



2026 Domestic Violence Awareness Month (DVAM) Social Media Toolkit

Theme: Be the Light for Survivors

A single light can help guide a survivor through darkness. During October's **Domestic Violence Awareness Month (DVAM)**, join SCCADVASA in raising awareness about domestic violence, sharing survivor resources, and taking action to support those experiencing abuse. **Together, we can be the light to create pathways of safety, healing, and hope for survivors.**

Please note that you may use as much or as little of this content as you would like, and that it can be tweaked to meet your organization's needs. Content featuring Spanish translation will be added soon!

Weekly Themes:

KICK-OFF (October 1-2): *Be a Light in the Darkness*

WEEK 1 (October 5-9): *Shine a Light on Domestic Violence*

WEEK 2 (October 12-16): *Be a Light for Someone You Know*

WEEK 3 (October 19-23): *Light the Way to Safety and Healing*

WEEK 4 (October 26-30): *Be the Light that Brings Change*

Key Dates:

October 15: *Purple Thursday*

October 23: *DVAM Day of Giving*

Social Media Campaign Images: All images can be accessed via this [Shared Folder](#).

Hashtags: #BeTheLight #BeTheLightForSurvivors #EndDomesticViolence #DVAM2026

For more info or assistance, please contact: communications@sccadvasa.org

Sample Social Media Posts:

KICK-OFF (October 1-2): *Be a Light in the Darkness*

- A single light can help guide someone through darkness. Join us during Domestic Violence Awareness Month (#DVAM) to be that light for survivors. Together, we can create pathways of safety, healing, and hope for those experiencing abuse. 💜 #BeTheLight #BeTheLightForSurvivors #EndDomesticViolence #DVAM2026



[ALT: pink and purple graphic with text “Domestic Violence Awareness Month – Be the Light for Survivors – Learn More: sccadvasa.org/dvam #BeTheLight with SCCADVASA logo]

WEEK 1 (October 5-9): *Shine a Light on Domestic Violence*

- More than 1 in 3 women and 1 in 6 men in the U.S. report experiencing sexual violence, physical violence, and/or stalking by an intimate partner in their lifetime. This means we all know someone who has experienced abuse. Be their light by visiting sccadvasa.org/get-help to learn about survivor support and resources in your community. #BeTheLight #BeTheLightForSurvivors #EndDomesticViolence #DVAM2026



[ALT 1: pink and purple graphic with text “Someone you know is experiencing abuse. Survivors are your friends, family, neighbors, and coworkers. Domestic Violence Awareness Month” with SCCADVASA logo]

[ALT 2: pink and purple graphic with text “The numbers tell us somebody we know is experiencing abuse. Be their light. Domestic Violence Awareness Month” with SCCADVASA logo]

- Domestic violence is a pattern of coercive, controlling behavior that can include physical, emotional, verbal, sexual, financial, and other abuse. Unhealthy and abusive behaviors often begin long before the abuse becomes physical. Learn the signs: <https://nnedv.org/content/red-flags-of-abuse/> #BeTheLight #BeTheLightForSurvivors #EndDomesticViolence #DVAM2026



[ALT 1: pink and purple graphic featuring dialogue bubble with text “You’re so dumb. I knew this would be over your head.” and wording “Domestic violence doesn’t always leave visible bruises.” Domestic Violence Awareness Month with SCCADVASA logo]

[ALT 2: pink and purple graphic featuring dialogue bubble with text “But he didn’t hit you, did he?” and wording “Domestic violence doesn’t always leave visible bruises.” Domestic Violence Awareness Month with SCCADVASA logo]

[ALT 3: pink and purple graphic with text “Examples of Abuse – Your partner: puts you down and calls you names; prevents you from spending time with family or friends; texts and calls you repeatedly and gets angry if you don’t answer; pressures you about sex, controls your finances and runs up debt in your name.”]

- An estimated 10% of U.S. adults over the age of 60 have experienced some form of abuse including emotional, physical, or sexual abuse and/or neglect. Often, the abuser is someone the victim loves or trusts such as a spouse, family member, caretaker, friend, or neighbor. #BeTheLight #BeTheLightForSurvivors #EndDomesticViolence #DVAM2026



[ALT 1: photo of a woman with short white hair and glasses looking ahead with text “Domestic violence occurs across the lifespan. We all deserve to age with safety and dignity.” Domestic Violence Awareness Month with SCCADVASA logo]

[ALT 2: pink and purple graphic with text “Elder abuse can include physical and sexual abuse, emotional abuse, financial exploitation, isolation (including misleading family), targeting vulnerabilities (such as transportation, food, heat or medical care.” Domestic Violence Awareness Month with SCCADVASA logo]

- Faith communities play a significant role in the lives of victims, abusers, and their families. Faith leaders can bring light to victims by learning how to recognize and respond to domestic violence. Preaching about abuse can also make victims feel comfortable talking to their faith leaders about concerns in their relationships. Learn more: <https://www.sccadvasa.org/faithcommunities/> #BeTheLight #BeTheLightForSurvivors #EndDomesticViolence #DVAM2026

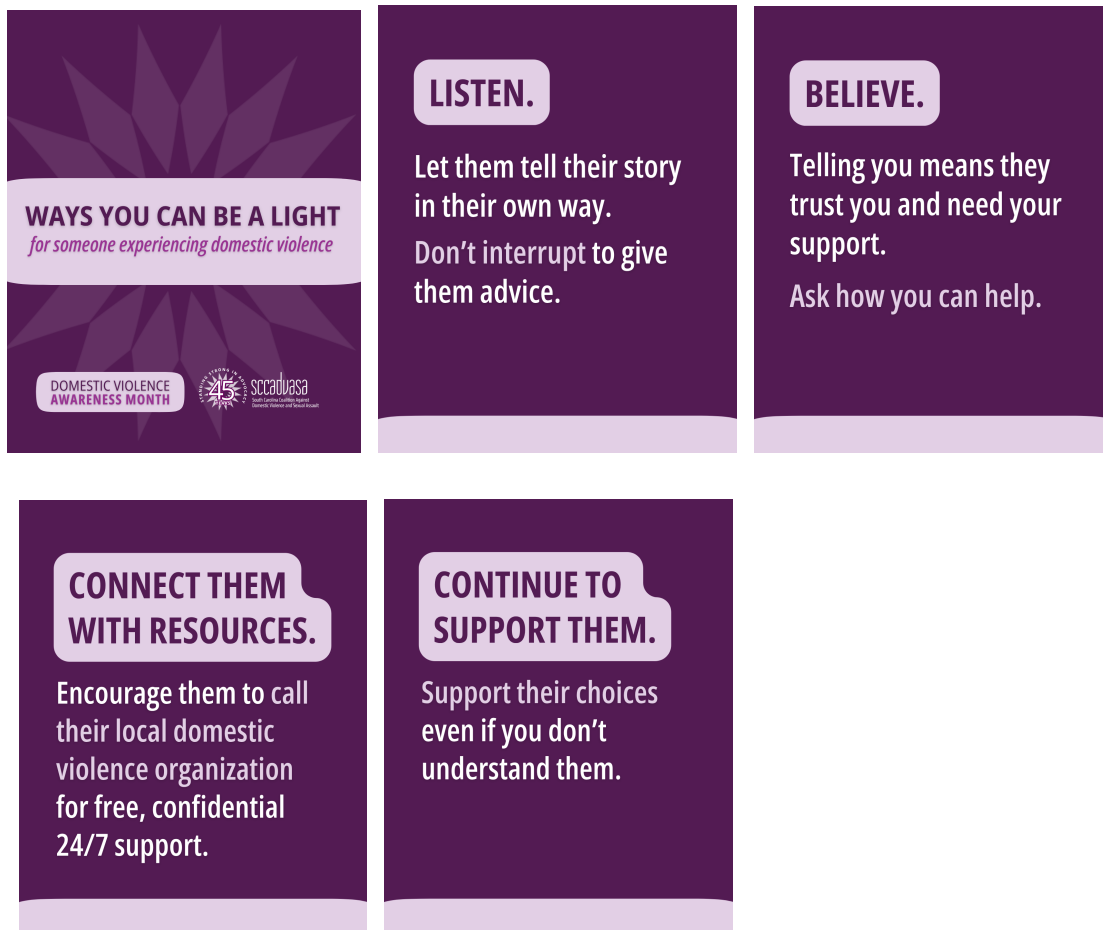


[ALT: photo of a woman with long dark hair in a church with her hands to her face praying and text “Victims often turn to their faith communities for support. Be their light.” Domestic Violence Awareness Month with SCCADVASA logo]

WEEK 2 (October 12-16): *Be a Light for Someone You Know*

- Most victims of domestic violence tell a friend or family member about the abuse before reporting it to anyone else. It's important to listen as they share their experience in their own way. Learn 5 ways you can help someone you know experiencing domestic violence: <https://www.sccadvasa.org/wp-content/uploads/2025/11/5-WAYS-FLYER.pdf> #BeTheLight #BeTheLightForSurvivors #EndDomesticViolence #DVAM2026

(graphic carousel)



[ALT: Pink and purple graphic carousel with text: “Ways you can be a light for someone experiencing domestic violence: Listen. Let them tell their story in their own way. Don’t interrupt them to give advice. - Believe. Telling you means they trust you and need your support. Ask how you can help. - Connect them with resources. Encourage them to call

their local domestic violence organization for free, confidential 24/7 support. - Continue to support them. Support their choices even if you don't understand them.”]

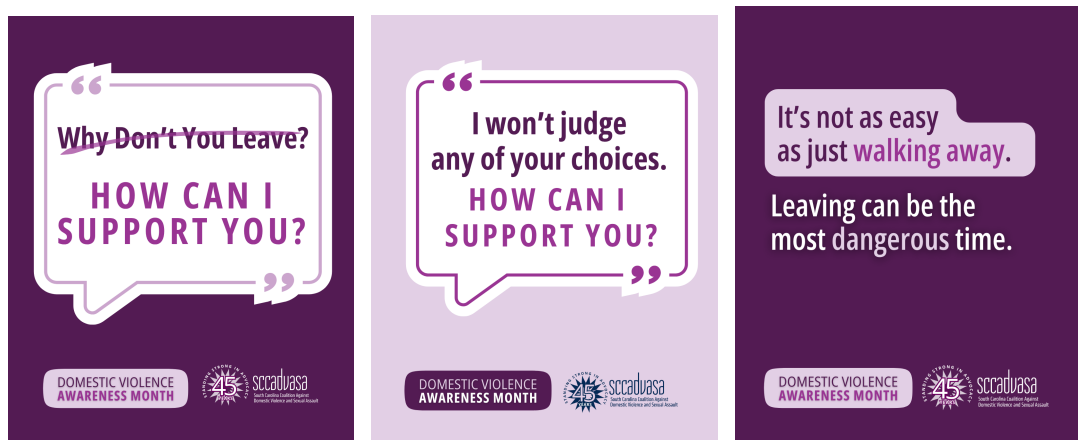
- Domestic violence is often hidden from friends, family, and neighbors. It can be shocking to learn that someone you know is abusive. But survivors know their story better than anyone. Believing them shines a light in the darkness and lets them know they are not alone. #BeTheLight #BeTheLightForSurvivors #EndDomesticViolence #DVAM2026



[ALT 1: pink and purple graphic with text "Survivors know their story better than anyone. Believe them the first time." Domestic Violence Awareness Month with SCCADVASA logo]

[ALT 2: pink and purple graphic with dialogue bubble with text "I know this is hard to talk about. I believe you." Domestic Violence Awareness Month with SCCADVASA logo]

- Don't ask "Why don't you leave?" There are many reasons survivors stay, including fear, love, financial barriers, children, housing instability, isolation, and safety concerns. Shine a light by supporting survivors wherever they are on their journey and helping them stay safe until they decide to leave. #BeTheLight #BeTheLightForSurvivors #EndDomesticViolence #DVAM2026



[ALT 1: pink and purple graphic with dialogue bubble with text “Why don’t you leave?” marked out and replaced with “How can I support you?” Domestic Violence Awareness Month with SCCADVASA logo]

[ALT 2: pink and purple graphic with dialogue bubble with text “I won’t judge any of your choices. How can I support you?” Domestic Violence Awareness Month with SCCADVASA logo]

[ALT 3: pink and purple graphic with text "It's not as easy as just walking away. Leaving can be the most dangerous time." Domestic Violence Awareness Month with SCCADVASA logo]

- Thursday, October 15: **Purple Thursday** - Advocates across the country are wearing purple today to show support for domestic violence survivors and our commitment to ending abuse in our communities. Visit *[insert your organization’s web page]* to learn how you can help shine a light for those experiencing abuse. #PurpleThursday #BeTheLight #BeTheLightForSurvivors #EndDomesticViolence #DVAM2026



[ALT: pink and purple graphic with text “Domestic Violence Awareness Month - #PurpleThursday” with SCCADVASA logo]

WEEK 3 (October 19-23) *Light the Way to Safety and Healing*

- SCCADVASA’s domestic violence member organizations bring light to survivors by providing lifesaving services in the communities they serve. Take the time to learn about the organizations in your community offering survivor support by visiting sccadvasa.org/get-help. #BeTheLight #BeTheLightForSurvivors #EndDomesticViolence #DVAM2026



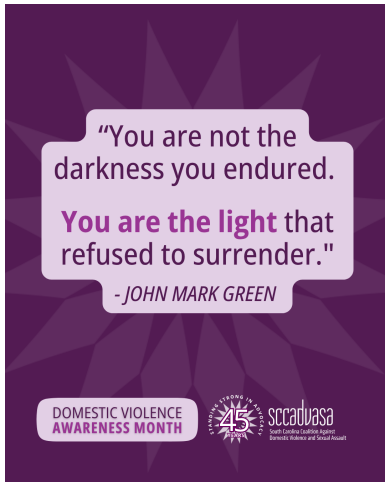
[ALT: photo of a mom and daughter embracing and text “In just one day last year, 626 adults and children across South Carolina sought help from a local domestic violence provider.” Domestic Violence Awareness Month with SCCADVASA logo]

- If you or a loved one is in an abusive relationship, it's important to make a personalized, practical plan of action to help stay safe while experiencing domestic violence, preparing to leave an abusive situation, and after you leave. Visit SCCADVASA's Safety Planning web page at sccadvasa.org/safety-planning for a list of resources. #BeTheLight #BeTheLightForSurvivors #EndDomesticViolence #DVAM2026



[ALT: pink and purple graphic with dialogue bubble with text “I’m concerned about your safety. Can we talk about it.” Domestic Violence Awareness Month with SCCADVASA logo]

- To every survivor: your strength, courage, and resilience shine bright. If you or someone you know is experiencing abuse, help is available near you. Visit sccadvasa.org/get-help to find 24/7 survivor support and resources in your community. #BeTheLight #BeTheLightForSurvivors #EndDomesticViolence #DVAM2026



[ALT: pink and purple graphic with dialogue bubble with quote “You are not the darkness you endured. You are the light that refused to surrender. - John Mark Green” Domestic Violence Awareness Month with SCCADVASA logo]

- Friday, October 23: *DVAM Day of Giving*
In FY 2025, SCCADVASA's member organizations provided more than 98,774 units of service to victims and survivors across the state and answered more than 20,000 hotline crisis calls. By supporting *[your organization]*, you are helping to light the way for someone you know experiencing intimate partner violence. Learn more and #GiveForDV: [link to your organization's fundraising page] #BeTheLight #BeTheLightForSurvivors #EndDomesticViolence #DVAM2026 #GiveForDV



[ALT: pink and purple graphic with text “Help light the way for someone you know experiencing domestic violence. #GiveForDV” Domestic Violence Awareness Month with SCCADVASA logo]

WEEK 4 (October 26-30): *Be the Light that Brings Change*

- Domestic violence is a serious issue in every community with harmful and long-lasting impacts on individuals, families, and entire communities for generations. DVAM may be ending, but we all have a continued role in creating safer communities where survivors feel seen, heard, and supported. Together, we can help light the way to safety, hope, and healing for survivors of domestic violence. #BeTheLight #BeTheLightForSurvivors #EndDomesticViolence #DVAM2026



[ALT 1: A mother sits in a chair embracing her two small children with text "Be the light that brings change for survivors." Domestic Violence Awareness Month with SCCADVASA logo]

[ALT 2: pink and purple graphic with text “Domestic violence isn't someone else’s problem. It’s up to all of us to keep shining a light for survivors.” Domestic Violence Awareness Month with SCCADVASA logo]

- Awareness brings light, but action creates real change. Commit to bringing light to your community by supporting policies that positively impact survivors and the organizations that serve them and participating in conversations that foster safer communities. Together, we can help survivors find hope, healing, and safety. #BeTheLight #BeTheLightForSurvivors #EndDomesticViolence #DVAM2026



[ALT: pink and purple graphic with text “Every light matters for survivors. Keep the conversation going.” Domestic Violence Awareness Month with SCCADV logo]

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