

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 [It Starts With Respect toolkit](#) for more information and resources.

If you are sharing to support the 16 Days of Activism, please use the alternative caption and ensure that you copy and paste the full link; this helps us measure our campaign impact.

Download the assets:

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TILE 1

Statement on social tile	Respect is treating your partner as an equal.
Supporting caption	We can prevent violence by treating each other as equals in a relationship. 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.
Alt text	Text post: "Respect is treating your partner as an equal."
Supporting caption for use during 16 Days of Activism	We can prevent violence by treating each other as equals in a relationship. 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. Join the 16 Days of Activism and help build communities where women are safe and equal. It all starts with respect. To learn more about 16 Days of Activism visit: https://bit.ly/3XGtxSr #16Days #16DaysOfActivism

TILE 2

Statement on social tile	Respect is supporting women’s right to choose what they do with their bodies.
Supporting caption	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.
Alt text	Text post: “Respect is supporting women’s right to choose what they do with their bodies.”
Additional notes on messaging	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.
Supporting caption for use during 16 Days of Activism	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. Join the 16 Days of Activism and help build communities where women are safe and equal. It all starts with respect. To learn more about 16 Days of Activism visit: https://bit.ly/3Bb6ebq #16Days #16DaysOfActivism

TILE 3

Statement on social tile	Respect is seeking enthusiastic consent.
Supporting caption	Whether you're in a long-term relationship, dating someone new or chatting to someone online – it's important to get enthusiastic consent. 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.
Alt text	Text: "Respect is seeking enthusiastic consent."
Additional notes on messaging	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. 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.) Remind your audience that consent needs to be present in all stages of an interaction. Learn more about consent: • What does it mean to give consent? Respect Victoria • Consent in long-term relationships Respect Victoria • Talking to children about consent Respect Victoria
Supporting caption for use during 16 Days of Activism	Whether you're in a long-term relationship, dating someone new or chatting to someone online – it's important to get enthusiastic consent. 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. Join the 16 Days of Activism and help build communities where women are safe and equal. It all starts with respect. To learn more about 16 Days of Activism visit: https://bit.ly/4d2yb2s #16Days #16DaysOfActivism

TILE 4

Statement on social tile	Respect is believing victim survivors.
Supporting caption	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. 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. Instead, validate their experiences and let them know you’re there to support them. 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.
Alt text	Text post: “Respect is believing victim survivors.”
Additional notes on messaging	This is a good opportunity to help people be more equipped with how to respond to disclosures. Think about how this best applies to the community you are speaking to, check out How to respond when someone tells you they’ve experienced violence. Ensure you include support services in your post.
Supporting caption for use during 16 Days of Activism	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. 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. Instead, validate their experiences and let them know you’re there to support them.

	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. Join the 16 Days of Activism and help build communities where women are safe and equal. It all starts with respect. To learn more about 16 Days of Activism visit: https://bit.ly/4cW0akw #16Days #16DaysOfActivism
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TILE 5

Statement on social tile	Respect is promoting equality and respect, on and off the field.
Supporting caption	Sport has the power to create positive change. It can bring our communities together and give us a sense of belonging. Celebrating everyone's participation in sport, regardless of gender, helps create a culture where everyone feels safe and equal.
Alt text	Text: "Respect is promoting equality and respect, on and off the field." Background is a closeup of a grass sports field with a white line across it.
Additional notes on messaging	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. 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. Learn more about the power of local sport to prevent violence against women.
Supporting caption for use during 16 Days of Activism	Sport has the power to create positive change. It can bring our communities together and give us a sense of belonging. Celebrating everyone's participation in sport, regardless of gender, helps create a culture where everyone feels safe and equal. Join the 16 Days of Activism and help build communities where women are safe and equal. It all starts with respect. To learn more about 16 Days of Activism visit: https://bit.ly/47n1ziQ #16Days #16DaysOfActivism

TILE 6

Statement on social tile	Respect is everyone feeling safe to go for a run or walk home.
Supporting caption	Everyone deserves to be safe in their homes and on the streets. We all deserve a world where we don't feel like we need to look over our shoulder walking home at night. But harmful ideas – like the belief that men are 'owed' sex, or that they should use violence to get respect – drive violence against women. All of us can help change these harmful ideas to make our communities safe.
Alt text	Text: "Respect is everyone feeling safe to go for a run or walk home." Graphic of orange lamp post shining light on the text. Stars and moon in the sky above.
Additional notes on messaging	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.
Supporting caption for use during 16 Days of Activism	Everyone deserves to be safe in their homes and on the streets. We all deserve a world where we don't feel like we need to look over our shoulder walking home at night. But harmful ideas – like the belief that men are 'owed' sex, or that they should use violence to get respect – drive violence against women. All of us can help change these harmful ideas to make our communities safe. Join the 16 Days of Activism and help build communities where women are safe and equal. It all starts with respect. To learn more about 16 Days of Activism visit: https://bit.ly/47oT4DN #16Days #16DaysOfActivism

TILE 7

Statement on social tile	Respect is calling in your mate when they've said something harmful.
Supporting caption	Each of us can play a role in creating a society that is safe and equal for women. 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.
Alt text	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.
Supporting caption for use during 16 Days of Activism	Each of us can play a role in creating a society that is safe and equal for women. 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. Join the 16 Days of Activism and help build communities where women are safe and equal. It all starts with respect. To learn more about 16 Days of Activism visit: https://bit.ly/47kJNgc #16Days #16DaysOfActivism

TILE 8

Statement on social tile	Respect is closing the gender pay gap.
Supporting caption	Closing the gender pay gap helps keep women safe by promoting their independence and decision-making. 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. The pay gap can be even greater for people experiencing racism, ableism, homophobia and transphobia.
Alt text	Text: “Respect is closing the gender pay gap.”
Additional notes on messaging	Find more information about this topic: What is the gender pay gap – and what does it have to do with preventing violence against women? You could talk about workplace gender equality policies, or flexible work applying it to your community. WGEA (Workplace Gender Equality Agency) ABS data on gender pay gap is also useful information to reference.
Supporting caption for use during 16 Days of Activism	Closing the gender pay gap helps keep women safe by promoting their independence and decision-making. 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. The pay gap can be even greater for people experiencing racism, ableism, homophobia and transphobia. Join the 16 Days of Activism and help build communities where women are safe and equal. It all starts with respect. To learn more about 16 Days of Activism visit: https://bit.ly/4efZWFW #16Days #16DaysOfActivism

TILE 9

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

TILE 10

Statement on social tile	Respect is knowing that violence against women is a men's issue.
Supporting caption	Men are starting to have the conversation about what they can do to end the national crisis of gender-based violence. 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.
Alt text	Text post: "Respect is knowing that violence against women is a men's issue."
Additional notes on messaging	Find more information about this topic: Why men need to talk about violence against women
Supporting caption for use during 16 Days of Activism	Men are starting to have the conversation about what they can do to end the national crisis of gender-based violence. 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. Join the 16 Days of Activism and help build communities where women are safe and equal. It all starts with respect. To learn more about 16 Days of Activism visit: https://bit.ly/3XFv8ZW #16Days #16DaysOfActivism

TILE 11

Statement on social tile	Respect is role modelling healthy ideas of what it means to be a man.
Supporting caption	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... 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.
Alt text	Text post: "Respect is role modelling healthy ideas of what it means to be a man."
Additional notes on messaging	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. Find more information about this topic: What Kind of Man Do You Want to Be? Respect Victoria
Supporting caption for use during 16 Days of Activism	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... 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. Join the 16 Days of Activism and help build communities where women are safe and equal. It all starts with respect. To learn more about 16 Days of Activism visit: https://bit.ly/3AWTQfj #16Days #16DaysOfActivism

TILE 12

Statement on social tile	Respect is men supporting each other to have healthy relationships.
Supporting caption	You can be there for your friends by talking to them about their relationships. 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.
Alt text	Text post: “Respect is men supporting each other to have healthy relationships.”
Additional notes on messaging	You could use this opportunity to talk about healthy conversations between men and identifying ‘red flag’ behaviour: Coercive control, non-physical violence and relationship red flags .
Supporting caption for use during 16 Days of Activism	You can be there for your friends by talking to them about their relationships. 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. Join the 16 Days of Activism and help build communities where women are safe and equal. It all starts with respect. To learn more about 16 Days of Activism visit: https://bit.ly/47p4Huv #16Days #16DaysOfActivism

TILE 13

Statement on social tile	Respect is challenging online hate and discrimination.
Supporting caption	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. Call it out, report users, and use your own platforms to amplify positive messages.
Alt text	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.
Supporting caption for use during 16 Days of Activism	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. Call it out, report users, and use your own platforms to amplify positive messages. Join the 16 Days of Activism and help build communities where women are safe and equal. It all starts with respect. To learn more about 16 Days of Activism visit: https://bit.ly/4dVvqRR #16Days #16DaysOfActivism

TILE 14

Statement on social tile	Respect is knowing that house and care work is everyone's job.
Supporting caption	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. 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.
Alt text	Text: "Respect is knowing that house and care work is everyone's job." Graphic: the message is contained in the outline of a house. There are four-point stars in the corner to convey 'sparkly clean'.
Additional notes on messaging	You could take a look at Meaghan and Ed's story from our Respect Starts With a Conversation campaign to get some ideas about the conversation about house and care work.
Supporting caption for use during 16 Days of Activism	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. 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. Join the 16 Days of Activism and help build communities where women are safe and equal. It all starts with respect. To learn more about 16 Days of Activism visit: https://bit.ly/3MIARRG #16Days #16DaysOfActivism

TILE 15

Statement on social tile	Respect is being an equal parent
Supporting caption	There's no rulebook on being a parent, so it's easy to find yourself following the patterns and roles you grew up with, or ideas we're told about what mums do versus what dads do. It's often assumed that mums will take on the primary caregiving role, relying on a 'maternal instinct' to care for kids, manage the household, and juggle daily tasks, while dads will provide for the family, take a backseat for the 'baby years', be the disciplinarians. (It's also often assumed every family has one mum and one dad!) But we get to choose what parenthood looks like for us. What values make sense for our families. What harmful ideas about gender stereotypes we're ready to leave behind.
Alt text	Text: "Respect is being an equal parent." Image: A father holds his baby in a kitchen.
Additional notes on messaging	Respect Starts With A Conversation is a campaign focused on challenging harmful gender stereotypes to prevent violence. Dads want in: how equal parenting strengthens families is an article from Respect Victoria's What Kind of Man Do You Want to Be? campaign, reflecting further on fatherhood and positive masculinity.
Supporting caption for use during 16 Days of Activism	There's no rulebook on being a parent, so it's easy to find yourself following the patterns and roles you grew up with, or ideas we're told about what mums do versus what dads do. It's often assumed that mums will take on the primary caregiving role, relying on a 'maternal instinct' to care for kids, manage the household, and juggle daily tasks, while dads will provide for the family, take a backseat for the 'baby years', be the disciplinarians. (It's also often assumed every family has one mum and one dad!) But we get to choose what parenthood looks like for us. What values make sense for our families. What harmful ideas about gender stereotypes we're ready to leave behind.

	Join the 16 Days of Activism and help build communities where women are safe and equal. It all starts with respect. To learn more about 16 Days of Activism visit: https://bit.ly/3B0Gn6b #16Days #16DaysOfActivism
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TILE 16

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