

# Social media campaign explainer

CAMPAIGN: It Left No Marks

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These generic tiles will be useful to promote your service's readiness to respond to strangulation with service providers, healthcare providers and women. 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 do modify both as you see fit, including by linking to your service's website.

No.	Graphic	Audience	Suggested post	Hashtags
1		Service providers	After you've made a safety plan together, talk about visiting a GP. A medical referral letter to help her advocate for what she needs: <a href="https://www.itleftnomarks.com.au/resources/medical-referral-template_print-version/">https://www.itleftnomarks.com.au/resources/medical-referral-template_print-version/</a>	#strangulation #womenshealth
2		Healthcare providers	<i>It Left No Marks</i> has resources for healthcare providers who encounter women who have experienced strangulation. Find out more: <a href="https://www.itleftnomarks.com.au/health_providers/">https://www.itleftnomarks.com.au/health_providers/</a>	#strangulation #health #womenshealth
3		Women	Staff at this service have been trained to support women who have experienced strangulation or sexual choking. Ask us how we can help: <INSERT SERVICE WEBSITE>	#sexualchoking #strangulation #womenshealth
4		Women	Pressure on your neck can hurt your brain. If you still don't feel right, come and talk to us. We can help: <INSERT SERVICE WEBSITE>	#sexualchoking #strangulation #braininjury