



2020 Social Media Toolkit

Get shareable graphics [here](#)

Every June, YWCA Silicon Valley hosts Walk a Mile in Her Shoes - a light-hearted event to raise awareness about a serious issue, sexual assault and domestic violence. Men, women and children from all walks of life, join together and walk a mile to demonstrate their support for YWCA's important work and commitment to ending violence.

The health and safety of our community is our priority! That's why we're asking you to join us virtually. You can walk anywhere, anytime in a 56-hour window, and in any shoes. What's most important is that we raise awareness and raise funds that provide critical and life-saving support services to survivors.

Get creative! You can walk a mile on your treadmill, up and down your stairs, at a park while maintaining proper social distancing practices, around your neighborhood ... there are no limitations.

To connect virtually, share your photos and experience using **#YWWalk2020** and tag **@ywcasv**.

Sample Tweets

- Ending violence against women means ending violence against all individuals who identify as women; regardless of the sex they were assigned at birth. Walk a mile with me June 23 - 25 to show your support for YWCA's commitment to end violence.
- YWCA Silicon Valley is looking for 1,100 walkers (one for each sexual assault survivor they'll serve this year!). Register for their virtual Walk a Mile event June 23 - 25. Join my team and let's raise awareness about this serious issue.
- Will you sponsor me? I'm walking to end violence as part of YWCA's Walk a Mile event. Every dollar raised supports YWCA's essential services for survivors.

Sample Facebook + Instagram Posts

- YWCA's annual Walk a Mile event is virtual! We can walk "together" to raise awareness about sexual assault and domestic violence. Walk anywhere you can, anytime between June 23 - 25, in any shoes. Please join my team and help raise funds that provide life-saving support services for survivors. I'm helping YWCA reach their goal of 1,100 walkers, one each sexual assault survivor they will serve this year, and I hope you will, too.
- I'm excited to walk a mile with friends and family from all over! "Together," we can raise awareness about a very serious cause - sexual assault and domestic violence. YWCA is on a mission to end violence in all its forms and I'm walking one mile June 23 - 25, to show my support for their work. Please join my team.
- Pumps, sneakers, sandals, or slippers ... these are just some of the types of shoes you can wear when you join my Walk a Mile in Her Shoes team! YWCA's annual event has gone virtual and I've created a team to help bring awareness to the important work they're doing to end violence and support survivors of sexual assault and domestic violence. Join me virtually June 23 - 25 and walk for a great cause.
- I'm walking to end violence as part of YWCA's Walk a Mile event. Every dollar raised supports YWCA's essential services for survivors. Will you sponsor me? YWCA's essential services are more important than ever!

Connect with YWCA Silicon Valley on social media: #YWWalk2020



Facebook.com/ywcasv



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ywca-silicon-valley



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