

I PLEDGE[®]...

Social Media Sample Posts

#iPledgeBecause

For those of you who are just getting involved in iPledge[®] and are starting your own pledge-signing campaigns, the #iPledgeBecause hashtag helps to ensure that all iPledge[®]-related posts to Twitter, Facebook, and Instagram use the same key branding and stay connected to one another.

Since social media posts offer limited space for content, you can link to the official iPledge[®] page – www.iPledgeWAA.org – where visitors can sign the pledge, download our toolkit and learn more.

The sample posts below can be used on any social media platform – although different platforms allow for different lengths of posts, we've found that in an ongoing campaign, using concise posts emphasizing different aspects of our messaging attracts the strongest response. Here are some posts you can use, or modify to your needs, in order to promote your take on the iPledge[®] campaign:

- Sign the pledge at www.iPledgeWAA.org & tell us why you pledge using the hashtag #iPledgeBecause
- Why do you pledge? Share your story today! #iPledgeBecause www.iPledgeWAA.org
- Take the pledge to stand up against domestic violence #iPledgeBecause www.iPledgeWAA.org
- Together we can end domestic violence. Take the pledge today! #iPledgeBecause www.iPledgeWAA.org
- Join the national conversation on domestic violence! Tell us why you pledge to stand up against DV #iPledgeBecause www.iPledgeWAA.org
- Let's end the stigma around domestic violence. Take the pledge today! #iPledgeBecause www.iPledgeWAA.org
- #iPledgeBecause together we can end relationship violence. Why do you pledge? www.iPledgeWAA.org

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#iPledgeBecause

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