

Social Media Toolkit - Welcome!

Thank you for supporting the “Intimate Partner Violence (IPV): Interpersonal Strategies for Prevention and Response” course.

In this toolkit, you will find messaging from the “Intimate Partner Violence (IPV): Interpersonal Strategies for Prevention and Response” landing page, the course logo, downloads to promotional videos, a shortened link to the course description page, and sample social media posts that you are welcome to share through your channels.

Please contact us at ai-marketing@umich.edu if you have any questions or ideas for additional opportunities to collaborate in support of this course.

Social Media Toolkit - About

Course Description

Intimate partner violence (IPV), also commonly referred to as domestic violence, is a significant public health issue in the U.S., which has persisted despite extensive efforts to eradicate it through numerous policy and practice interventions. In this course, learners will be introduced to key concepts, definitions, and theories of IPV from public health, social justice, and legal perspectives. Learners will also receive applied learning opportunities to implement best practices for identifying, screening, and responding to IPV in clinical practice settings, including interprofessional strategies that engage professionals from social work, law, nursing, dentistry, and medicine. Issues related to those who experience and witness IPV, as well as those who use violence, will be discussed, including cultural factors and social inequalities that perpetuate IPV as they relate to age, gender and gender identity, race, ethnicity, immigration status, socioeconomic status, and sexual orientation. Course activities will be designed to help learners think critically and implement theory-driven practices for identification, screening, and response to IPV across multiple levels of intervention (e.g., individual, family, and community) and within the clinical settings of social work, law, nursing, dentistry, and medicine.

Course Image



Click on the image to download.

Social Media Toolkit - Media Assets

Social Image



Quote Cards

Michelle Munro-Kramer



Michele Beaulieu



Video Files

Child Exposure to IPV with Todd Herenkohl



YouTube Link: <https://youtu.be/xeEJs732-fA>

Introduction to IPV with Dr. Singh



YouTube Link: https://youtu.be/_ThuSSmQMwU

Click on the thumbnails to download the image or video.

Social Media Toolkit - Social Copy

Short URL: <https://myumi.ch/GkPv1>

Explore cultural humility, unique risks, and other challenges underserved populations face in the new “Intimate Partner Violence (IPV): Inter-professional Strategies for Prevention and Response” course with experts from the University of Michigan School of Social Work, School of Nursing, and University of Maryland School of Social Work.

Enroll now at <https://myumi.ch/GkPv1>.

Recommended Content: Social Images or Quote Cards

Did you know that a quarter of all children will experience some form of violence in the home?

Learn about child exposure to intimate partner violence (IPV) and other forms of trauma with Todd Herenkohl, PhD, from the University of Michigan School of Social Work in the “Intimate Partner Violence (IPV): Inter-professional Strategies for Prevention and Response” course.

Get started now at <https://myumi.ch/GkPv1>.

Recommended Content: Children's Exposure to IPV

Join Michele Beaulieu, LCSW-C, from the University of Maryland School of Social Work in the “Intimate Partner Violence (IPV): Inter-professional Strategies for Prevention and Response” course. Learn how to support survivors and identify risks when intimate partner violence is disclosed in a law, nursing, dentistry, or medical setting.

Enroll now at <https://myumi.ch/GkPv1>.

Recommended Content: Michele Beaulieu Quote Card

Privacy is the first step to creating a safe space and healthy relationship between a doctor and IPV patient.

Learn about the best practices for introducing IPV to patients/clients and mandatory reporting with Dr. Vijay Singh from the University of Michigan Medical School in the “Intimate Partner Violence (IPV): Inter-professional Strategies for Prevention and Response” course.

Get started now at <https://myumi.ch/GkPv1>.

Recommended Content: Introduction to IPV with Dr. Singh

Copy the text to use for social post promotion.

