence support service. Safe Steps is Victoria’s 24/7 family violence phone line that can be reached on 1800 015 188. 1800 RESPECT is the national domestic, family and sexual violence phone line that can be reached on 1800 737 732.</p> <p>Join the 16 Days of Activism and help build communities where women are safe and equal. It all starts with respect.</p> <p>To learn more about 16 Days of Activism visit: <a href="https://bit.ly/4cW0akw">https://bit.ly/4cW0akw</a></p> <p>#16Days #16DaysOfActivism</p>
<b>Alt text</b>	Text post: “Respect is believing victim survivors.”
<b>Additional notes on messaging</b>	<p>This is a good opportunity to help people be more equipped with how to respond to disclosures.</p> <p>Think about how this best applies to the community you are speaking to, check out <a href="#">How to respond when someone tells you they’ve experienced violence</a>.</p> <p>Ensure you include support services in your post.</p>

## TILE 5

<b>Statement on social tile</b>	Respect is promoting equality and respect, on and off the field.
<b>Supporting caption</b>	<p>Sport has the power to create positive change. It can bring our communities together and give us a sense of belonging.</p> <p>Celebrating everyone's participation in sport, regardless of gender, helps create a culture where everyone feels safe and equal.</p> <p>Join the 16 Days of Activism and help build communities where women are safe and equal. It all starts with respect.</p> <p>To learn more about 16 Days of Activism visit: <a href="https://bit.ly/47n1ziQ">https://bit.ly/47n1ziQ</a></p> <p>#16Days #16DaysOfActivism</p>
<b>Alt text</b>	<p>Text: "Respect is promoting equality and respect, on and off the field."</p> <p>Background is a closeup of a grass sports field with a white line across it.</p>
<b>Additional notes on messaging</b>	<p>This is a great opportunity to talk about a current or recent sporting win for women, or to highlight changes your organisation or council is making to ensure your community sport centres are accessible and equal for women and gender diverse people.</p> <p>You may also want to add a 'barrier' to this caption – for example: pay discrimination, sexism on and off the field, access to changerooms and facilities.</p> <p>Learn more about the <a href="#">power of local sport to prevent violence against women</a>.</p>

## TILE 6

<b>Statement on social tile</b>	Respect is everyone feeling safe to go for a run or walk home.
<b>Supporting caption</b>	<p>Everyone deserves to be safe in their homes and on the streets.</p> <p>We all deserve a world where we don't feel like we need to look over our shoulder walking home at night.</p> <p>But harmful ideas – like the belief that men are 'owed' sex, or that they should use violence to get respect – drive violence against women.</p> <p>All of us can help change these harmful ideas to make our communities safe.</p> <p>Join the 16 Days of Activism and help build communities where women are safe and equal. It all starts with respect.</p> <p>To learn more about 16 Days of Activism visit: <a href="https://bit.ly/47oT4DN">https://bit.ly/47oT4DN</a></p> <p>#16Days #16DaysOfActivism</p>
<b>Alt text</b>	<p>Text: "Respect is everyone feeling safe to go for a run or walk home."</p> <p>Graphic of orange lamp post shining light on the text. Stars and moon in the sky above.</p>
<b>Additional notes on messaging</b>	This statement could be used as is, or it could be expanded on to talk about the added layers of discrimination some people can experience in public spaces (like racism or ableism), and how we can work together to prevent them.

## TILE 7

<b>Statement on social tile</b>	Respect is calling in your mate when they've said something harmful.
<b>Supporting caption</b>	<p>Each of us can play a role in creating a society that is safe and equal for women.</p> <p>By challenging harmful comments in your workplace, sporting club, friendship group and community, you are demonstrating that disrespect is not ok at any level – helping to change the culture that enables violence against women. “Calling in” isn’t about shaming someone for what they’ve said, but about building empathy for others.</p> <p>Join the 16 Days of Activism and help build communities where women are safe and equal. It all starts with respect.</p> <p>To learn more about 16 Days of Activism visit: <a href="https://bit.ly/47kJNgc">https://bit.ly/47kJNgc</a> #16Days #16DaysOfActivism</p>
<b>Alt text</b>	Text: “Respect is calling in your mate when they’ve said something harmful.” Graphic of a megaphone with the words “calling in your mates” coming out of it.



## TILE 8

<b>Statement on social tile</b>	Respect is closing the gender pay gap.
<b>Supporting caption</b>	<p>Closing the gender pay gap helps keep women safe by promoting their independence and decision-making.</p> <p>Right now in Australia women continue to earn less on average per year than men. When women are paid less, it sends the message that they are of less value than men. Financial security is also a key factor in the decision or ability to leave a violent relationship.</p> <p>The pay gap can be even greater for people experiencing racism, ableism, homophobia and transphobia.</p> <p>Join the 16 Days of Activism and help build communities where women are safe and equal. It all starts with respect.</p> <p>To learn more about 16 Days of Activism visit: <a href="https://bit.ly/4efZFWW">https://bit.ly/4efZFWW</a></p> <p>#16Days #16DaysOfActivism</p>
<b>Alt text</b>	Text: "Respect is closing the gender pay gap."
<b>Additional notes on messaging</b>	<p>Find more information about this topic: <a href="#">What is the gender pay gap – and what does it have to do with preventing violence against women?</a></p> <p>You could talk about workplace gender equality policies, or flexible work applying it to your community. <a href="#">WGEA (Workplace Gender Equality Agency) ABS data on gender pay gap</a> is also useful information to reference.</p>

## TILE 9

<b>Statement on social tile</b>	Respect is choosing not to laugh at jokes that put women down.
<b>Supporting caption</b>	<p>Choosing not to laugh at jokes that put women down shows respect, and helps others do the same.</p> <p>We all play a role in challenging harmful behaviours early, so we can prevent violence before it starts.</p> <p>Join the 16 Days of Activism and help build communities where women are safe and equal. It all starts with respect.</p> <p>To learn more about 16 Days of Activism visit: <a href="https://bit.ly/3Xc67E4">https://bit.ly/3Xc67E4</a></p> <p>#16Days #16DaysOfActivism</p>
<b>Alt text</b>	Text post: "Respect is choosing not to laugh at jokes that put women down."

## TILE 10

<b>Statement on social tile</b>	Respect is knowing that violence against women is a men's issue.
<b>Supporting caption</b>	<p>Men are starting to have the conversation about what they can do to end the national crisis of gender-based violence.</p> <p>We need to make sure this conversation keeps going, by talking to our friends, recognising the warning signs of violence, challenging abusive behaviours, and listening to women and survivors of all genders without judgement or defensiveness.</p> <p>Join the 16 Days of Activism and help build communities where women are safe and equal. It all starts with respect.</p> <p>To learn more about 16 Days of Activism visit: <a href="https://bit.ly/3XFv8ZW">https://bit.ly/3XFv8ZW</a></p> <p>#16Days #16DaysOfActivism</p>
<b>Alt text</b>	Text post: "Respect is knowing that violence against women is a men's issue."
<b>Additional notes on messaging</b>	Find more information about this topic: <a href="#">Why men need to talk about violence against women</a>

## TILE 11

<b>Statement on social tile</b>	Respect is role modelling healthy ideas of what it means to be a man.
<b>Supporting caption</b>	<p>There are a lot of 'rules' out there telling men how to be. Rules like: you have to be tough, you have to be the breadwinner, you can't show fear or sadness, you always have to be in control...</p> <p>When we challenge these 'rules' and embrace healthy ideas of masculinity – like opening up with your mates, modelling your full range of emotions with your kids, and checking that you are showing up as your authentic self – it creates healthier ways of thinking, living and better connection for everyone.</p> <p>Join the 16 Days of Activism and help build communities where women are safe and equal. It all starts with respect.</p> <p>To learn more about 16 Days of Activism visit: <a href="https://bit.ly/3AWTQfj">https://bit.ly/3AWTQfj</a></p> <p>#16Days #16DaysOfActivism</p>
<b>Alt text</b>	Text post: "Respect is role modelling healthy ideas of what it means to be a man."
<b>Additional notes on messaging</b>	<p>Men are often still told to be tough and in control, the breadwinners, the secondary parent. It's limiting ideas like this that drive this harm and lead to violence against women.</p> <p>Find more information about this topic: <a href="#">What Kind of Man Do You Want to Be?   Respect Victoria</a></p>

## TILE 12

<b>Statement on social tile</b>	Respect is men supporting each other to have healthy relationships.
<b>Supporting caption</b>	<p>You can be there for your friends by talking to them about their relationships.</p> <p>You know how your friends will best respond to being challenged on their behaviours. If you see them being disrespectful to a partner or any other woman, pull them up or pull them aside.</p> <p>Join the 16 Days of Activism and help build communities where women are safe and equal. It all starts with respect.</p> <p>To learn more about 16 Days of Activism visit: <a href="https://bit.ly/47p4Huv">https://bit.ly/47p4Huv</a></p> <p>#16Days #16DaysOfActivism</p>
<b>Alt text</b>	Text post: "Respect is men supporting each other to have healthy relationships."
<b>Additional notes on messaging</b>	You could use this opportunity to talk about healthy conversations between men and identifying 'red flag' behaviour: <a href="#">Coercive control, non-physical violence and relationship red flags</a> .

## TILE 13

<b>Statement on social tile</b>	Respect is challenging online hate and discrimination.
<b>Supporting caption</b>	<p>Everyone deserves to feel safe and respected online. But violence against women and marginalised communities is happening in comment sections, on dating apps, on gaming platforms, and social media.</p> <p>Call it out, report users, and use your own platforms to amplify positive messages.</p> <p>Join the 16 Days of Activism and help build communities where women are safe and equal. It all starts with respect.</p> <p>To learn more about 16 Days of Activism visit: <a href="https://bit.ly/4dVvqRR">https://bit.ly/4dVvqRR</a></p> <p>#16Days #16DaysOfActivism</p>
<b>Alt text</b>	Text: "Respect is challenging online hate and discrimination." A graphic speech bubble with three dots, indicating someone typing a message, is in the centre of the message.

## TILE 14

<b>Statement on social tile</b>	Respect is knowing that house and care work is everyone's job.
<b>Supporting caption</b>	<p>When we assume household labour is 'women's work' – we feed the assumption that women 'serve' in relationships and promote the culture where violence against them thrives.</p> <p>Talking to your partner about how you share the housework and caring responsibilities in a way that works for everyone helps create safe, respectful and equal relationships.</p> <p>Join the 16 Days of Activism and help build communities where women are safe and equal. It all starts with respect.</p> <p>To learn more about 16 Days of Activism visit: <a href="https://bit.ly/3MIArRG">https://bit.ly/3MIArRG</a></p> <p>#16Days #16DaysOfActivism</p>
<b>Alt text</b>	<p>Text: "Respect is knowing that house and care work is everyone's job."</p> <p>Graphic: the message is contained in the outline of a house. There are four-point stars in the corner to convey 'sparkly clean'.</p>
<b>Additional notes on messaging</b>	You could take a look at Meaghan and Ed's story from our <a href="#">Respect Starts With a Conversation campaign</a> to get some ideas about the conversation about house and care work.

## TILE 15

<b>Statement on social tile</b>	Respect is raising kids free from harmful stereotypes
<b>Supporting caption</b>	<p>We all deserve to be respected for who we are.</p> <p>But growing up, many of us are told we should be a certain way, look a certain way, have certain skills, likes and dislikes... all based on our gender.</p> <p>Teaching children that “boys will be boys,” calling girls “bossy” when they express their opinions, not allowing boys to cry or children to express their gender in ways that affirm them... These are all part of the culture that raises men to be tough and aggressive and women to submit to men’s control and abuse.</p> <p>To prevent gender-based violence, parents, carers, family members and educators can help children challenge harmful stereotypes and teach respect from a young age.</p> <p>Join the 16 Days of Activism and help build communities where women are safe and equal. It all starts with respect.</p> <p>To learn more about 16 Days of Activism visit: <a href="https://bit.ly/3B0Gn6b">https://bit.ly/3B0Gn6b</a></p> <p>#16Days #16DaysOfActivism</p>
<b>Alt text</b>	<p>Text: “Respect is raising kids free from harmful gender stereotypes.”</p> <p>Image: A grinning man prepares a bottle of baby formula.</p>
<b>Additional notes on messaging</b>	<p>The <a href="#">No Limitations resource</a> from Women’s Health East provides tips on how to can engage in conversations with kids about harmful gender stereotypes.</p> <p><a href="#">Level Playground</a> is an initiative from FVREE that provides resources and information about about gender equity, and safe and respectful relationships.</p> <p><a href="#">Respect Starts With A Conversation</a> is a campaign focused on challenging harmful gender stereotypes to prevent violence.</p>



## TILE 16

<b>Statement on social tile</b>	Respect is knowing that you can help prevent violence against women.
<b>Supporting caption</b>	<p>Everyone deserves to be safe, equal and respected.</p> <p>But right now in Australia, that isn't the reality. More than 1 in 3 women have experienced men's violence.</p> <p>Not all disrespect leads to violence against women – but all violence against women begins with disrespect.</p> <p>All of us have the power to change that by respecting women wherever we live, learn, work and play.</p> <p>Join the 16 Days of Activism and help build communities where women are safe and equal. It all starts with respect.</p> <p>To learn more about 16 Days of Activism visit: <a href="https://bit.ly/3XiwbNU">https://bit.ly/3XiwbNU</a></p> <p>#16Days #16DaysOfActivism</p>
<b>Alt text</b>	Text post: "Respect is knowing that you can help prevent violence against women."