

JUNE 3, 2024

Social Media Tool Kit



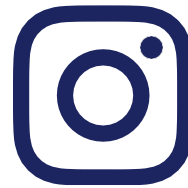
Welcome!

We've designed this toolkit to streamline the sharing of your Advocacy Day and Family Justice Center (FJC) experiences. Don't hesitate to personalize the suggested content or create your own to reflect your unique voice and that of your FJC. Together, let's amplify our support for victims of violence statewide!

Today is all about sharing, keep up with Advocacy Day 2024 updates by following CFJN on Twitter, Facebook, and Instagram.



@CAFamilyJustice



@CAfamilyjusticenetwork



CFJN Network

Pre Post Check List ✓

Step 1: Connect & Follow

Get social savvy! Follow CFJN on Twitter, Facebook, Instagram, and LinkedIn. Join the online buzz! Follow your fellow Family Justice Centers and partners on Facebook, Instagram, Twitter, and LinkedIn.



Step 2: Jazz Up Your Profile

Let's paint the town CFJN! Switch up your Facebook, Instagram, and Twitter profile photos and banners to showcase your support on Advocacy Day. For Banners, click [HERE](#).



Step 3: Spread The Word

Share the vibrant posts from this toolkit and keep an eye on our [social board](#) for real-time inspiration (feel free to add your own spin or tweak them as you like). Let your story soar! Share why backing California's FJCs matters to you and to the safety and well-being of all Californians.



Pre Post Check List

Step 4: Hashtag hustle

Pump up the volume with **#CFJNAdvocacyDay!** Let's make some noise for Advocacy Day with this catchy hashtag.

Step 5: Tag 'em all!

Boost your reach by tagging legislative members, partners, and your fellow Family Justice Centers. Let's make sure your posts and

Secondary Hashtags

#FamilyJusticeCenters
#ProtectSurvivors
#CFJNSurvivors

#DVAwareness
#AdvocateForVictims
#VictimsOfViolence

#KeepKidsSafe
#HumanTrafficking
#VOCA #CALeg
#CABudget

Click [**HERE**](#) for a list of legislative members and their social media handles.

Platform Tips - Tweeting Time



California Family Justice Ne... · 5/8/23 ...

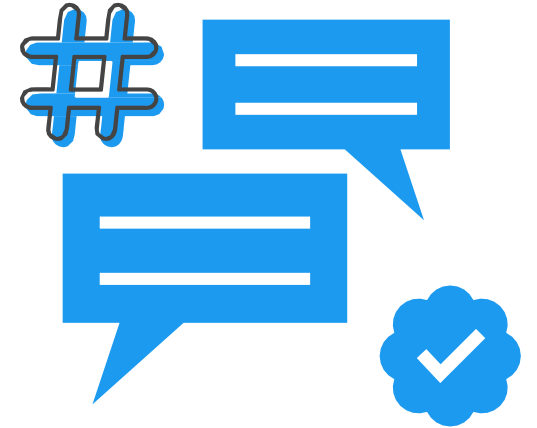
Many [#survivors](#) of [#DomesticViolence](#) need to seek help from multiple agencies and have to recall traumatic incidents at every step. Many stop seeking help.

[#FamilyJusticeCenters](#) provide a “one-stop” solution that doesn’t overwhelm victims. [#CFJNAdvocacyDay](#)



Engage by liking and sharing tweets from @CAFamilyJustice.

**#CFJNAdvocacyDay
in every post**



Q Search

Cancel

Try searching for people, topics, or keywords

Tag your organization and speakers from Advocacy Day to maximize visibility.

Platform Tips - Tweeting Tim



**Use this button to attach
a photo from your
camera roll!**

**Craft your own tweets or utilize
our sample tweets, keeping them
within the 280-character limit!**

Sample Twitter Posts

Tweet Away!



Empowerment through collaboration! CFJN and its members are at the forefront of supporting victims of interpersonal violence in California.

#CFJNAdvocacyDay #EmpowerSurvivors

#HealingJourney (163/280)

Join us in supporting victims of interpersonal violence across California! The CA Family Justice Network (CFJN) is dedicated to strengthening, supporting, and advocating for Family Justice Centers statewide. #CFJNAdvocacyDay #SupportSurvivors #EndViolence (275/280)

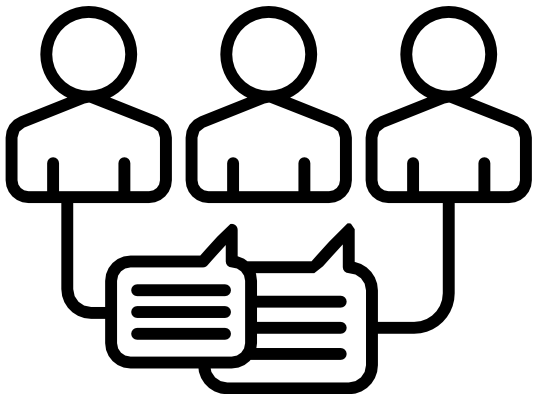


Profile Tips - Facebook, Instagram & LinkedIn

Be authentic: Share genuine moments and stories.

Engage with your audience: Respond to comments and messages.

Support others: Share content from colleagues, partners, or peers.



Sample Facebook, Instagram, & LinkedIn Posts



Join us on Advocacy Day to support survivors of interpersonal violence across California! The CA Family Justice Network (CFJN) strengthens and advocates for Family Justice Centers statewide, aiding over 70,000 individuals, including over 20,000 children annually. Together, we empower victims of domestic violence, elder abuse, child abuse, and human trafficking.
#CFJNAdvocacyDay #SupportSurvivors #EndViolence



CFJN's innovative one-stop-shop model offers comprehensive victim services through collaboration. From trauma-informed care to holistic support, we're shaping a future where survivors thrive and communities heal. Join us in revolutionizing support for survivors.
**#SupportSurvivors #EndViolence
#CFJNAdvocacyDay #EmpowerSurvivors**

Captions to support VOCA bills: AB 1956 & AB 243



AB 1956

Facebook/LinkedIn/ Instagram

Thank you @egreyesca for your relentless advocacy for victims! 💪 #AB1956 fills the gap in federal VOCA funding cuts, prioritizing continuity and stability for crime victim services. Together, let's stand strong for victims, shaping a future where survivors not only thrive but find solace and empowerment. #SupportVictims #AB1956
#CrimeVictimsFund #CFJNAdvocacyDay #VOCA



AB 2432

Facebook/LinkedIn/ Instagram

Supporting victims of crime is not just a priority, it's a responsibility. #AB2432 creates the California Crime Victims Fund, ensuring dedicated support for those who need it most. Federal #VOCA funding has slowly declined, impacting survivors deeply. #AB2432 will ensure CA can support them. Thank you @asmjessegabriel for your unwavering support! 💪 #SupportVictims #CrimeVictimsFund #CFJNAdvocacyDay

Captions to support VOCA bills: AB 1956 & AB 243



AB 1956 Twitter

Grateful for @EGReyesCA advocacy! 💪 #AB1956 fills VOCA funding gaps, ensuring stability for victims. Together, let's stand strong for victims, shaping a future where survivors thrive. Join us! #SupportVictims #AB1956 #CrimeVictimsFund #CFJNAdvocacyDay #VOCA
(278 characters)



AB 2432 Twitter

Supporting victims is a responsibility. #AB2432 creates CA Crime Victims Fund, ensuring dedicated support. VOCA funding decline impacts survivors deeply. Let's stand together! Thanks @asmjessegabriel! 💪 #SupportVictims #CrimeVictimsFund #CFJNAdvocacyDay
(278 characters)

Captions to support bills: AB 3072, AB 2924 & SB 989



Protecting our children means considering every aspect of their safety. #AB3072 adds an important factor for courts to consider in urgent custody decisions - the presence of firearms in the hands of a parent who shouldn't have them. Thank you @asmcottie for your support #ChildSafety #AB3072 #ProtectOurKids



Everyone deserves equal rights and recognition. #AB2924 is a crucial step towards equality, ensuring that domestic partners have the same rights and benefits as married couples. Thanks @asmcottie for your support! It's about fairness, inclusivity, and standing up for love in all its forms. Let's support this important legislation! #EqualityForAll #AB2924



Protecting dignity, respecting privacy. #SB989 ensures that families have a voice in how images of their loved ones are used. Thanks @senatorashby for your support! It's about compassion, understanding, and ensuring that the memory of those we've lost is treated with the utmost care. Let's support this important step forward! #SB989 #PrivacyRights #CFJNAdvocacyDay

Give Thanks!

Just had a great meeting with _____! 🤝 Thank you for supporting survivors of interpersonal violence and their families. We appreciate your leadership.

We're grateful for an amazing day connecting with legislators and community members at our CFJN Advocacy Day 2024! Big thanks to all the legislators, advocates, and Family Justice Center members who made it possible. Together, we're empowering survivors and families! #CFJNAdvocacyDay #FamilyJusticeCenters

What a fantastic turnout at our CFJN Advocacy Day 2024! Huge thanks to the California legislators for their unwavering support for the California Crime Victim Fund. Together, with advocates and members of the Family Justice Center community, we're making strides to support survivors and families. Your presence and dedication make a real difference! #CFJNAdvocacyDay #SupportSurvivors #CaliforniaLegislature

A heartfelt thank you to everyone who joined us for #CFJNAdvocacyDay 2024! Your support means the world to survivors of violence and their families. Together, we're fostering healing and hope. Let's keep the momentum going! #FamilyJusticeCenters #EndViolence

Click [HERE](#) for more captions!



**For more social media photos and
caption ideas, click HERE!**

**Check out the accounts of these partners of The California VOCA
Advocacy Alliance for more post inspiration.**

**California Partnership to
End Domestic Violence**

@ca_partnership

Office for Victims of Crime

VALOR

@_VALORVAS

VALOR

Questions? Contact



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