



'Respect is' Social Media Statement Guidelines

How to create individual statements of what respect means to you

Respect Victoria is launching *Respect Women: 'Call It Out'* during the 16 Days of Activism Against Gender-Based Violence. The campaign aims to support Victorian communities to understand what 'respect' means, what it looks like, and how to put it into practice in everyday life. Gender inequality is one of the biggest drivers of violence against women, and the research tells us that men who are trapped in outdated gender stereotypes are more likely to use violence against women. **This year, we are asking Victorians to join us in talking about what respect and equality looks like at home, in relationships, and in families, and to 'call out' disrespect when they see it.**

We would love you to join us! We are calling on individuals, organisations, councils, and community groups to share their 'Respect is' statement on social media during the 16 Days of Activism from 25 November to 10 December.

Wondering how to get started? We've included some FAQs below.

What should my message say?

We suggest starting with 'Respect is' and thinking about what you want your followers to know. This campaign is all about primary prevention, which means we want to talk about setting good examples, remind people what respect can look like in relationships, families, or more broadly in society, and support communities to think about what respect means to them.

Here's a few ideas to get you started:

- > Respect is understanding there is no 'right' way to be a man or a woman
- > Respect is sharing the chores equally in a way that works for everyone
- > Respect is calling out harmful comments, behaviours, attitudes
- > Respect is choosing not to laugh at jokes that put women down
- > Respect is treating people the way you would like to be treated.

Do you have any tech tips?

We sure do! We know that you're most likely to be taking a photo or shooting a video at home on your smartphone. Here's a few tips to make it look snazzy:

Videos

- > Choose a spot with natural light where possible, and always shoot during the daytime
- > If you are creating a video, shoot it in landscape mode for the best effect
- > Think about the message you'd like to share before recording. Remember, social media is built on an economy of time. The most engaging videos are short and sharp. A run time of less than 30 seconds is recommended
- > Write your own script and time your message. Practice reciting the message before recording
- > If possible, ask someone else to record you. If not, selfie video mode is fine. The hand-held approach is what makes user generated content authentic. Don't fret too much about shooting the 'perfect' video.
- > Have fun! Be yourself and speak from the heart.

Photos

- > Take the photo in portrait mode
- > Avoid filters
- > Ensure you are adhering to social distancing best practice if taking a picture with a walking partner
- > Ensure photos are coronavirus COVID-19 safe if taken outdoors (e.g. wear a mask)
- > If possible, wear orange (themed colour of 16 Days of Activism).

My post is ready to go! What now?

Great news! Share it on your personal or organisation's social media accounts during the 16 Days of Activism, using the hashtags #respectis #16dayscampaign #callitout. Don't forget to tag Respect Victoria – you can find us on [Facebook](#), [Twitter](#), [LinkedIn](#) and [Instagram](#).