



Social Media Collaboration Guide

We're so grateful for your support in hosting a third-party fundraiser to benefit Safe Harbor! Together, we can make a powerful impact for survivors of sexual and domestic violence and human trafficking.

To maximize your event's success, this guide outlines best practices for promotion and making your social media content engaging, sensitive, and impactful.

Your Role

- You create and post your own content. Safe Harbor does not generate original content for third-party fundraisers.
- Tag us in your posts and stories so we can share and amplify when appropriate. *Safe Harbor social media handles are listed on page 4.*
- Provide your social media handles to us in advance so we know where to look for your posts.

Safe Harbor Mission

Safe Harbor provides the support that survivors of sexual and domestic violence and human trafficking need to overcome their crisis and to transform their lives.

We envision that every person in our community can take pride in having safe homes and healthy relationships.

About Safe Harbor

Safe Harbor is a leading provider of comprehensive services for survivors of sexual and domestic violence and human trafficking within Central Virginia. We opened our doors in April 2000 as an emergency shelter to provide safe housing for survivors of domestic violence in imminent danger. Throughout Safe Harbor's 25-year history, we have expanded our services in direct response to unmet needs within our community. We currently offer comprehensive services for survivors of sexual and domestic violence, and human trafficking. All of our services are trauma-informed, confidential, free of charge, and offered in both English and Spanish. ***Annually, we serve 1,200+ survivors through all of our programs.***

Services & Programs

- Sexual and Domestic Violence Emergency Shelter and Transitional House
- Human Trafficking Comprehensive Recovery Residential Program
- Individual & Group Counseling
- Court Advocacy
- Hospital Accompaniment (St. Mary's Accompaniment Response Team or SMART)
- Outreach and Education
- Safe Bars RVA
- Volunteer Program

Quick Facts: *(the research available is gendered and binary)*

- **1 in 3** women (33.6%) and **1 in 4** men (28.6%) in Virginia experience domestic violence, rape, and/or stalking during their lifetime.
- Every **68 seconds**, someone in the U.S. is sexually assaulted.
- Virginia is a hotspot for human trafficking due to major highways like I-95, access to ports and airports, high tourism, military populations, and a mix of urban and rural areas—making it easier for traffickers to operate undetected.
- According to the U.S. Department of Justice's National Crime Victim Survey, survivors face the highest risk of violence when **leaving an abuser and during pregnancy**. Abusers may use violence to regain control or force a partner to return. Pregnancy can also increase dependence and add emotional, physical, and financial stress—factors that can escalate abuse and even become fatal. More than **30%** of Virginia's homicides are domestic violence related and about **40%** of domestic violence homicides happen during or after a relationship's breakup. (Virginia Department of Health)
- In 2022, the VA Department of State Police reported 73 crime counts of human trafficking per a population of 100,000.
- A gun in a home where domestic violence is occurring increases the risk of homicide by **500%**.
- Human trafficking is often confused with human smuggling. In fact, the crime of human trafficking does not require any movement whatsoever. **Survivors can be trafficked in their own homes**. Often, survivors are trafficked by romantic partners and family members.
- It takes, on average, **7 times** for a survivor to successfully leave an abusive situation.

Content Tips

- Use our official **logos** in your original content creation. Logos may not be changed or modified in any way.
- Announce your fundraiser with clear details (what, when, where).
- Share why Safe Harbor’s mission matters to you.
- Include donation/event page links in all content.
- Use photos, videos, graphics, or live streams to keep content varied.

Engagement Tips

- Tag/add Safe Harbor as a collaborator in your feed posts and stories and any partner organizations or venues involved.
- Use **hashtags** for visibility: #safeharbor #supportsurvivors #istandwithsurvivors #sexualviolenceawareness #domesticviolenceawareness #humantraffickingawareness #[YourEventHashtag]
- Ask questions or invite participation in your captions.
- **Be the first to comment** on your posts to boost visibility.

Trauma-Informed Communication

Your fundraiser may be fun, but it also supports survivors. Please use **sensitive and respectful language** in your posts.

- Use **person-first language**
 - Say "person who experienced domestic violence" vs. "DV survivor."
 - Say "members of the queer community" vs. "queer person."
- **Use gender-inclusive language:** Traditionally, we may want to assign she/him pronouns to victim/survivor/perpetrator terms, but framing sexual violence as a heteronormative experience, in which men are the aggressors and women are the targets, limits recognition and understanding of experiences of gender-diverse persons.
 - Say “survivor or person experiencing abuse” vs. she/her
 - Say “survivors and their families” vs women and children
 - Say “partner” and “abusive partner” vs. girlfriend/wife/husband/boyfriend
 - Say “pregnant person” vs pregnant woman
 - Default to “they/them” pronouns when gender isn’t specified.
- Keep your tone open, friendly, and compassionate.
- Avoid imagery of people in crisis without consent. Choose hopeful, positive, and supportive visuals.
- Highlight the **impact** your fundraiser will make for survivors.

Sample Caption

We're excited to host [Event Name] on [Date] to benefit @SafeHarborRVA! Safe Harbor supports survivors of sexual and domestic violence and human trafficking, and we're honored to give back through this fundraiser. Join us for [details]! Learn more: [event link or linked in bio]

Brand Identity

Hex Colors:

- Purples: #6d2b80, #8b58e5, #57498d, #caa2cb
- Blues: #3e6a9b, #217c77
- Greens: #217c77, #217c77

Safe Harbor Handles and Links

- Instagram: @SafeHarborRVA
- Facebook: @SafeHarborRVA
- LinkedIn: @Safe-Harbor-RVA
- Safe Harbor Website: www.SafeHarborShelter.com

Logos and QR codes



Donate to Safe Harbor



Safe Harbor Website

Your content helps Safe Harbor reach more people, amplify awareness, and raise essential funds for survivors. By creating thoughtful, trauma-informed promotion, you're making a lasting impact.

For any questions about how we can further support your event, please contact Mary Maupai, Development Director, at Mary@SafeHarborShelter.com or by phone: (804) 249-9470 ex. 117.

Thank you for your partnership!

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