



Turning Point
of Lehigh Valley

2025

**DVAM SOCIAL
MEDIA TOOLKIT**



Turning Point
of Lehigh Valley

2025 DOMESTIC VIOLENCE AWARENESS MONTH (DVAM) SOCIAL MEDIA TOOLKIT

Thank you for joining us in raising awareness and supporting survivors during Domestic Violence Awareness Month this October. This toolkit has been created to provide organizations with resources to easily share important messages, educate your community, and show support for survivors of domestic and intimate partner abuse.

What's Inside:

**Pre-written messaging for social media posts
Images and graphics optimized for sharing**

Organizations can use these resources to post directly on their own social media channels throughout the month or simply follow and share content from Turning Point of Lehigh Valley. Be sure to use #LVDVAM25 to engage your audience and help amplify awareness.

Your participation helps spread the message that survivors deserve to feel safe, supported, and valued. Thank you for your commitment to raising awareness, promoting prevention, and creating a stronger, more supportive community.



@TURNINGPOINTLV



@TURNINGPOINTOFLV



@TURNINGPOINTOFLV



@TURNINGPOINTOFLV

THERE IS NO EXCUSE FOR ABUSE.

**It's time to raise awareness about
domestic and intimate partner abuse and
recognize our role to help prevent it.**



Recognize.



Respond.



Refer.

Call (610) 437-3369



TurningPoint
of Lehigh Valley

♥ October is Domestic Violence Awareness Month ♥

This month, we honor survivors, raise awareness, and stand together to break the cycle of abuse. Domestic violence can happen to anyone, and every survivor deserves to feel safe, supported, and valued.

☎ If you or someone you know is experiencing abuse, help is available. Call 988 or reach out to Turning Point of Lehigh Valley ♥.

Together, we can create a community where no one suffers in silence.

#LVDVAM25

Think you are all alone? You're not.



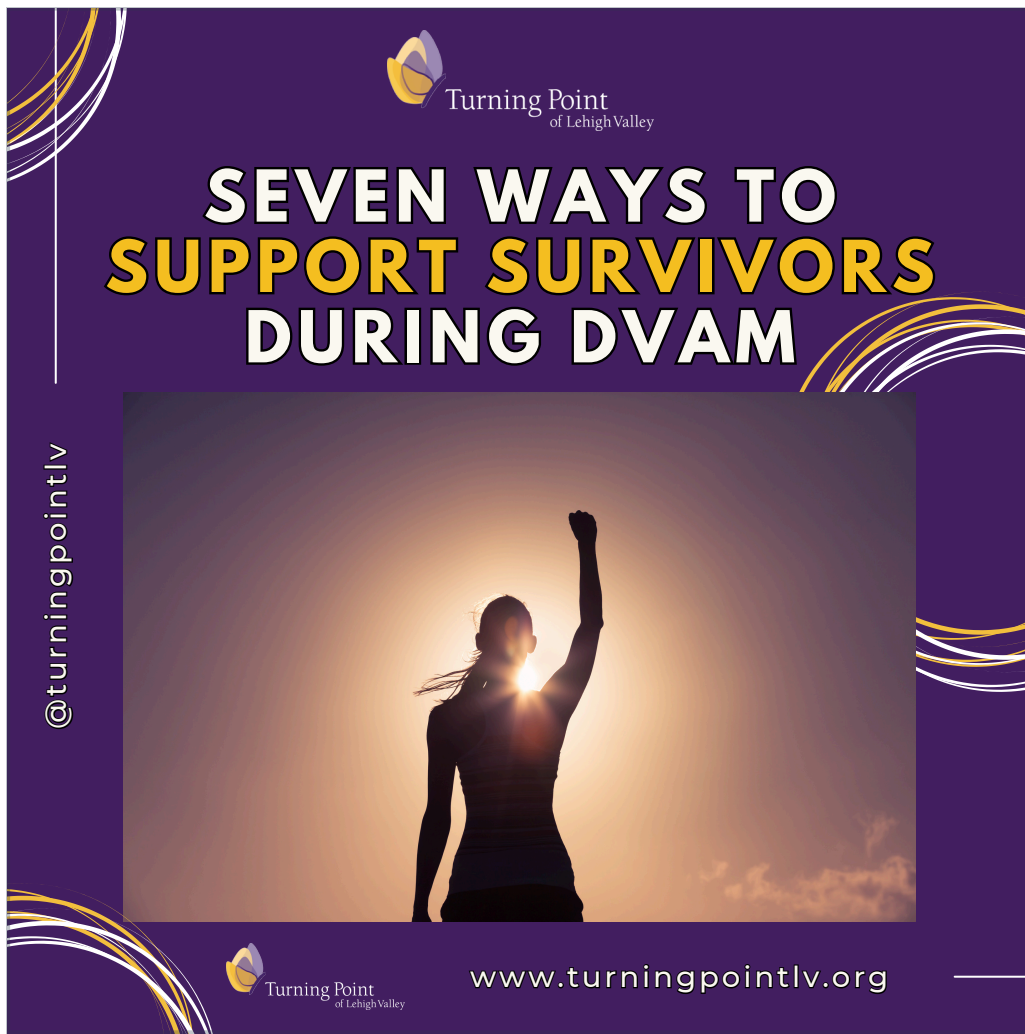
Help is available

Call (610) 437-3369



Turning Point advocates are here for you
24/7. If you have questions, need to talk or want to set
up an appointment to talk with an advocate in person,
give us a call. You're not alone 💜

#LVDVAM25



♥ 7 Ways to Support Survivors This Domestic Violence Awareness Month ♥

- Plan to attend our Annual Vigil on October 30th
- Contribute through monthly donations, one-time gifts, or our DVAM Day of Giving
- Host a Drive to collect essential items for survivors
- Consider Planned Giving to make a lasting impact
- Celebrate the Spirit of Empowerment by supporting programs that uplift survivors
- Purchase Merchandise to show your support
- Follow & Share @turningpointlv with your friends

Every action, big or small, helps create a world where survivors feel safe, supported, and valued. ♥

#LVDVAM25

#1 PLAN TO ATTEND
OUR ANNUAL VIGIL ON OCTOBER 30TH

@turningpointlv



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of Lehigh Valley

www.turningpointlv.org

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#LVDVAM25

#2 CONTRIBUTE

MONTHLY, ONE-TIME, DVAM DAY OF GIVING

@turningpointlv



www.turningpointlv.org

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#LVDVAM25

#3 HOST A DRIVE

HOSTING YOUR OWN DRIVE IS A FANTASTIC OPPORTUNITY TO RALLY YOUR FRIENDS, FAMILY, AND COWORKERS AROUND A CAUSE THAT MATTERS.

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#LVDVAM25

#4 PLANNED GIVING

**LEAVE A LASTING LEGACY! INCLUDE
TURNING POINT OF LEHIGH VALLEY IN
YOUR ESTATE PLANS TO SUPPORT
SURVIVORS AND CREATE A BRIGHTER
FUTURE.**

@turningpointlv



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#LVDVAM25

#6 PURCHASE MERCH
STICKERS, TSHIRTS, HATS AND MORE TO
COME IN OUR NEW MERCH STORE



@turningpointlv

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#7 FOLLOW & SHARE

@TURNINGPOINTLV WITH YOUR FRIENDS

@turningpointlv



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#LVDVAM25



You deserve
**to be in a healthy,
happy, and fulfilling
relationship.**

Call (610) 437-3369

♥ You deserve this. ♥

A relationship where you feel safe, respected, supported, and loved — every single day.

Healthy, happy, and fulfilling relationships aren't just a dream; they're your right.

✦ You deserve kindness.

✦ You deserve respect.

✦ You deserve joy

If something doesn't feel right, trust yourself. You're worthy of more than just "getting by."

☎ Turning Point of Lehigh Valley's 24/7 Helpline: 610-437-3369 (free & confidential)

#LVDVAM25

SAFETY PLANS SAVE LIVES

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🛡️ Safety Plans Save Lives 🛡️

A safety plan is more than a checklist — it's a personalized roadmap to stay safe during dangerous situations, plan for emergencies, and build a path toward freedom.

Why safety planning matters:

- ✅ Helps you think through possible scenarios in advance
- ✅ Identifies safe places, trusted contacts, and important resources
- ✅ Gives you control and confidence in moments of crisis

No one should have to navigate abuse alone. A safety plan can be the lifeline that keeps you — or someone you care about — safe.

📞 For free, confidential help creating a safety plan, call Turning Point of Lehigh Valley's 24/7 Helpline at 610-437-3369.

#LVDVAM25

Initiating Conversation

I overheard your partner yelling at you. are you okay? Do you want to talk?

I noticed you've been late to work several times. is everything okay at home?

You look upset. I'm here if you ever want to talk.



♥ Starting the Conversation: A Trauma-Informed Approach ♥

If you suspect someone you care about may be experiencing abuse, starting the conversation can feel overwhelming. A trauma-informed approach helps create safety and trust.

Tips for a Compassionate Conversation:

- ◆ Choose a safe, private space – somewhere they feel comfortable and not rushed.
- ◆ Use “I” statements – “I’ve noticed...” or “I’m concerned...” instead of blaming or questioning.
- ◆ Listen without judgment – let them share at their own pace.
- ◆ Believe them – your support matters more than you may realize.
- ◆ Offer resources, not ultimatums – “If you ever want to talk or need help, I’m here.”

Remember: You may not be able to “fix” the situation, but you can be a steady, safe presence that helps them feel seen, heard, and believed.

☎ If you or someone you know needs help, call Turning Point of Lehigh Valley’s 24/7 Helpline at 610-437-3369.

#LVDVAM25

Responding to Disclosure

**I AM CONCERNED
ABOUT YOUR SAFETY.
LET'S GET A PLAN IN
PLACE.**

**THIS ISN'T YOUR
FAULT.**

**I BELIEVE YOU AND
SUPPORT WHATEVER
YOU DECIDE TO DO.**



♥ When someone trusts you with their story, your response matters.

If someone discloses abuse:

- ◆ Listen without judgment
- ◆ Believe them
- ◆ Validate their feelings
- ◆ Ask how you can support them
- ◆ Share resources, not pressure

Your compassion can be the first step toward their safety and healing.

☎ Turning Point of Lehigh Valley's 24/7 Helpline: 610-437-3369 (free & confidential)

#LVDVAM25

Why don't you just leave?

- ✓ *Bad Credit Score*
- ✓ *Fear for Your Safety*
- ✓ *Lack of Affordable Housing*
- ✓ *Stigma Around Victims*
- ✓ *Childcare Costs*

Call (610) 437-3369

💔 “Why don’t they just leave?”

For survivors of abuse, leaving is not always a simple choice—it can be the most dangerous time.

🔴 Statistics show that the risk of serious harm or homicide increases when someone attempts to leave an abusive relationship. Abusers often escalate their behavior to maintain control.

Survivors may also face:

- ◆ Financial dependence
- ◆ Threats to children or pets
- ◆ Isolation from support systems
- ◆ Fear for their safety and the safety of loved ones

💜 Instead of asking “Why don’t they leave?”, ask “How can I support them in staying safe?”

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☎ Turning Point of Lehigh Valley’s 24/7 Helpline: 610-437-3369 (free & confidential)

DID YOU KNOW



**54% of survivors didn't
tell anyone at work
about the abuse.**

(U.S. Department of Labor, 2018)

@turningpointlv



 Did You Know?

 54% of survivors never told anyone at work about the abuse they were experiencing.

Why?

- ◆ Fear of losing their job
- ◆ Shame or stigma
- ◆ Not knowing if their workplace is a safe space
- ◆ Concerns about confidentiality

Workplaces can be life-changing for survivors—when they feel supported, believed, and safe.

- ✓ Be the workplace that listens.
- ✓ Create policies that protect and empower.

♥ Learn how Turning Point of Lehigh Valley can help your workplace be a safe place:
<https://turningpointlv.org/home/prevention-education/workplace-training-2/>

#LVDVAM25

DID YOU KNOW



65% of companies do not have a formal workplace policy around domestic and intimate partner abuse.

Only 20% offer training on the topic.

(Society for Human Resource Management, 2013)

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Did you know?

- ◆ 65% of companies do not have a formal workplace policy addressing domestic and intimate partner abuse.
- ◆ Only 20% of workplaces provide training on this critical issue.

Every employee deserves a safe and supportive work environment. It's time for workplaces to take action—implement policies, provide training, and create a culture where survivors feel valued and supported.

♥ Turning Point of Lehigh Valley is here to help organizations make that change. Learn more: <https://turningpointlv.org/home/prevention-education/workplace-training-2/>

#LVDVAM25

DID YOU KNOW




**People with disabilities are
5X more likely to be
survivors of domestic &
intimate partner abuse.**

(U.S. Department of Justice, 2024)

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 Did You Know?

💜 People with disabilities are 3-5x more likely to experience domestic abuse than those without disabilities.

This is not about vulnerability—it's about barriers and systemic inequalities that abusers exploit, such as:

- ◆ Dependence on caregivers
- ◆ Limited access to resources
- ◆ Social isolation
- ◆ Communication barriers

Everyone deserves safety, respect, and autonomy.

Turning Point of Lehigh Valley is here to provide accessible, inclusive support for all survivors.

🌐 Learn more: <https://turningpointlv.org/>

#LVDVAM25

DID YOU KNOW




**21% of all employed adults
are survivors of domestic
and intimate partner abuse.**

(U.S. Department of Labor, 2018)

@turningpointlv



 Did You Know?

♥ 21% of all employed adults are survivors of domestic and intimate partner abuse.

Abuse doesn't just stay at home—it impacts survivors' safety, mental health, and ability to thrive at work. This is why workplaces play a crucial role in recognizing warning signs, responding with compassion, and connecting employees to support.

Everyone deserves to feel safe—at home and on the job.
Turning Point of Lehigh Valley is here to help.

🌐 Learn more: <https://turningpointlv.org/>

#LVDVAM25

DID YOU KNOW



**A common tactic used by
abusers to control survivors is
preventing access to money
and financial resources.**

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💡 Did You Know?

A common tactic used by abusers to maintain control is preventing survivors from accessing money and financial resources.

This can look like:

- 💳 Taking or controlling bank accounts
- 👛 Sabotaging employment
- 🚫 Limiting access to cash or credit
- 📁 Hiding financial information

Financial abuse traps survivors in dangerous situations by making it harder to leave or rebuild their lives.

Support, resources, and safety planning can help survivors regain their independence and safety.

💜 Turning Point of Lehigh Valley is here to help: <https://turningpointlv.org/>

#LVDVAM25

DID YOU KNOW



**56% of survivors are habitually
late to work because of the
abuse they're facing.**

(U.S. Department of Labor, 2018)

@turningpointlv



🕒 The Hidden Impact of Abuse at Work 🕒

Did you know 56% of survivors are habitually late to work because of the abuse they're facing at home? Domestic and intimate partner abuse doesn't just affect personal life—it can impact professional life too.

Workplaces can make a difference by creating safe, supportive environments, offering training, and implementing policies that protect survivors.

♥ Turning Point of Lehigh Valley is here to help organizations take action. Learn more: <https://turningpointlv.org/home/prevention-education/workplace-training-2/>

#LVDVAM25



♥ Wear Purple for Domestic Violence Awareness Month! ♥

This October, we invite you to wear purple to show your support for survivors and raise awareness about domestic and intimate partner abuse. Every purple ribbon, shirt, or accessory sends a message: you are not alone, and we stand with you.

♥ Share your purple look with us and help spread the message! Together, we can break the silence.

#LVDVAM25