

# SEXUAL ASSAULT AWARENESS MONTH

## SOCIAL MEDIA TOOLKIT

### HOW TO GET ENGAGED ONLINE

#### #SAAM

Tag your SAAM-related posts throughout April with #SAAM. You can search #SAAM on Twitter to see how other individuals are getting involved and retweet posts to amplify those efforts.

#### Facebook Profile Photo

Change your Facebook or Twitter profile picture to the SAAM Believe Survivors profile picture. <http://bit.ly/SAAMTwibbon>

#### Campaign Graphics

- Share Graphics: Post a downloadable SAAM share graphic to your social media accounts. <http://bit.ly/2knVI83>
- Poster: Spread the word that free SAAM posters are available for download. <http://bit.ly/2ko8C5J>
- Coloring Pages: Print your own SAAM coloring page - then share your finished product online. Don't forget to use #SAAM in your post. <http://bit.ly/2knXOzl>

#### Campaign Video

View and share the campaign video. <http://www.youtube.com/user/NSVRC>

#### Instagram Contest: 30 Days of SAAM

Promote and participate in the 30 Days of SAAM contest. Follow daily prompts each day in April. Tag your photo with #30DaysofSAAM and @NSVRC. This is a fun and creative way to support survivors, spread awareness, and win prizes like posters, T-shirts, and stickers while you're at it! <http://bit.ly/2jDYQbn>

### SOCIAL MEDIA HIGHLIGHTS

**April 4:** SAAM Day of Action! Share the word about SAAM using the sample posts on the next page **#SAAM**

**April 2-8:** International Anti-Street Harrassment Week **#EndSH**

**April 2-8:** National Crime Victims' Rights Week **#NCVRW2017**

**April 26:** Denim Day **#DenimDay**  
**#GearUp**

# START THE CONVERSATION

Use the sample posts below to share the message that April is Sexual Assault Awareness Month. Download the share graphics shown below sized for Facebook, Twitter, and Instagram <http://bit.ly/2knVI83>



April is Sexual Assault Awareness Month! Learn about this year's theme, "Engaging New Voices" <http://bit.ly/2kOVgKf> #SAAM



April is Sexual Assault Awareness Month! Find out how you can get involved <http://bit.ly/2kC5gIR> #SAAM



Coaches can help their young athletes foster healthy attitudes. Learn more <http://bit.ly/2k6yWRi> #SAAM



Learn how faith leaders can support survivors and prevent sexual violence <http://bit.ly/2k6LsR4> #SAAM



Find out how Greek Life can help prevent sexual assault <http://bit.ly/2k8Ax9G> #SAAM



By believing and supporting survivors, we can change the culture <http://bit.ly/2kADjT8> #SAAM



Parents of young adults should have important conversations about healthy sexuality and much more <http://bit.ly/2jCFF2j> #SAAM

## SPREAD THE WORD

Follow NSVRC's social media accounts for the latest on SAAM and for shareable content.

**Facebook:** [www.facebook.com/nsvrc](http://www.facebook.com/nsvrc)

**Twitter:** [www.twitter.com/nsvrc](http://www.twitter.com/nsvrc)

**YouTube:** [www.youtube.com/nsvrc](http://www.youtube.com/nsvrc)

**Pinterest:** [www.pinterest.com/nsvrc](http://www.pinterest.com/nsvrc)

**Instagram:** [www.instagram.com/nsvrc](http://www.instagram.com/nsvrc)

**Tumblr:** [www.nsvrc.tumblr.com/](http://www.nsvrc.tumblr.com/)

**SAAM Blog:** [www.nsvrc.org/blogs/saam](http://www.nsvrc.org/blogs/saam)