



Campaign pack for the #FriendsCanTell campaign

You can help to promote the #FriendsCanTell campaign by:

- Downloading the **Instagram campaign assets** and sharing to your own page
- Sharing the **TikTok** and **Instagram** campaign with the young people in your network
- Downloading or sharing the **campaign film**, and talking to young people about other red flags.
- Posting on your other social media platforms in support of the campaign. You can use using the assets and suggested posts below
- Writing about the campaign and website in blogs and newsletters, or any other medium, creating your own content around the topic #FriendsCanTell
- Sharing with your wider network (such as partners, mailing lists or groups which might like to promote the campaign)

For more information or if you would like to discuss further ideas on how you could promote the campaign, please contact yourbestfriend@safelives.org.uk

Key messages

- Young people's relationships are often dismissed as intense but short-lived teen romances - but we know they can experience violence and control at the same severity as adult victims.
- The **#FriendsCanTell** campaign aims to de-normalise the controlling behaviours that hundreds of young people **said** are so common in their social circles that they are considered normal.
- Toxic behaviours may be everywhere – but they often don't go unnoticed. Friends can tell, and through this campaign they are upskilled to recognise and safely manage concerns about abuse in their friend's relationship. They can be empowered to tell their friend 'that's not OK', or tell a professional in order to get their friend the support they need.

Social media posts

*We're supporting the **#FriendsCanTell** campaign– to de-normalise the controlling behaviours that hundreds of young people said are so common in their social circles that they are considered normal. <https://www.instagram.com/friendscantell/>*

*Friends are often the first to notice the red flags. The **#FriendsCanTell** campaign aims to de-normalise the abuse and control that young people said are so common in their relationships that they are considered normal. Watch the full campaign film <https://www.youtube.com/watch?v=VC9z5lqZ-IU>*

*We know young women who experience harm in adolescent relationships are more likely to be victims of domestic abuse in adulthood. We're supporting the **#FriendsCanTell** campaign to give young people the info they need to stop this cycle. <https://yourbestfriend.org.uk/friendscantell>*

*Toxic behaviours are everywhere – but they often don't go unnoticed. **#FriendsCanTell** & through this campaign they are upskilled to recognise and safely manage concerns about abuse in their friend's relationship. <https://yourbestfriend.org.uk/friendscantell>*

***#YourBestFriend** research found young people are determined to help their friends who are experiencing abuse & harassment but uncertainty & fear of damaging the friendship can get in the way. The*

#FriendsCanTell campaign aims to give young people the tools they need to spot abuse and talk to their friends about it. <https://www.instagram.com/friendscantell/> <https://yourbestfriend.org.uk/friendscantell>

Social media graphics

Download graphics to accompany your social media posts here.