

## What Does it Take to be a GBV Ally?



### SOCIAL MEDIA CAMPAIGN TOOLKIT GUIDE

The *What Does It Take to be a GBV Ally?* campaign is a free social media campaign you can use to educate your organization and its followers about allyship and the work to end gender-based violence (GBV). It's also a chance for you to promote your organization's existing diversity and inclusion and anti-violence and harassment policies.

#### HERE'S HOW IT WORKS:

- Introduce your campaign. Share a post on social media highlighting your organization's commitment to ending gender-based violence. How does your organization contribute to the work to end GBV? This is your chance to share information about your community investment strategies, diversity and inclusion committees, anti-violence and harassment policies, or relevant trainings offered to employees.
- Set a timeline for your posts. Depending on your campaign goals, you can share every consecutive day for two weeks or on the same day each week for two months or longer.
- Schedule your posts. Use the sample posts, graphics, and links provided in this kit. If you like you can add messaging that links the campaign back to your organization's commitment to ending GBV in our community.
- Encourage your stakeholders to support the work to end gender-based violence by donating to Embrave's Brave Spaces Fund for Public Education. Add this statement to every post: **Choose to challenge violence. Visit [embrave.ca](http://embrave.ca) to learn more about how you can join the movement to end gender-based violence in our community.**

## SOCIAL MEDIA POSTS

Simply copy a post from the table below and share it on your organization's social media channels along with the corresponding **video link** or one of the provided **social media graphics** featuring the ally noted below. Don't forget to tag **@embrave.ca**, and be sure to include this statement:

**Choose to challenge violence. Visit [embrave.ca](http://embrave.ca) to learn more about how you can join the movement to end gender-based violence in our community. #What does it take? #AntiGBVAlly**

Post	Video Link
<p><b>What does it take to be a GBV ally? Lights, camera, action...</b>                      Take One: It takes listening. Listen to and learn from women, 2 Spirit, trans, and gender non-binary folks about their experiences.</p>	<p><b>Ally: Elynn Jade</b>  <a href="https://youtu.be/3j9XCskCAMs">https://youtu.be/3j9XCskCAMs</a></p>
<p><b>What does it take to be a GBV ally? Lights, camera, action...</b>                      Take Two: It takes respect. Practice enthusiastic consent. Talk to the young people in your life about respect, boundaries, and consent.</p>	<p><b>Ally: Sean Leon</b>  <a href="https://youtu.be/oDN4B-OvBCM">https://youtu.be/oDN4B-OvBCM</a></p>
<p><b>What does it take to be a GBV ally? Lights, camera, action...</b>                      Take Three: It takes self-reflection. Reflect on your own attitudes and actions. Do they reinforce harmful beliefs and behaviours or support positive change? (Ravyn Wngz)</p>	<p><b>Ally: Rayvn Wngz</b>  <a href="https://youtu.be/joVoucg6-GI">https://youtu.be/joVoucg6-GI</a></p>
<p><b>What does it take to be a GBV ally? Lights, camera, action...</b>                      Take Four: It takes holding others accountable. We need more allies who have the courage to speak out about violence against women, 2-Spirit, gender queer, trans, and non-binary people facing violence.</p>	<p><b>Ally: Callen Schaub</b>  <a href="https://youtu.be/QVjJCVwQSxY">https://youtu.be/QVjJCVwQSxY</a></p>

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	Video Link
<p><b>What does it take to be a GBV ally? Lights, camera, action...</b>                      Take Six: It takes calling out misogyny. Speak out against sexist comments, demeaning language, and misogyny.</p>	<p><b>Ally: Emmanuel Jal</b>  <a href="https://youtu.be/oskLMMW-Ba8">https://youtu.be/oskLMMW-Ba8</a></p>
<p><b>What does it take to be a GBV ally? Lights, camera, action...</b>                      Take Seven: It takes starting a conversation. Engage in dialogue around healthy and harmful ideas of masculinity.</p>	<p><b>Ally: Jeff Perera</b>  <a href="https://youtu.be/SoBsCyFjtz8">https://youtu.be/SoBsCyFjtz8</a></p>
<p><b>What does it take to be a GBV ally? Lights, camera, action...</b>                      Take Eight: It takes offering support. If someone in your life shares their story of violence with you, believe them. Ask them what they need from you in terms of support.</p>	<p><b>Ally: Karen Craggs-Milne</b>  <a href="https://youtu.be/v4w5AWb3Vx8">https://youtu.be/v4w5AWb3Vx8</a></p>
<p><b>What does it take to be a GBV ally? Lights, camera, action...</b>                      Take Nine: It takes action. Lead by example. You can start by donating to Embrave's Brave Spaces Fund to support anti-violence public education programming in our communities. (Sharon)</p>	<p><b>Ally: Sharon Floyd</b>  <a href="https://youtu.be/nJMXNGHMv2k">https://youtu.be/nJMXNGHMv2k</a></p>
<p><b>What does it take to be a GBV ally? Lights, camera, action...</b>                      Take Ten: It takes commitment. Commit to being part of the movement to end gender-based violence.</p>	<p><a href="https://youtu.be/RP0yye_Xgo">https://youtu.be/RP0yye_Xgo</a></p>