

NNEDV

17th Annual

Domestic Violence Counts Survey

NNEDV.org/DVCounts ★ #DVCounts

Survey Day Social Media Toolkit

The National Network to End Domestic Violence (NNEDV) is excited for you to participate in our **17th Annual Domestic Violence Counts** survey on **Wednesday, September 7, 2022!** Sharing this content on social media helps spread the word about why #DVCounts is critical and why your organization has chosen to participate.

The [Domestic Violence Counts](#) survey is an annual noninvasive, unduplicated count of adults and children who seek services from U.S. domestic violence shelter programs during a single 24-hour survey period. Conducted annually by NNEDV since 2006, #DVCounts takes into account the dangerous nature of domestic violence by using a survey designed to protect the confidentiality and safety of victims.

Social Media Tips:

- ★ Please share the below content leading up to—and especially during—the survey day (**Wednesday, September 7, 2022**).
- ★ Please include the hashtag **#DVCounts** and tag **@NNEDV** on all platforms so we can amplify what you're sharing!
- ★ NNEDV has begun using alt text to make our social content more accessible, and we have included suggested alt text with all images in the toolkit. We encourage you to use them or write your own. Here are tutorials for adding alt text on [Facebook](#), [Twitter](#), and [Instagram](#). Many scheduling tools, like [Hootsuite](#), allow you to add alt text as well.
- ★ If you have trouble with the NNEDV.org/DVCounts URL, please use <https://nnedv.org/about-us/dv-counts-census/> instead.
- ★ Please find more information about the survey and report [here](#).
- ★ Please reach out to Communications@NNEDV.org with any questions.

Suggested Generic Captions

Please feel free to mix and match these captions with any images on [pages 4-7](#).

Suggested Generic Captions
Every year, advocates across the country participate in @NNEDV's #DVCounts survey day. This count of survivors seeking domestic violence services across the country helps us spotlight their needs and bring their stories to lawmakers. Learn more: NNEDV.org/DVCounts
We're excited to participate in @NNEDV's #DVCounts survey day. This one-of-a-kind annual count shows the services domestic violence survivors seek in a 24-hour period as well as the needs that can't be met due to a lack of resources. Learn more: NNEDV.org/DVCounts
Each year, @NNEDV's #DVCounts survey captures the urgent needs and heartbreaking stories of domestic violence survivors, along with the lifesaving work of advocates and programs that support them. We're thrilled to participate! Learn more: NNEDV.org/DVCounts
The #DVCounts survey is instrumental in raising awareness about domestic violence and the incredible work advocates and programs undertake every single day of the year. We're excited to join @NNEDV and participate. Learn more: NNEDV.org/DVCounts
Every day, thousands of domestic violence survivors access essential programs and services. Every survivor has a story to tell. @NNEDV's #DVCounts survey helps us tell the stories behind the numbers and we're so excited to participate. Learn more: NNEDV.org/DVCounts
Today and every day, domestic violence advocates and programs make a difference for the survivors who are counting on them. We're honored to participate in @NNEDV's #DVCounts survey and help tell their stories. Learn more: NNEDV.org/DVCounts
The @NNEDV #DVCounts survey tells the stories behind the statistics: of the domestic violence survivors who reached out, and of the advocates who were there to support them. We're participating to help ensure every story is told. Learn more: NNEDV.org/DVCounts
Every year, @NNEDV's #DVCounts survey sheds light on the needs of domestic violence survivors and the work of advocates and local programs supporting them. We're participating in the survey to help spotlight these stories. Learn more: NNEDV.org/DVCounts
Every domestic violence survivor counts. We're honored to participate in @NNEDV's #DVCounts survey day and make sure everyone knows how resourceful, resilient, and brave these survivors are. Learn more: NNEDV.org/DVCounts
We're joining @NNEDV's #DVCounts survey to share the needs of domestic violence survivors, advocates, and programs. Learn more: NNEDV.org/DVCounts

Suggested State- and Territory-Specific Captions

Did you know #DVCounts provides annual summaries for each state and territory? Find your summary [here](#) to fill in the blanks and create captions specific to your location. Please feel free to mix and match these captions with any images on [pages 4-7](#).


Suggested State- and Territory-Specific Captions
Advocates in [state/territory] served [number] adult and child domestic violence victims in just one day in 2021. @NNEDV's #DVCounts survey helps us tell the stories behind the numbers and we're thrilled to participate this year. Learn more: NNEDV.org/DVCounts
On September 9, 2021, domestic violence advocates in [state/territory] received [number] hotline contacts from victims in need—that's [number] per hour! We're participating in @NNEDV's #DVCounts survey this year to spotlight these needs. Learn more: NNEDV.org/DVCounts
In just one day last year, domestic violence advocates in [state/territory] were unable to meet [number] requests for help due to a lack of resources. We're joining @NNEDV's #DVCounts survey to bring these needs to the halls of Congress. Learn more: NNEDV.org/DVCounts .
On September 9, 2021, [percentage] of domestic violence victims' unmet needs in [state/territory] were for housing and emergency shelter. @NNEDV's #DVCounts survey shows why having a safe place is a lifeline, and we're excited to participate. Learn more: NNEDV.org/DVCounts
Did you know [percentage] of domestic violence programs in [state/territory] provided [service] in just one day in 2021? This service is essential, and we're participating in @NNEDV's #DVCounts survey to show why it must be funded. Learn more: NNEDV.org/DVCounts
As one [state/territory] advocate shared last year: " [quote] ." @NNEDV's #DVCounts survey tells these stories and more, and we're looking forward to participating this year. Learn more: NNEDV.org/DVCounts

Images and Suggested Alt Text

Here are tutorials for adding alt text on [Facebook](#), [Twitter](#), and [Instagram](#). Many scheduling tools, like [Hootsuite](#), allow you to add alt text as well.

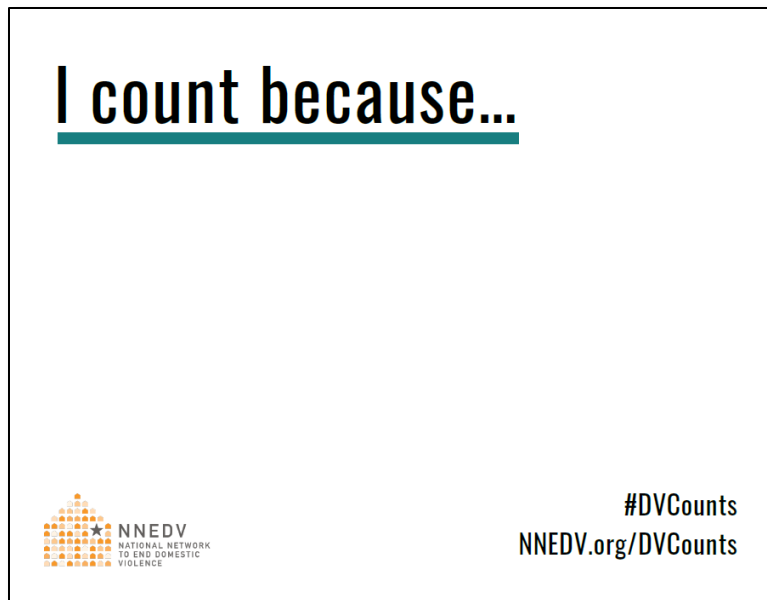
Graphic	Suggested Alt Text
 <p data-bbox="224 768 462 804">Download graphic</p>	<p data-bbox="503 569 1414 701"><i>On left, person with dark hair pulled up, wearing lipstick, earrings, and chunky knit scarf, smiling widely at camera. On right, orange and white text reads: “Domestic Violence Counts 2022 Survey Day” with NNEDV logo and “NNEDV.org/DVCounts” below.</i></p>
 <p data-bbox="224 1125 462 1161">Download graphic</p>	<p data-bbox="503 926 1414 1058"><i>On left, orange and white text reads: “Domestic Violence Counts 2022 Survey Day” with NNEDV logo and “NNEDV.org/DVCounts” below. On right, person with dark bangs framing face, wearing white t-shirt, smiling slightly at camera.</i></p>
 <p data-bbox="224 1482 462 1518">Download graphic</p>	<p data-bbox="503 1283 1414 1415"><i>On left, orange and white text reads: “Domestic Violence Counts 2022 Survey Day” with NNEDV logo and “NNEDV.org/DVCounts” below. On right, child with long, dark braids partially pulled up, wearing ruffled yellow dress, smiling up at camera.</i></p>
 <p data-bbox="224 1839 462 1875">Download graphic</p>	<p data-bbox="503 1640 1414 1772"><i>On left, orange and white text reads: “Domestic Violence Counts 2022 Survey Day” with NNEDV logo and “NNEDV.org/DVCounts” below. On right, person with short hair and red t-shirt looks straight ahead at camera with serious expression.</i></p>

 <p>Download graphic</p>	<p><i>On left, orange and white text reads: “Domestic Violence Counts 2022 Survey Day” with NNEDV logo and “NNEDV.org/DVCounts” below. On right, person with light facial hair and dark, collared shirt looks straight ahead at camera with serious expression.</i></p>
 <p>Download graphic</p>	<p><i>On left, person with dark hair pulled up, wearing necklace and smiling softly at camera. On right, orange and white text reads: “Domestic Violence Counts 2022 Survey Day” with NNEDV logo and “NNEDV.org/DVCounts” below.</i></p>
 <p>Download graphic</p>	<p><i>On left, person with short, dark, curly hair, wearing necklace and gray t-shirt, looking at camera with serious expression. On right, orange and white text reads: “Domestic Violence Counts 2022 Survey Day” with NNEDV logo and “NNEDV.org/DVCounts” below.</i></p>
 <p>Download graphic</p>	<p><i>On left, orange and white text reads: “Domestic Violence Counts 2022 Survey Day” with NNEDV logo and “NNEDV.org/DVCounts” below. On right, person with long, dark, curly hair and denim shirt smiles slightly at camera.</i></p>

	<p><i>On left, person with long, dark hair, long, beaded earrings, and dark-colored, long-sleeved shirt smiles slightly at camera. On right, orange and white text reads: “Domestic Violence Counts 2022 Survey Day” with NNEDV logo and “NNEDV.org/DVCounts” below.</i></p>
<p><u>Download graphic</u></p>	
	<p><i>On left, orange and white text reads: “Domestic Violence Counts 2022 Survey Day” with NNEDV logo and “NNEDV.org/DVCounts” below. On right, person with short, dark hair and light-colored shirt smiles at camera.</i></p>
<p><u>Download graphic</u></p>	
	<p><i>On left, person with long, dark hair smiles at camera. On right, orange and white text reads: “Domestic Violence Counts 2022 Survey Day” with NNEDV logo and “NNEDV.org/DVCounts” below.</i></p>
<p><u>Download graphic</u></p>	
	<p><i>On left, orange and white text reads: “Domestic Violence Counts 2022 Survey Day” with NNEDV logo and “NNEDV.org/DVCounts” below. On right, person wearing head scarf and blazer smiles at camera.</i></p>
<p><u>Download graphic</u></p>	

 <p>Download graphic</p>	<p><i>On left, orange and white text reads: “Domestic Violence Counts 2022 Survey Day” with NNEDV logo and “NNEDV.org/DVCounts” below. On right, person with long, dark hair and off-the-shoulder patterned top looks straight ahead at camera.</i></p>
 <p>Download graphic</p>	<p><i>On left, person with light, curly hair pulled back and multicolored, striped shirt smiles slightly at camera. On right, orange and white text reads: “Domestic Violence Counts 2022 Survey Day” with NNEDV logo and “NNEDV.org/DVCounts” below.</i></p>
 <p>Download graphic</p>	<p><i>On left, orange and white text reads: “Domestic Violence Counts 2022 Survey Day” with NNEDV logo and “NNEDV.org/DVCounts” below. On right, person with short, gray hair, patterned button-up shirt, and cardigan smiles slightly at camera.</i></p>
 <p>Download graphic</p>	<p><i>On left, orange and white text reads: “Domestic Violence Counts 2022 Survey Day” with NNEDV logo and “NNEDV.org/DVCounts” below. On right, person with long hair, freckles, and t-shirt smiles slightly at camera.</i></p>

I Count Because... Sign



[Download sign](#)

Consider filling out this sign and snapping a picture to share why you're participating in #DVCounts. Here are some ideas to get you started:

- ★ ...advocates' work saves lives.
- ★ ...advocates' work changes lives.
- ★ ...survivors' stories deserve to be heard.
- ★ ...domestic violence services desperately need funding.
- ★ ...there's a lot of work yet to do.
- ★ ...we need to tell the stories behind the statistics.
- ★ ...every survivor's story deserves to be told.
- ★ ...I care about survivors.
- ★ ...I am a survivor.
- ★ ...it will make a difference.
- ★ ...together, we can end domestic violence.