



## Shelter Movers

Social media toolkit for  
supporters, staff and volunteers

### About this toolkit

At Shelter Movers we are committed to helping survivors of gender-based violence leave abusive households by providing FREE moving and storage services to women and children in need. Since 2016, we have helped transition 1000+ survivors to a life free from violence. But in order to continue our work, we're asking our supporters to spread awareness about our mission and *Pass It On*.

This social media toolkit was created to help spread the word – so together we can continue to change the lives of survivors who face gender-based violence.

### What's included

This toolkit provides you with everything you need to help support Shelter Movers on social media, including:

- Sample social media posts
- Shareable images
- Shelter Movers' social handles

### Sample posts

These posts give you an idea of how you can share your support for Shelter Movers on social media. Feel free to copy and paste one of these posts using the images provided below or create and share your own content with the hashtag **#PassItOn**.

**Remember to tag Shelter Movers (@sheltermovers) for visibility and include a link to our dedicated landing page: [sheltermovers.com/passiton](https://sheltermovers.com/passiton)**

### For Facebook

- 1) We've all gone through difficult times in our lives. And many of us found support when we needed it most. Pass it on by donating to @sheltermovers today to help women and children escape violent households — the need is greater than ever.  
#PassItOn

- 2) <Tag friends who have helped you> helped me out during a difficult time. Now it's my turn to pass it on by supporting @sheltermovers and helping to move women and children out of abusive households. Share this post with someone who helped you through your hardships and spread the word. #PassItOn
  
- 3) Moving to a new home can feel like an impossible task. Packing boxes and uprooting your life can be time-consuming, expensive and exhausting. But for women and children fleeing violence, moving is not just an annoyance – it can be the difference between life and death. Support @sheltermovers by sharing this post and #PassItOn.

### For Twitter

- 1) Life doesn't always go the way we planned — and when that happens, we can all use someone to turn to. Be that someone for women and children fleeing violence. Donate to @sheltermovers today to help survivors of abuse leave violent homes. #PassItOn
  
- 2) Hard times come and go, but the people who help us through them are with us forever. Help women and children leave hard times behind and move out of violent households by supporting @sheltermovers. Tag someone you're grateful for and help spread the word. #PassItOn

### For Instagram

- 1) My friends have helped me through hard times in my life. Now I'm doing my part to #PassItOn. Join me in donating to @sheltermovers today to help survivors of abuse leave violent homes, or tag someone who's helped you through a tough time to help spread the word.
  
- 2) #COVID19 has made the reality of domestic violence more serious than ever. Forced isolation and financial hardship has left many survivors in an extremely vulnerable position. By helping @sheltermovers spread the word you're supporting women and children who are fleeing abusive households. Share this post and tag a friend who has helped you through a hard time to show your support. #PassItOn

**Don't forget to include #PassItOn when you post!**

## Add a personal touch

While you're free to use our sample posts on your social media, we encourage everyone who feels comfortable to share their own stories and images related to the cause. Your stories add an extra human touch that can encourage more support.

Some ideas for custom posts you can create include:

★ **Experiences with a friend / family member who helped you move**

★ **Experiences as a Shelter Movers staff or volunteer**

★ **Why you support Shelter Movers**

## Shareable images

<i>FB image previews</i> <a href="#">Download images for Facebook</a>	<i>IG image previews</i> <a href="#">Download images for Instagram</a>
<i>TW image previews</i> <a href="#">Download images for Twitter</a>	<a href="#">Download all images</a>

## Follow Shelter Movers on social media

Keep up to date on the latest Shelter Movers' initiatives by following us on social media.

<b>Facebook</b> @sheltermovers  <b>Chapter pages</b> <a href="#">Montréal</a> <a href="#">Ottawa</a> <a href="#">Vancouver</a> <a href="#">Waterloo</a> <a href="#">Nova Scotia</a>	<b>Twitter</b> @sheltermovers  <b>Chapter pages</b> <a href="#">Ottawa</a>	<b>Instagram</b> @sheltermovers  <b>Chapter pages</b> <a href="#">Nova Scotia</a> <a href="#">Ottawa</a>
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