

Social media campaign explainer



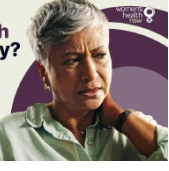

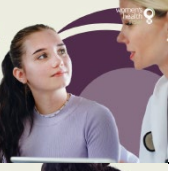

CAMPAIGN: Domestic, family and sexual violence can cause a brain injury

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This campaign is designed to support healthcare providers, service providers and women connect experiences of domestic, family and sexual violence, and brain injury. The evidence-informed approaches taken in each tile are drawn from [Brain injury: A practitioner guide](#). We have supplied each tile in an appropriate size/shape for Facebook (Fb), LinkedIn (Li) and Instagram (IG). We have created suggested posts and optional hashtags, but feel free to modify both as you see fit, including by linking to your own website or local services.

No.	Graphic	Audience	Suggested post	Hashtags
1	A graphic with a purple background. On the left, text reads: "You've looked after her mental health, what about her physical health? Brain injuries can be hard to see. itleftnomarks.com.au". On the right is a photo of an older woman with glasses being comforted by a person in a pink shirt.	Service providers	You've made a safety plan with her, but does she need a GP referral? Strangulation, and hits to the head, can both cause a brain injury. It's important that she gets checked out. Learn more: https://www.itleftnomarks.com.au/resources/brain-injury-a-practitioner-guide/	#braininjury #womenshealth
2	A graphic with a purple background. On the left, text reads: "She might not know her head was hurt. Brain injuries can be hard to see. itleftnomarks.com.au". On the right is a photo of a woman in a light blue shirt talking.	Service providers	When she tells you about the violence, stay alert for any mechanisms of injury that can result in a brain injury. If she has experienced strangulation or was hit in the head, use a medical referral letter and make a warm referral to a GP: https://www.itleftnomarks.com.au/resources/medical-referral-template_print-version/	#braininjury #domesticviolence
3	A graphic with a purple background. On the left, text reads: "Have you done a neurological assessment? Domestic and family violence can cause a brain injury. itleftnomarks.com.au". On the right is a photo of a woman in a white lab coat.	Healthcare providers (GPs)	If your patient mentions pressure being applied to her neck, or being held so she could not breathe, a mechanism of injury for a brain injury has occurred. This HealthEd podcast unpacks this further: https://www.itleftnomarks.com.au/resources/unseen-damage-recognising-brain-injury-in-domestic-abuse/	#braininjury #strangulation #healthcare #generalpractice
4	A graphic with a light green background. On the left, text reads: "Hits and bangs to your head can hurt your brain. We can help. itleftnomarks.com.au". On the right is a photo of a man in a dark suit holding a woman's head.	Women	Your brain can be injured by bumps or bangs to the head, shaking that rattles your head, pressure to your neck, and other actions that make it hard to breathe. Our staff are ready to help: <INSERT LINK TO WEBSITE>	#braininjury #domesticviolence

5	<p>If he shakes your body, it can hurt your brain.</p> <p>We can help.</p>  <p><small>itleftnomarks.com.au</small></p>	Women	<p>Being shaken hard or thrown against things can have the same impact on your brain as a car accident. Our staff can support you to access help:</p> <p><INSERT LINK TO WEBSITE></p>	<p>#braininjury #domesticviolence</p>
6	<p>It can be hard to concentrate when your brain is hurt.</p> <p>We can help.</p>  <p><small>itleftnomarks.com.au</small></p>	Women	<p>Staff at this service are trained to support you if your brain gets hurt. We also have this booklet: https://www.itleftnomarks.com.au/wp-content/uploads/2025/07/Recovering-from-brain-injury-booklet_Digital-version_25Jul25.pdf</p>	#braininjury
7	<p>Do you struggle with your memory?</p> <p>Domestic and family violence can hurt your brain</p>  <p><small>itleftnomarks.com.au</small></p>	Women	<p>It might not just be getting older. Sometimes our experiences of domestic and family violence can cause a brain injury. This booklet explains more:</p> <p>https://www.itleftnomarks.com.au/wp-content/uploads/2025/07/Recovering-from-brain-injury-booklet_Digital-version_25Jul25.pdf</p>	<p>#braininjury #domesticviolence</p>
8	<p>Brain injuries can be hard to see.</p> <p>Domestic and family violence can hurt your brain</p>  <p><small>itleftnomarks.com.au</small></p>	Women	<p>Any hit to the head has the potential to hurt your brain – even if you didn’t notice any symptoms at the time.</p> <p>Talk to our staff about how they can help if things still don’t feel right:</p> <p><INSERT LINK TO WEBSITE></p>	<p>#braininjury #domesticviolence</p>
9	<p>If you blacked out, tell your doctor.</p> <p>Domestic and family violence can hurt your brain</p>  <p><small>itleftnomarks.com.au</small></p>	Women	<p>If you passed out, blacked out, lost time, or woke up somewhere different, our team can help tell your doctor. Ask us how: <INSERT LINK TO WEBSITE></p>	<p>#braininjury #domesticviolence #strangulation</p>
10	<p>If you still feel dizzy or confused, see a doctor.</p> <p>Domestic and family violence can hurt your brain</p>  <p><small>itleftnomarks.com.au</small></p>	Women	<p>Most people recover from a mild brain injury within 48 hours. If you still don’t feel right, there are things you can do to help your brain heal. Book an appointment with your doctor. We can help: < INSERT LINK TO WEBSITE></p>	<p>#braininjury #domesticviolence #strangulation</p>