



## INTRODUCTION

Purple Porch Project is an awareness campaign that Harbor House Domestic Abuse Programs started in 2018 to honor Domestic Violence Awareness Month. For the month of October we are asking everyone to switch out their porch light(s) with purple bulbs and/or add purple outdoor lights (flood lights, string lights, etc.)

By participating in the Purple Porch Project, you are showing you...

- Care about the issue of domestic violence
- Want to spread awareness of the programs and services available locally for individuals experiencing domestic violence.
- Support survivors of domestic violence

In this toolkit, you will find social media content to help you promote Purple Porch Project and show your support of Harbor House. The kit includes sample posts, profile pictures, cover photos, and a timeline of suggested times to posts content leading up to, during and after the event. Thank you for shining your light to spread awareness and work to end domestic violence in our community.

## FACEBOOK

- Pre-Event Post
- Purple Porch Post
- Profile Photo
- Profile Frame
- Cover Photo

## INSTAGRAM

- Feed Photo
- Stories Post Series

## OUTLINE FOR BEING INVOLVED ON SOCIAL MEDIA

### CAMPAIGN HASHTAGS

#PurplePorchProject2020  
#CollectiveBrightness

# FACEBOOK

## Pre-Event Post

Mark your calendars! Harbor House Domestic Abuse Programs is hosting their second Purple Porch Project in honor of Domestic Violence Awareness Month in the month of October! I plan to make my porch purple to show my support of survivors of domestic violence and I hope you'll join me!

For more info, visit ([www.harborhousewi.org/purpleporchproject](http://www.harborhousewi.org/purpleporchproject)) #PurplePorchProject2020 #CollectiveBrightness

## Purple Porch Post

Today Harbor House Domestic Abuse Programs launches the Purple Porch Project, during Domestic Violence Awareness Month, to spread awareness of domestic violence and support survivors of domestic violence in our community. Show your support during the month of October, by turning your porch purple, sharing this event with friends, and donating! ([www.harborhousewi.org/purpleporchproject](http://www.harborhousewi.org/purpleporchproject)) #PurplePorchProject2020

#CollectiveBrightness

## Profile Photo



## Profile Frame



PURPLE PORCH PROJECT

## Cover Photo



## INSTAGRAM

### Pre-Event Post

Join me in supporting Harbor House Domestic Abuse Programs for #PurplePorchProject2020 in honor of Domestic Violence Awareness Month! For the month of October, turn your porch purple and help support survivors of domestic violence in our community! ([www.harborhousewi.org/purpleporchproject](http://www.harborhousewi.org/purpleporchproject))

### Purple Porch Post

My porch is purple as part of the #PurplePorchProject2020 campaign to honor Domestic Violence Awareness Month to show my support of @harborhouse\_appleton. Check it out at ([www.harborhousewi.org/purpleporchproject](http://www.harborhousewi.org/purpleporchproject)) #CollectiveBrightness

Feed Photo



Story Post Series

# OUTLINE FOR BEING INVOLVED ON SOCIAL MEDIA

*(Board, Marketing Committee, Volunteers, etc.)*

## Today

- Take a look through our social media toolkit
- Follow our social media channels (Facebook, Instagram, Pinterest)
- Add Purple Porch Project to your calendar for October with the link to our fundraising page

## 1 Week before (September 24, 2020)

- Change your Facebook profile picture and cover photo
- Share the Purple Porch Project pre-event post
- Announce Purple Porch Project
- Tag friends in your posts

## 1-2 Days Before (Wednesday, September 30, 2020)

- Re-post about Purple Porch Project on your favorite social media channels
- Tag friends in your post
- Make your porch purple at [LINK](#)

## (October 1 – October 31, 2020) During Purple Porch Project

- Post/share on social media that Harbor House shares regarding Purple Porch Project
- Tag your friends and encourage them to donate and show support on social media
- If you know someone who made a gift or turned their porch purple, send them a personal thank you or give them a social media shout out
- If you haven't already, please follow us and re-post: Links to social channel

## CAMPAIGN HASHTAGS

**#PurplePorchProject2020**

**#CollectiveBrightness**