Social Media Pre-Campaign Kit

2026

16 Days of Activism

Connected or Controlled?

16 Days of Activism

How to Use This Media Kit

Help us spread the message of The Hills' 16 Days of Activism campaign
by sharing the provided content on your social media channels.

- **Step 1: Copy the Caption**
    - Copy the provided caption, including the links and hashtags, and paste it directly into your social media post.
- **Step 2: Download the Image**
    1. Click the campaign image to open it.
    2. Save or download the image to your device.
- **Step 3: Share Your Post**
    - Upload the downloaded image, add the corresponding caption, and publish it on your preferred social media platform.
- **A few suggestions:**
    - Share each post on its suggested date to help keep the campaign message consistent.
    - We have carefully crafted the captions to appeal to a broad audience, so we recommend leaving the image and caption unchanged.
    - Feel free to tag Zero DFV and encourage your community to get involved.

Together, we can build awareness, encourage conversations and support safer, more respectful communities.

KIRRILY DEAR | PROGRAM DIRECTOR
0425 285 293 | kirrily@clickcollab.co

November 11

Connected or controlled? Technology helps us stay close, but it can also be used to monitor, pressure or intimidate someone.

From 25 November to 10 December, The Hills community is starting a conversation about tech-based abuse through the 16 Days of Activism.

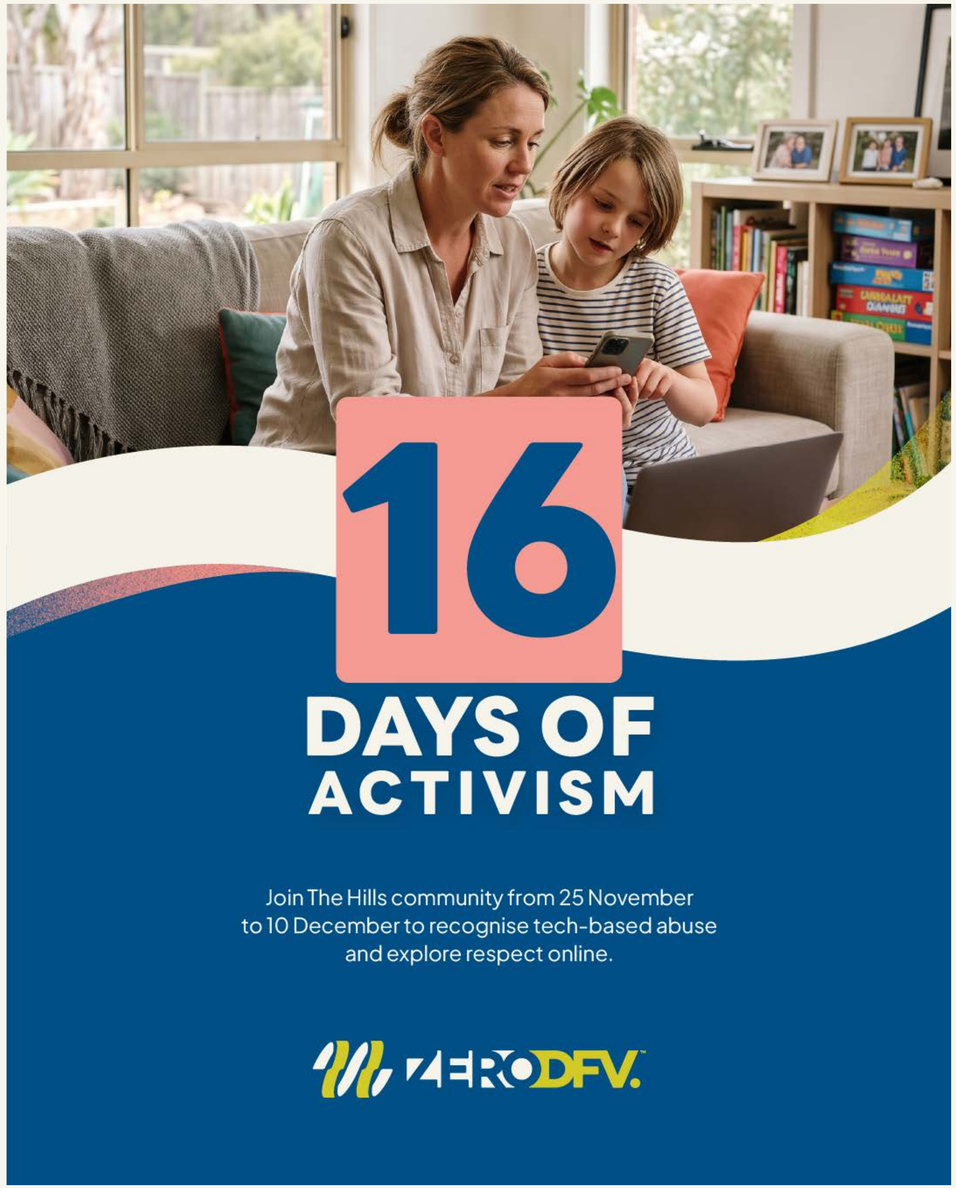
We will explore warning signs, respectful online behaviour and ways to support someone experiencing abuse.

Follow Zero DFV as organisations and community members prepare to take part. Learning what to notice can help us respond with care.

Experiencing tech-based abuse? Support is available through 1800RESPECT and eSafety. In immediate danger, call Triple Zero (000). Find local services at zerodfv.co.

Follow the campaign and learn more about Zero DFV: https://rebrand.ly/8cbf47

#ZeroDFV #ConnectedOrControlled #16DaysOfActivism #TheHillsShire #TechBasedAbuse #RespectfulRelationships #hills16days



November 12

Asking where you are can seem ordinary. Repeated demands, unwanted monitoring and pressure to share passwords can tell a different story.

Tech-based abuse happens when technology is used to threaten, harass, intimidate or control someone. It can affect how safe a person feels, even away from their device.

Our article explains warning signs through everyday examples and introduces respectful alternatives.

Understanding these behaviours helps The Hills community begin a more informed conversation before the 16 Days of Activism.

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Read the article and learn the warning signs: https://rebrand.ly/36x8u6b

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November 13

Trust does not require access to someone else's passwords, private messages or location.

Healthy online relationships allow people to have privacy, maintain friendships and make independent choices. They also leave room for routines, response times and boundaries.

Our article explores what respect can look like, from asking before sharing a photo to accepting that someone cannot always reply immediately.

As The Hills prepares for the 16 Days of Activism, consider the online habits that help people feel respected.

Experiencing tech-based abuse? Support is available through 1800RESPECT and eSafety. In immediate danger, call Triple Zero (000). Find local services at zerodfv.co.

Read the article and reflect on respect online: https://rebrand.ly/hl9mb8j

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November 16

The Hills 16 Days of Activism campaign page is now live.

Explore the campaign message, “Connected or Controlled?” Learn about tech-based abuse and discover how people can take part from 25 November to 10 December.

The page brings together campaign information, resources and details of confirmed local activities. It also offers opportunities to contribute to the community conversation.

Whether you are a parent, neighbour, colleague or community leader, there is something to learn and a place to begin.

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Visit the campaign page to learn more and take part: https://rebrand.ly/8cbf47

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November 17

What would you like to understand better about tech-based abuse?

Recognising controlling messages? Understanding digital boundaries? Knowing how to support someone?

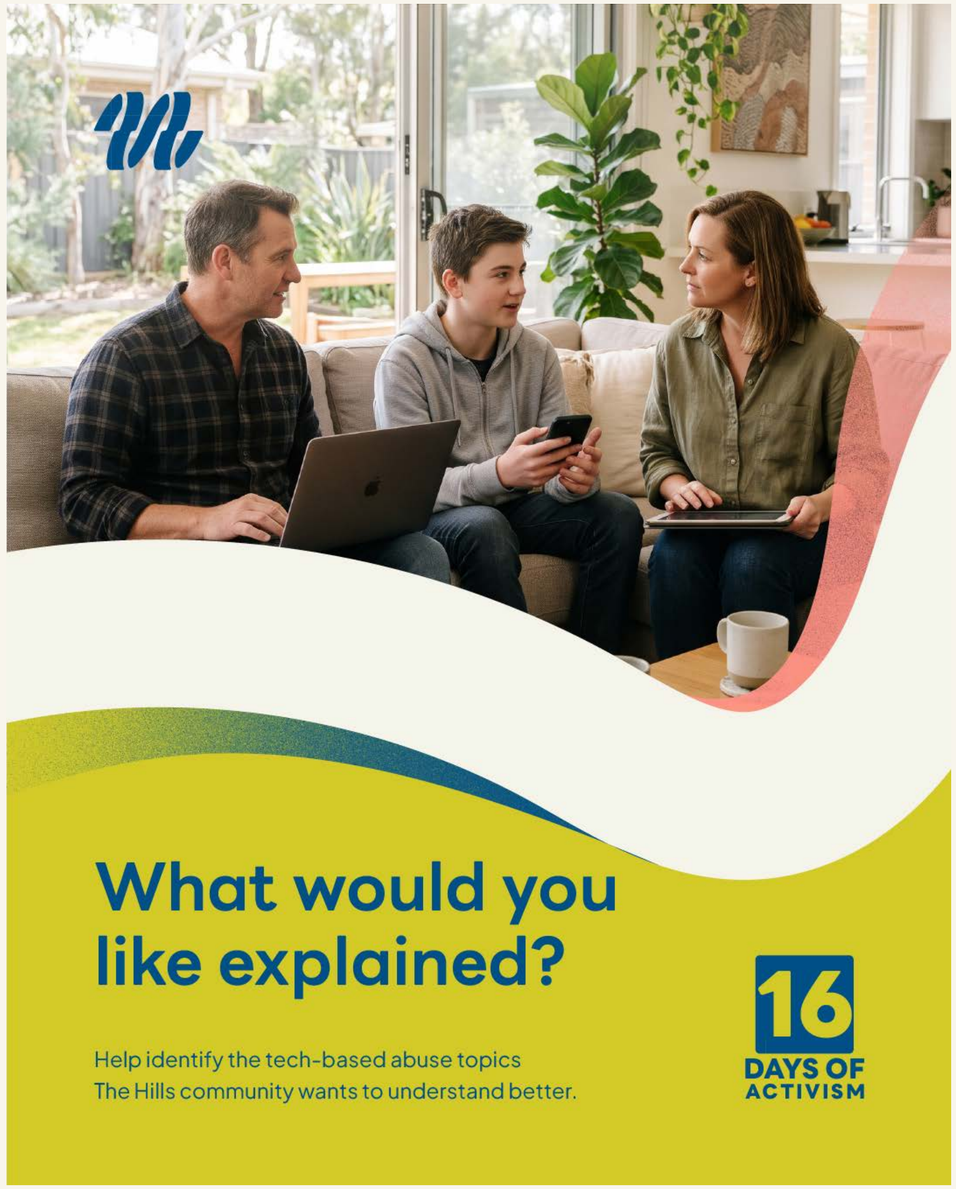
The Hills 16 Days of Activism campaign is an opportunity to learn together. Your input can help identify the topics people want explained and where information may be useful.

Visit the campaign page to select a topic through the website poll. Focus on what you would like to learn; there is no need to share personal experiences.

Experiencing tech-based abuse? Support is available through 1800RESPECT and eSafety. In immediate danger, call Triple Zero (000). Find local services at zerodfv.co.

Visit the campaign page and share your learning priority: https://rebrand.ly/8cbf47

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November 18

Your organisation can help bring the conversation about tech-based abuse into community life.

Businesses, schools, sporting clubs and community groups across The Hills are invited to support Connected or Controlled? during the 16 Days of Activism.

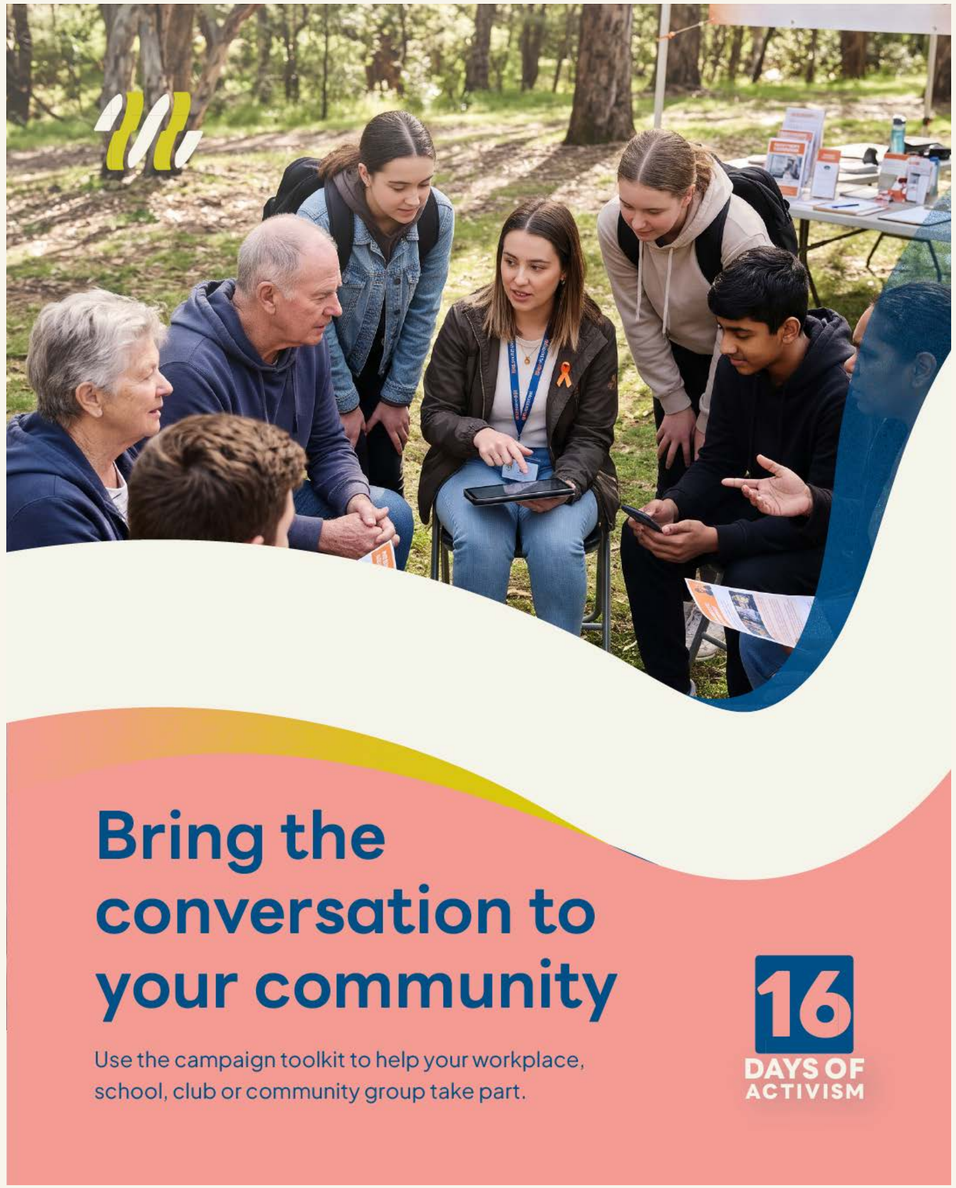
Use the campaign toolkit to share messages through your social channels, newsletters and community spaces. Invite people to explore the campaign questions and visit the website for resources and local activities.

A shared message can give people an opportunity to learn together.

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Visit the campaign page and access the toolkit: https://rebrand.ly/8cbf47

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November 20

A conversation about tech-based abuse can begin in the places we already share.

Across The Hills, organisations are preparing activities for Connected or Controlled?, including creative displays, learning opportunities and community conversations.

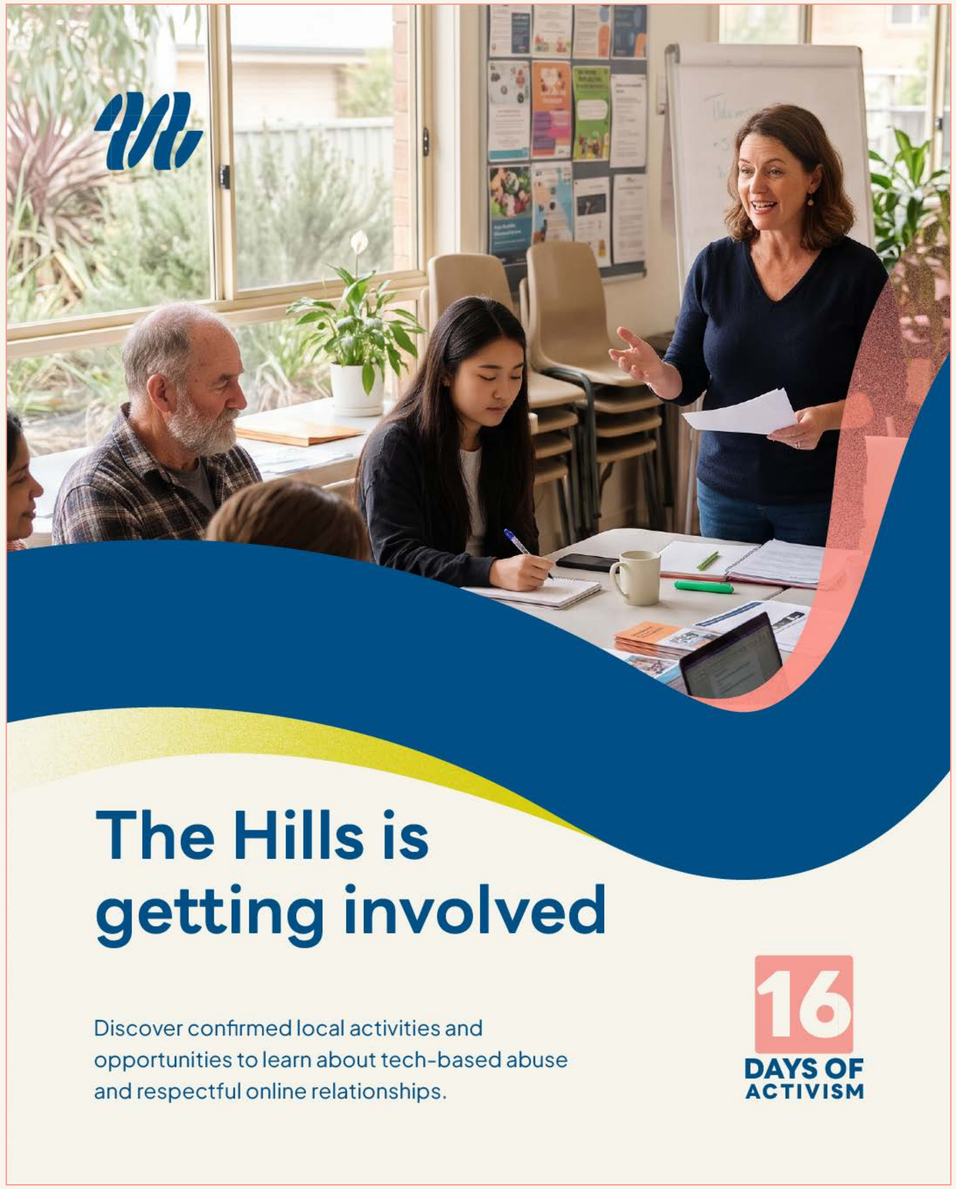
Explore the campaign page for confirmed activities, participating organisations and the details you need to plan your involvement.

Check listings for locations, dates and any registration requirements. Whether you come to learn, reflect or connect, your participation can help keep respectful relationships in our community conversation.

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Explore confirmed local activities on the campaign page: https://rebrand.ly/8cbf47

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November 22

Three days to go until The Hills 16 Days of Activism campaign begins.

Connected or controlled? invites us to look at the ways technology can support connection or be used to control someone.

As preparations continue, take a moment to explore the campaign page. Find learning resources, discover confirmed community activities and consider one question you would like the campaign to explain.

From 25 November, join neighbours, workplaces and community organisations in learning more about respectful relationships online.

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November 23

Two days to go. What does respect look like when we connect online?

It includes giving people privacy, accepting response times and asking before sharing their photos or information.

Connected or Controlled? begins on 25 November, bringing The Hills together to recognise tech-based abuse and explore healthier online relationships.

You can prepare by reading a campaign resource, checking confirmed activities or sharing the campaign page with your organisation. Every opportunity to learn can help make respectful behaviour visible.

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November 24

The Hills 16 Days of Activism campaign starts tomorrow.

From 25 November to 10 December, Connected or Controlled? will open a conversation about recognising tech-based abuse, understanding its impacts and supporting respectful online relationships.

You can take part by exploring the campaign resources, answering questions or joining a confirmed activity. Workplaces, schools, clubs and community groups can also help share the message.

Visit the campaign page and choose how you would like to participate as the conversation begins.

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