

2023 Virtual  
**ADVOCACY DAY**



California Family Justice Network

**APRIL 19, 2023**

# **Social Media Tool Kit**

**#CFJNAdvocacyDay**



We hope this toolkit makes it easy for you to share your Advocacy Day and Family Justice Center (FJC) stories. Please feel free to customize the suggested content or create your own to fit your voice and that of your FJC.

Together, we can give a collective shout of support for victims of violence statewide! Follow CFJN on Twitter, Facebook and Instagram for information and posts about Virtual Advocacy Day 2023.

**Twitter : @CAFamilyJustice**  
**Instagram: @CAfamilyjusticenetwork**  
**Facebook Page: [Click Here](#)**

**Use our Advocacy Day Hashtag:**  
**#CFJNAdvocacyDay**

**Check our social boards throughout the day to see fellow CFJN members post in real time.**



# Ready to Post?

## **STEP 1. Friend and follow**

Follow CFJN on Twitter, Facebook, Instagram, and LinkedIn.

Follow your fellow Family Justice Centers, and partners on Facebook, Instagram, Twitter, and LinkedIn.

## **STEP 2. Profile and banners**

Change your Facebook, Instagram, and Twitter profile photos and banners to represent CFJN on Advocacy Day.

## **STEP 3. Post away**

Share the posts in this toolkit and check our social board in real time for post inspiration (add your own messaging and/or edit as you see fit).

Tell your story. Share and show why supporting CFJN and California's FJCs is important to you and the safety and well being of all Californians.

**Steps 4 & 5**



## STEP 4. Use Hashtags

Use the Advocacy Day hashtag #CFJNAdvocacyDay.

Add in secondary hashtags (see below).

## STEP 5. Tag others

Tagging a policymaker, partner, and your fellow Family Justice Centers ensures your posts and tweets are seen by more people.

### Secondary Hashtags:

#FamilyJusticeCenters #InterpersonalViolenceAwareness

#DomesticViolenceAwareness #FamilyJusticeSystem #ProtectSurvivors

#AdvocateForKids #KidSurvivors #ChildViolenceAwareness #CFJNvictims

#AdvocateForVictims #VictimsOfViolence

#KeepKidsSafe #HumanTrafficking



California Family Justice Network

# Tweeting Time

## Twitter Post Themes

Safety

Domestic Violence

Safety for Children

Child Victims

Healing from Trauma

- Spread our Advocacy Day conversation to social media platforms.
- Like and repost Tweets from **@CAFamilyJustice**.
- Like and repost from CFJN Instagram: **@CAfamilyjusticenetwork** and Facebook.
- Use the hashtag **#CFJNAdvocacyDay** on every post and retweet.
- Insert secondary hashtags provided in this toolkit.
- Create your own or use our sample tweets. Up to 280 characters.
- Tag your organization and speakers from Advocacy Day.
- Throughout Advocacy Day, track and repost what others are tweeting live on our social board!
- Keep your message clear and concise.

# Sample Twitter Posts

I'm attending #CFJNAdvocacyDay because research points to #DomesticViolence as a precipitating factor for over 68% of #MassShootings. ([Source](#)). Given the heartbreaking surge in mass shootings, we need FJCs now more than ever! #CFJNAdvocacyDay

#DomesticViolence is on the rise. Demand for services at #FamilyJusticeCenters has grown by 25% since the onset of #COVID-19. We need FJCs now more than ever! #CFJNAdvocacyDay

California's #FamilyJusticeCenters provide direct support to 70,000 victims of violence a year, 20% are #children. FJC's provide safe spaces and programs for children affected by violence. #CFJNAdvocacyDay

#CFJN's address and lessen trauma for victims and their families through services only they can provide. #FundingIsCrucial in order to keep these centers open. #CFJNAdvocacyDay

California's 26 #FamilyJusticeCenters are gathering today to spread awareness about child victims of violence. FJCs provide trauma-informed therapy, mentoring and programs for children in order for them to heal from trauma and reclaim their lives.

I am proud to be a part of #CampHope for kids helping to heal kids who have been victims of violence. Healing #ChildhoodTrauma is a first step in preventing future violence. #FamilyJusticeCenters #CFJNAdvocacyDay

***Tweet Away!***

# More Twitter Posts

Many #survivors of #DomesticViolence need to seek help from multiple agencies and have to recall traumatic incidents at every step. Many stop seeking help. #FamilyJusticeCenters provide a “one-stop” solution that doesn’t overwhelm victims. #CFJNAdvocacyDay

#CA #FamilyJusticeCenters serve over 70,000 adult and child trauma survivors each year. With #DomesticViolence rising since the pandemic, more families need the integrated system of support that FJCs provide. #CFJNAdvocacyDay

Our vision is a world where #victims and their dependents are provided with a safe environment, where #survivors can seek justice, begin healing, reclaim their lives and access resources in #OneSafePlace. This can happen with more support for FJCs in #CA. #CFJNAdvocacyDay

#CFJC's are working every day to provide an immediate and effective response for #VictimsOfViolence. This #AdvocacyDay, we are highlighting the critical need for addressing trauma in children who have been victims of violence. #CFJNAdvocacyDay

April is #ChildAbusePreventionMonth. CFJN advocates for victims of interpersonal violence and provides education, training and coordinated assistance to reduce family and community violence. Let's keep these centers open and #HelpTheKids. #CFJNAdvocacyDay

*Happy Tweeting!*

**Download these graphics to  
use with your Twitter posts**

**[Click To Download](#)**

# Facebook Banner



[Click Here For Download](#)



# Pre Event Banners

# Day of Banner



# Sample Facebook, Instagram, & LinkedIn Posts

Today, California's 26 #FamilyJusticeCenters are gathering today to spread awareness about the need to support victims of violence, including thousands of #children. FJCs provide trauma-informed therapy, mentoring and programs for children in order for them to heal, begin healing, and reclaim their lives.

#FJCs provide trauma-informed therapy, mentoring and programs for children. We work daily to ensure that children #VictimsOfViolence are properly shielded from future abuse and are provided with the safe space and support necessary for healing from the trauma they have experienced.

#CA #FamilyJusticeCenters serve over 70,000 adult and child trauma survivors each year. With #DomesticViolence on the rise since the pandemic, more & more families need the integrated system of support that FJCs provide. Let's support CA's FJCs, so they can support families affected by violence. #CFJNAdvocacyDay

#DomesticViolence is on the rise. Demand for services at #FamilyJusticeCenters has grown by 25% since the onset of #COVID-19. We need FJCs now more than ever. #CFJNAdvocacyDay

I'm attending #CFJNAdvocacyDay because: Research points to domestic violence as a precipitating factor for over 68% of mass shootings. ([Source](#)). Given the heartbreaking surge in mass shootings, we need FJCs now more than ever. #CFJNAdvocacyDay

# More Facebook, Instagram, & LinkedIn Posts

Many #survivors of interpersonal violence seeking help are sent back and forth between different agencies and asked to recall traumatic incidents at every step. Unfortunately, this often causes more unnecessary trauma for victims of violence. #FamilyJusticeCenters provide an integrated “one-stop” solution that doesn’t leave victims overwhelmed. #CFJNAdvocacyDay

I am proud to be a part of #CampHope for kids who have been victims of violence. Healing childhood trauma is a first step in preventing future violence. #FamilyJusticeCenters #CFJNAdvocacyDay

Children exposed to violence are at higher risk for having poor health and educational outcomes and for using violence later in life. That’s why it’s so important for our #FamilyJusticeCenters to provide #TraumaRelief for #children. #CFJNAdvocacyDay

According to the CDC about 61% of adults surveyed across 25 states reported they had experienced at least one type of Adverse Childhood Experience (ACE) before age 18, and nearly 1 in 6 reported they had experienced four or more types of #ACEs are linked to chronic health problems, mental illness, and substance use problems in adolescence and adulthood. ACEs can also negatively impact education, job opportunities, and earning potential. However, ACEs can be prevented. Family Justice Centers support prevention. #CFJNAdvocacyDay #ChildVictims

# Facebook, Instagram, LinkedIn Graphics

[Click To Download Facebook & LinkedIn Graphics](#)

[Click To Download Instagram Graphics](#)

# Give Thanks!

## Sample Tweets

Thank you to our #Legislators in #Sacramento who took time to hear stories of survival and hope #CFJNAdvocacyDay.

Thank you to all the #Legislators, advocates, and members of the Family Justice Center community, who made our CFJN Advocacy Day a great success! We love supporting our #FamilyJusticeCenters so they can support survivors and families in need! #CFJNAdvocacyDay.

Click [HERE](#) for a full list of social handles for our legislatures

Thank you for attending #CFJNAdvocacyDay. Your support keeps healing and #hope alive for #VictimsOfViolence.

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Thank you to our  
#legislativechampion  
Assemblyman Tim Grayson for  
supporting the important work of  
our Family Justice Centers. You  
have been key to our success!  
#CFJNAdvocacyDay

**Asm. Grayson social handles:**

**Twitter: @Tim4Assembly**

**Facebook: [Click Here](#)**

**Instagram: @graysonforassembly**

# Questions? Contact



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