



“EQUALITY PREVENTS VIOLENCE” CAMPAIGN

DIGITAL ACTIVITIES GUIDE AND TEXT MODULES: HOW TO USE OUR SOCIAL MEDIA KIT AND OTHER TEXT TEMPLATES CORRECTLY.

Thank you for supporting our campaign digitally.
Your commitment will help to shed more light on the issue.

To make it easy for you to share and distribute the content, we've put together a media kit of images, texts and brief instructions. These guidelines show how the materials can be used optimally on the various social media platforms as well as on other channels such as websites, newsletters and magazines.

How to use our social media kit correctly: Choose the best content for your channels, post it in just a few clicks, and link it to our campaign. The more organisations and people that take part, the greater the reach – and the stronger the joint message against violence.

Our channels:

Please tag us so that we can see your posts.


- Website: www.without-violence.ch
- Instagram: [@without_violence.ch](https://www.instagram.com/without_violence.ch)
- Facebook: [@without-violence.ch](https://www.facebook.com/without-violence.ch)
- LinkedIn: [@Eidgenössisches Büro für die Gleichstellung von Frau und Mann EBG](https://www.linkedin.com/company/Eidgenössisches_Büro_für_die_Gleichstellung_von_Frau_und_Mann_EBG)


INSTAGRAM

Instagram feed: Share the campaign in your Instagram feed. Simply use one of the eight campaign topics with a corresponding text.

Story: Repost or post one of our topics to your Stories and then link to our website: www.without-violence.ch

Repost: Share our posts directly. Here are brief instructions on how to repost our public reels or posts:

1. Open the Instagram app.
2. Tap  **Repost** on one of our public reels or posts you'd like to repost.

The reel or post will be reposted and made available in the  **Reposts** section of your profile.

Notes:

- You can't repost a repost.
- You can remove a repost by tapping  **Repost** on the reel or post you've already reposted.

FACEBOOK

Share: Use the share function and add text to your post.

For example:

We don't talk enough about how violence starts. The #equalitypreventsviolence campaign aims to change this by highlighting the early warning signs of violence. Find out more: www.without-violence.ch

Hashtags: #withoutviolence #equalitypreventsviolence

LINKEDIN

Share: Use the share function and add text to your post.

For example:

We need to understand how violence starts before we can prevent it. The #equalitypreventsviolence campaign highlights the subtle warning signs of violence and shows where help and advice are available. Find out more: www.without-violence.ch

Mentions: @Eidgenössisches Büro für die Gleichstellung von Frau und Mann EBG

WEBSITE

Add the campaign logo to your website and link to www.without-violence.ch

For a campaign post under "News," "Current events," etc., you can use the following text, for example:

Prevent violence where it starts.

The "Equality prevents violence" campaign highlights the early warning signs of violence and shows where help and advice are available. Find out more: www.without-violence.ch

NEWSLETTER / INTRANET

Newsletters and internal channels are also a great way to highlight the campaign.

For example, you can use the following text to post about the campaign:

How does violence start?

A clear sign of violence is when someone strikes out. But violence isn't always that easy to recognise, especially in its early days. The national campaign "Equality prevents violence" highlights the early warning signs and shows where help and advice are available. Find out more: www.without-violence.ch

OTHER TEXT MODULES

1. SHORT TEXT MODULES

a) Combination of title and text modules

Prevent violence where it starts.

The “Equality prevents violence” campaign highlights the early warning signs of violence and shows where help and advice are available. Find out more: www.without-violence.ch

Where does violence start?

A clear sign of violence is when someone strikes out. But violence isn’t always that easy to recognise, especially in its early days. The national campaign “Equality prevents violence” highlights the early warning signs and shows where help and advice are available. Find out more: www.without-violence.ch

b) Untitled text modules

Violence isn’t always obvious. The campaign highlights the early warning signs – and shows where help and advice are available. Find out more: www.without-violence.ch

We don’t talk enough about where violence starts. The campaign aims to change this by drawing attention to early warning signs of violence. Find out more: www.without-violence.ch

We need to understand how violence starts before we can prevent it. The campaign highlights the subtle warning signs and shows where help and advice are available. Find out more: www.without-violence.ch

Gender-based violence is widespread in Switzerland: in the form of words and gestures, and in many seemingly harmless violations of boundaries. The campaign highlights the early warning signs of violence. Find out more: www.without-violence.ch

2. LONGER TEXT MODULES

Combination of title and detailed accompanying text:

Why do we need the “Equality prevents violence” campaign?

Domestic, sexual and gender-based violence is also widespread in Switzerland. The national prevention campaign “Equality prevents violence” starts where violence begins – with power imbalances, dependencies and discriminatory norms.

It highlights the early warning signs of violence, encourages people to talk about the issue, and provides information on counselling and support services. The aim is to prevent violence before it occurs – by treating each other with respect and as equals.

The campaign was launched under the auspices of Federal Councillor Elisabeth Baume-Schneider from the Federal Office for Gender Equality (FOGE) and developed together with federal and cantonal authorities, municipalities and NGOs.

Further information and support services: www.without-violence.ch

Do you still have questions?

Write to us: infocampagne@ebg.admin.ch