

# Kent and Medway #KnowSeeSpeakOut

## 16 Days of Action campaign

25 November – 10 December 2025



### Social media calendar

This winter, unite against gender-based violence and abuse by raising awareness of domestic abuse in your communities during this global moment.

The campaign starts on the International Day for the Elimination of Violence Against Women and Girls (25th November) and ends on International Human Rights Day (10th December).

**There has never been a more important time to show your support.**

In this document you will find:

- 6 pre-campaign social media posts.
- 16 posts for use during the 16 Days of Activism.

All posts have accompanying digital assets for you to use across your channels.

- Post every day or once or twice during the 16 Days – it's up to you. There are a range of posts to choose from.
- Use the hashtags #KnowSeeSpeakOut #EndDomesticAbuse #16Days #16DaysofActivism

You can also **put up support posters in communal areas** to help spread the word.

### **Thank you for your support.**

The more people that Know, See, and Speak Out, the greater chance we have of getting people experiencing abuse to safety and ending abuse.

There has never been a more important time to show your support.

## Social media calendar

### Pre-campaign content

13 Oct	<p>Take action to end domestic abuse by joining the Kent and Medway #16DaysofActivism campaign from 25 Nov –10 Dec. Get FREE training and resources to help you and the people you know to learn more and feel empowered to signpost people to support.</p> <p>Find out more at <a href="http://www.domesticabuseservices.org.uk/practitioners/take-action-to-end-da">www.domesticabuseservices.org.uk/practitioners/take-action-to-end-da</a></p> <p>#KnowSeeSpeakOut #EndDomesticAbuse #16Days #DVAM2025</p>	<p><u>Image</u></p> <p>Alt text - Poster with icons in the background in light pink with black text reading: No one should live in fear. Join the campaign. 16 Days of Activism, Kent &amp; Medway, 25 Nov - 10 Dec. Website and hashtags promote awareness of domestic abuse, with various logos at the bottom.</p>
20 Oct	<p>Domestic Abuse is everybody's business. You can take action by joining the Kent and Medway #16DaysofActivism campaign. Get FREE virtual awareness training, practical info and resources. Discover more at <a href="http://www.domesticabuseservices.org.uk/practitioners/take-action-to-end-da">www.domesticabuseservices.org.uk/practitioners/take-action-to-end-da</a></p> <p>#KnowSeeSpeakOut #EndDomesticAbuse #16Days #DVAM2025</p>	<p><u>Image</u></p> <p>Alt text - A distressed woman covers her face with her hand. Two people stand behind her. Bold text reads, No one should live in fear. Join the campaign. Below, it says 16 Days of Activism, 25 Nov - 10 Dec, End Domestic Abuse Kent &amp; Medway.</p>
3 Nov	<p>Help end domestic abuse by joining the Kent and Medway #16DaysofActivism campaign from 25 Nov–10 Dec. Get FREE training and resources including posters and social media posts to help you and the people you know learn about and speak out against violence and abuse and help get more people to safety this winter and beyond.</p> <p>There has never been a more important time to show your support.</p> <p>Visit <a href="http://www.domesticabuseservices.org.uk/practitioners/take-action-to-end-da">www.domesticabuseservices.org.uk/practitioners/take-action-to-end-da</a></p> <p>#KnowSeeSpeakOut #EndDomesticAbuse #16Days</p>	<p><u>Image</u></p> <p>Alt text - A man with glasses looks at a computer screen. Text reads: Domestic Abuse Free Training for practitioners. 16 Days of Activism Kent &amp; Medway 25 Nov - 10 Dec. Logo at the bottom says End Domestic Abuse Kent &amp; Medway.</p>
12 Nov	<p>1 hour of your time could save a life. Sign up for the FREE #16DaysofActivism Domestic Abuse online training webinars to learn more about this crime, the specialist services available and how you can signpost someone you know to safety. Register for free at <a href="http://www.domesticabuseservices.org.uk/practitioners/training-resources">www.domesticabuseservices.org.uk/practitioners/training-resources</a></p> <p>#KnowSeeSpeakOut #EndDomesticAbuse</p>	<p><u>Image</u></p> <p>Alt text - A person writes in a notebook next to a laptop. Text reads: 1 hour of your time can save a life. Join the campaign. 16 Days of Activism, Kent &amp; Medway, 25 Nov - 10 Dec. End Domestic Abuse logo is visible at the bottom.</p>
18 Nov	<p>It's 1 week until the global #16DaysofActivism against violence and abuse starts. We're taking action to end domestic abuse in Kent and Medway. Will you? Join the campaign at</p>	<p><u>Image</u></p>

	<a href="http://www.domesticabuseservices.org.uk/practitioners/take-action-to-end-da">www.domesticabuseservices.org.uk/practitioners/take-action-to-end-da</a>  #KnowSeeSpeakOut #EndDomesticAbuse #16Days	Alt text - A dark room with light streaming through an open door. Text reads, Take action to end domestic abuse. Join the campaign. 16 Days of Activism, Kent & Medway, 25 Nov - 10 Dec. End Domestic Abuse Kent & Medway logo is shown at the bottom.
21 Nov	Next week the global #16DaysofActivism starts. Join the campaign to end domestic abuse in Kent and Medway. KNOW what abuse is SEE what action you can take SPEAK OUT by signposting people to safety.  <a href="http://www.domesticabuseservices.org.uk/practitioners/take-action-to-end-da">www.domesticabuseservices.org.uk/practitioners/take-action-to-end-da</a>  ##KnowSeeSpeakOut #EndDomesticAbuse #16Days	<u>Image</u>  Alt text - Poster with icons in the background in light pink with black text reading: No one should live in fear. Join the campaign. 16 Days of Activism, Kent & Medway, 25 Nov - 10 Dec. Website and hashtags promote awareness of domestic abuse, with various logos at the bottom.

## 16 Days of Activism content

Date & Topic	Proposed social media post	Digital asset
25 Nov <b>White Ribbon Day: We Speak Up</b>	<p>Violence against women and girls is rising. This #WhiteRibbonDay, we're joining the campaign to encourage every man to take action that can change attitudes and behaviour. Not all men are perpetrators, but it does take all men to stand up against abuse. Now is the time to be a part of positive change:</p> <ul style="list-style-type: none"> <li>• Call out 'banter' which demeans and dehumanises women.</li> <li>• Reject harmful attitudes towards women.</li> <li>• Promote healthy behaviours, actions and words towards women, especially with boys and young men.</li> <li>• Speak out – don't stay silent about violence and abuse.</li> <li>• Join the Kent and Medway #KnowSeeSpeakOut campaign at <a href="http://www.domesticabuseservice.org.uk">www.domesticabuseservice.org.uk</a></li> <li>• Become a White Ribbon Ambassador at <a href="http://www.whiteribbon.org.uk">www.whiteribbon.org.uk</a></li> </ul> <p>#KnowSeeSpeakOut #EndDomesticAbuse #16DaysofActivism #WeSpeakUp</p>	<u>Reel</u> for Instagram / Facebook / Tik Tok  <u>Video</u> for X (Twitter) / Bluesky / LinkedIn

<p>26 Nov</p> <p><b>How to spot the signs of domestic abuse</b></p>	<p>It's not love if it hurts. Domestic abuse is when someone uses power to control a family member or current/former partner. This can include violence, sexual, economic or emotional abuse, coercive control, intimidation, harassment. Anyone can be a victim of abuse. Learn the warning signs of an abusive relationship and how to signpost people to support this #16DaysOfActivism. It can save lives. Visit <a href="http://www.domesticabuseservices.org.uk">www.domesticabuseservices.org.uk</a>.</p> <p>Emergency: call 999 (BLS - <a href="http://www.999bsl.co.uk">www.999bsl.co.uk</a> app)  Non-emergency: Call 0808 16 89 111  <a href="http://www.signlive.co.uk">www.signlive.co.uk</a> - search Victim Support  Live chat: <a href="http://www.victimsupport.org.uk">www.victimsupport.org.uk</a></p> <p>#KnowSeeSpeakOut #EndDomesticAbuse #16Days</p>	<p><a href="#">Reel</a> for Instagram / Facebook / Tik Tok</p> <p><a href="#">Video</a> for X (Twitter) / Bluesky / LinkedIn</p>
<p>27 Nov</p> <p><b>Let's break the cycle of domestic abuse</b></p>	<p>Too many people's lives are being impacted by domestic abuse. Let's break the cycle of abuse together. Join the #KnowSeeSpeakOut campaign this #16DaysOfActivism at <a href="http://www.domesticabuseservices.org.uk">www.domesticabuseservices.org.uk</a>.</p> <p>KNOW – what domestic abuse is  SEE – what changes you can make  SPEAK OUT – Signpost people to support</p> <p>#EndDomesticAbuse #16Days</p>	<p><a href="#">Reel</a> for Instagram / Facebook / Tik Tok</p> <p><a href="#">Video</a> for X (Twitter) / Bluesky / LinkedIn</p>
<p>28 Nov</p> <p><b>Victim blaming</b></p>	<p>Language matters. The words we choose, consciously or unconsciously, have the power to assign blame to a victim, when the person who needs to be held accountable is the abuser. Abuse is never a victim's fault, but if we use the wrong words, they will feel that it is. Learn how to change the narrative by joining the #KnowSeeSpeakOut campaign this #16DaysOfActivism at <a href="http://www.domesticabuseservices.org.uk">www.domesticabuseservices.org.uk</a></p> <p>Find domestic abuse support in Kent and Medway:  Emergency: call 999 (BLS - <a href="http://www.999bsl.co.uk">www.999bsl.co.uk</a> app)  Non-emergency: Call 0808 16 89 111  <a href="http://www.signlive.co.uk">www.signlive.co.uk</a> - search Victim Support  Live chat: <a href="http://www.victimsupport.org.uk">www.victimsupport.org.uk</a></p> <p>#EndDomesticAbuse #16Days</p>	<p><a href="#">Image</a></p> <p>Alt text: A campaign poster against domestic abuse reads: "I don't know how she puts up with it. Why doesn't <del>she</del> leave he stop?" Abuse = no choice. Language matters. Let's stop victim blaming." Includes the End Domestic Abuse logo and a 16 Days of Activism Kent &amp; Medway mark and dates.</p>
<p>29 Nov</p> <p><b>Coercive Control</b></p>	<p>The signs of coercive control can be subtle, and the way an abuser exerts power over a victim can take many forms. Would you know what to do if someone you know is in an abusive relationship? Learn how to support someone you're worried about this #16DaysOfActivism at <a href="http://www.domesticabuseservices.org.uk">www.domesticabuseservices.org.uk</a>. The Kent and Medway support services are here to help.  Emergency: call 999 (BLS - <a href="http://www.999bsl.co.uk">www.999bsl.co.uk</a> app)  Non-emergency: Call 0808 16 89 111  <a href="http://www.signlive.co.uk">www.signlive.co.uk</a> - search Victim Support  Live chat: <a href="http://www.victimsupport.org.uk">www.victimsupport.org.uk</a>  #KnowSeeSpeakOut #EndDomesticAbuse #16Days</p>	<p><a href="#">Reel</a> for Instagram / Facebook / Tik Tok</p> <p><a href="#">Video</a> for X (Twitter) / Bluesky / LinkedIn</p>
<p>30 Nov</p>	<p>Online misogyny and abuse are rising. It can lead to real world domestic abuse. We can ALL be a part of the solution.</p>	<p><a href="#">Reel</a> for Instagram / Facebook / Tik Tok</p>

<b>Online misogyny and abuse</b>	<ul style="list-style-type: none"> <li>• 73% of Gen Z social media users have witnessed misogynistic content online with half encountering it on a weekly basis.</li> <li>• 40% have been subjected to unwanted sexually suggestive comments.</li> <li>• 27% have experienced online stalking.</li> </ul> <p>Join the #KnowSeeSpeakOut campaign this #16DaysofActivism at <a href="http://www.domesticabuseservices.org.uk">www.domesticabuseservices.org.uk</a>.</p> <p>#EndDomesticAbuse #16Days</p> <p>Source: Amnesty International</p>	<p><a href="#">Video</a> for X (Twitter) / Bluesky / LinkedIn</p>
<b>1 Dec Adolescent relationships and toxic behaviours</b>	<p>Unhealthy relationships are becoming normal for young people. Help reverse the trend by teaching adolescents the signs of a healthy relationship. Discover step-by-step guidance this #16DaysofActivism <a href="http://www.domesticabuseservices.org.uk/support/cyp-understanding-abuse/">www.domesticabuseservices.org.uk/support/cyp-understanding-abuse/</a></p> <ul style="list-style-type: none"> <li>• 16 – 19-year-olds are more likely to be victims of domestic abuse than any other age group (ONS)</li> <li>• 41% of young people say they have used harmful behaviours in a romantic relationship (Safe Lives)</li> </ul> <p>Get help:  Emergency: call 999 (BLS - <a href="http://www.999bsl.co.uk">www.999bsl.co.uk</a> app)  Non-emergency: Call 0808 16 89 111  <a href="http://www.signlive.co.uk">www.signlive.co.uk</a> - search Victim Support  Live chat: <a href="http://www.victimsupport.org.uk">www.victimsupport.org.uk</a></p> <p>#KnowSeeSpeakOut #EndDomesticAbuse #16Days</p>	<p><a href="#">Reel</a> for Instagram / Facebook / Tik Tok</p> <p><a href="#">Video</a> for X (Twitter) / Bluesky / LinkedIn</p>
<b>2 Dec Children and young people</b>	<p>Joker, caretaker, high achiever, quiet, solitary– there are many signs that a child is experiencing domestic abuse at home. Could you spot them? Learn how this #16DaysofActivism at <a href="http://www.domesticabuseservices.org.uk">www.domesticabuseservices.org.uk</a>.</p> <p>Emergency: call 999 (BLS - <a href="http://www.999bsl.co.uk">www.999bsl.co.uk</a> app)  Non-emergency: Call 0808 16 89 111  <a href="http://www.signlive.co.uk">www.signlive.co.uk</a> - search Victim Support  Live chat: <a href="http://www.victimsupport.org.uk">www.victimsupport.org.uk</a></p> <p>#KnowSeeSpeakOut #EndDomesticAbuse #16Days</p>	<p><a href="#">Reel</a> for Instagram / Facebook / Tik Tok</p> <p><a href="#">Video</a> for X (Twitter) / Bluesky / LinkedIn</p>
<b>3 Dec Suicide prevention</b>	<p>Trigger Warning: Domestic abuse can lead to feeling like there is no escape. For the past two years, more victims of domestic abuse have died by suicide than were killed by their abusive partners. In Kent and Medway, a third of suspected suicides (33%) were impacted by domestic abuse.</p> <p>Support services can help victims break free from abuse and heal from trauma. They are here this #16DaysofActivism and beyond.</p>	<p><a href="#">Reel</a> for Instagram / Facebook / Tik Tok</p> <p><a href="#">Video</a> for X (Twitter) / Bluesky / LinkedIn</p>

	<p>Find help and resources:  <a href="http://www.domesticabuseservices.org.uk">www.domesticabuseservices.org.uk</a>  <a href="http://www.kent.gov.uk/wellbeing">www.kent.gov.uk/wellbeing</a>  <a href="http://www.kent.gov.uk/everymindmatters">www.kent.gov.uk/everymindmatters</a>  Emergency: call 999 (BLS - <a href="http://www.999bsl.co.uk">www.999bsl.co.uk</a> app)</p> <p>#KnowSeeSpeakOut #EndDomesticAbuse #16Days</p>	
<p>4 Dec  <b>What to do when you're worried about someone</b></p>	<p>Knowing what to say or do when you think someone is experiencing domestic abuse is hard. Here are 6 steps to follow this #16DaysOfActivism to make it easier:</p> <ol style="list-style-type: none"> <li>1. Create a safe, private space to talk with them</li> <li>2. Use supportive language and questioning</li> <li>3. Listen to them and believe what they say</li> <li>4. Acknowledge their situation, signpost them to the Kent and Medway Domestic Abuse Services.</li> <li>5. Ask what they need from you to help them</li> <li>6. Look after yourself and keep safe.</li> </ol> <p>Use the 'Approaching the conversation' tool at <a href="http://www.domesticabuseservices.org.uk">www.domesticabuseservices.org.uk</a>.</p> <p>Emergency: call 999 (BLS - <a href="http://www.999bsl.co.uk">www.999bsl.co.uk</a> app)  Non-emergency: Call 0808 16 89 111  <a href="http://www.signlive.co.uk">www.signlive.co.uk</a> - search Victim Support  Live chat: <a href="http://www.victimsupport.org.uk">www.victimsupport.org.uk</a></p> <p>#KnowSeeSpeakOut #EndDomesticAbuse #16Days</p>	<p><u>Reel</u> for Instagram / Facebook / Tik Tok</p> <p><u>Video</u> for X (Twitter) / Bluesky / LinkedIn</p>
<p>5 Dec  <b>Domestic abuse support services</b></p>	<p>Anyone affected by domestic abuse in Kent and Medway can get practical and emotional support including refuge, safe accommodation, specialist programmes and 1-2-1 help. Know how to signpost people to support this #16DaysOfActivism at <a href="http://www.domesticabuseservices.org.uk">www.domesticabuseservices.org.uk</a>.</p> <p>Emergency: call 999 (BLS - <a href="http://www.999bsl.co.uk">www.999bsl.co.uk</a> app)  Non-emergency: Call 0808 16 89 111  <a href="http://www.signlive.co.uk">www.signlive.co.uk</a> - search Victim Support  Live chat: <a href="http://www.victimsupport.org.uk">www.victimsupport.org.uk</a></p> <p>#KnowSeeSpeakOut #EndDomesticAbuse #16Days</p>	<p><u>Reel</u> for Instagram / Facebook / Tik Tok</p> <p><u>Video</u> for X (Twitter) / Bluesky / LinkedIn</p>
<p>6 Dec  <b>Honour-based abuse</b></p>	<p>Honour-based abuse includes child marriage, virginity testing, enforced abortion, forced marriage, and female genital mutilation, as well as physical, sexual and economic abuse and coercive control. It's a form of domestic abuse. For some communities, the concept of 'honour' is more important than the safety and well-being of a family member.</p> <p>Find support in Kent and Medway this #16DaysOfActivism and beyond at <a href="http://www.domesticabuseservices.org.uk">www.domesticabuseservices.org.uk</a></p> <p>Emergency: call 999 (BLS - <a href="http://www.999bsl.co.uk">www.999bsl.co.uk</a> app)</p>	<p><u>Image</u></p> <p>Alt text – A bouquet of white lilies rests beside a gravestone. Overlaid text reads: At least 1 honour-based killing happens every month. End Domestic Abuse logo and 16 Days of Activism campaign logos are included.</p>

	<p>Non-emergency: Call 0808 16 89 111  <a href="http://www.signlive.co.uk">www.signlive.co.uk</a> - search Victim Support  Live chat: <a href="http://www.victimsupport.org.uk">www.victimsupport.org.uk</a>  Specialist advice: call Karma Nirvana on 0800 5999 247.</p> <p>#KnowSeeSpeakOut #EndDomesticAbuse #16Days</p>	
<p>7 Dec  <b>Stalking and harassment</b></p>	<p>1 in 7 people aged 16+ has been a victim of stalking at least once. Tactics include adding spyware to your phone, damaging property, tracking where you are, following you and sending unwanted messages. If you or someone you know is being stalked or harassed, help is available this #16DaysofActivism and beyond at <a href="http://www.domesticabuseservices.org.uk">www.domesticabuseservices.org.uk</a>.</p> <p>Emergency: call 999 (BLS - <a href="http://www.999bsl.co.uk">www.999bsl.co.uk</a> app)  Non-emergency: Call 0808 16 89 111  <a href="http://www.signlive.co.uk">www.signlive.co.uk</a> - search Victim Support  Live chat: <a href="http://www.victimsupport.org.uk">www.victimsupport.org.uk</a></p> <p>#KnowSeeSpeakOut #EndDomesticAbuse #16Days</p> <p>Source: ONS</p>	<p><u>Reel</u> for Instagram / Facebook / Tik Tok</p> <p><u>Video</u> for X (Twitter) / Bluesky / LinkedIn</p>
<p>8 Dec  <b>Economic abuse</b></p>	<p>Restricting or controlling a person's money, taking out loans/credit cards in their name, making them pay for things without them wanting to, manipulating child maintenance, disrupting payment, sabotaging employment/education and locking into mortgages or finance deals, is economic abuse. This #16DaysofActivism, make it your mission to find out more and how to signpost victims to support from the Kent and Medway services at <a href="http://www.domesticabuseservices.org.uk">www.domesticabuseservices.org.uk</a></p> <p>Emergency: call 999 (BLS - <a href="http://www.999bsl.co.uk">www.999bsl.co.uk</a> app)  Non-emergency: Call 0808 16 89 111  <a href="http://www.signlive.co.uk">www.signlive.co.uk</a> - search Victim Support  Live chat: <a href="http://www.victimsupport.org.uk">www.victimsupport.org.uk</a></p> <p>#KnowSeeSpeakOut #EndDomesticAbuse #16Days</p>	<p><u>Reel</u> for Instagram / Facebook / Tik Tok</p> <p><u>Video</u> for X (Twitter) / Bluesky / LinkedIn</p>
<p>9 Dec  <b>Sexual abuse</b></p>	<p>Sexual abuse can be physical and virtual, from forcing someone to perform sexual acts and non-consensual sex, to cyber flashing and sharing intimate images without consent. 9 in 10 girls experience unwanted touching and explicit images before the age of 16. Help end abuse this #16DaysofActivism, join the #KnowSeeSpeakOut campaign at <a href="http://www.domesticabuseservices.org.uk">www.domesticabuseservices.org.uk</a></p> <p>Emergency: call 999 (BLS - <a href="http://www.999bsl.co.uk">www.999bsl.co.uk</a> app)  Non-emergency: Call 0808 16 89 111  <a href="http://www.signlive.co.uk">www.signlive.co.uk</a> - search Victim Support  Live chat: <a href="http://www.victimsupport.org.uk">www.victimsupport.org.uk</a></p> <p>#KnowSeeSpeakOut #EndDomesticAbuse #16Days</p> <p>Source: Rape Crisis</p>	<p><u>Reel</u> for Instagram / Facebook / Tik Tok</p> <p><u>Video</u> for X (Twitter) / Bluesky / LinkedIn</p>

10 Dec  <b>Become a domestic abuse champion</b>	<p>The clock is ticking. Together, let's stop the domestic abuse numbers rising. In the time it's taken you to read this post, 4 victims have called the police to report their experiences. The only way the numbers can go down is if we all play our part. Take action beyond the #16DaysOfActivism to make life-saving change.</p> <p>Train to become a Kent and Medway domestic abuse champion. Visit <a href="http://www.domesticabuseservices.org.uk">www.domesticabuseservices.org.uk</a></p> <p>#KnowSeeSpeakOut #EndDomesticAbuse #16Days</p>	<p><u>Reel</u> for Instagram / Facebook / Tik Tok</p> <p><u>Video</u> for X (Twitter) / Bluesky / LinkedIn</p>
---	---	--

**Find information and resources** at [www.domesticabuseservices.org.uk](http://www.domesticabuseservices.org.uk)

### Follow us:

LinkedIn: [@kentmedwaydomesticabuse](https://www.linkedin.com/company/@kentmedwaydomesticabuse)

Instagram: [@kentmedwaydomesticabuse](https://www.instagram.com/@kentmedwaydomesticabuse)

Facebook: [@kentmedwaydomesticabuse](https://www.facebook.com/@kentmedwaydomesticabuse)

### Support the campaign all year round

Visit <https://www.domesticabuseservices.org.uk/practitioners/take-action-to-end-da/> and use our [year-round social media calendar](#).

### Thank you to our partners and supporters

