

SOCIAL MEDIA TOOLKIT

You can use social networking sites to engage online communities in sexual violence prevention. Social media tools can help spread awareness and advocate for social change. This toolkit offers guidance on how to best utilize the resources of this year's campaign online.

Social media run-down

Campaign Hashtag

Use the hashtag #SAAM to tag your SAAM related posts throughout the month of April.

Facebook Profile Picture

Change your Facebook profile and encourage your networks to change their Facebook profile throughout the month of April to represent the teal ribbon. This is a simple but impactful way to promote SAAM.

Use this link to change your profile picture:
<http://bit.ly/SAAM2016>

Campaign Graphics

The following graphics are available for download here: <http://bit.ly/SAAMGraphics>

- **Share Graphics:** Share the message of prevention with share graphics for Facebook or Twitter.
- **Cover Photos and Banners:** Download a cover photo to add to your online profile or website. Teal ribbon graphics are also available for download.
- **Poster:** Spread the word that there are downloadable campaign posters.
- **Coloring Pages:** Download and post your completed pages for a playful way to promote SAAM.

Social media highlights

April 5: SAAM Day of Action! Use tweets, posts, and status updates to share the word about #SAAM

April 10-16: International Anti-Street Harrassment Week #EndSH

April 10-16: National Crime Victims' Rights Week #NCVRW2016

April 27: Denim Day #DenimDay

Instagram Contest: 30 Days of SAAM

Each day in April, post a photo that reflects the day's theme. Participants who submit original content will have a chance to win a SAAM prize pack. A winner will be selected each week. To enter, use the hashtag #30DaysofSAAM and tag @NSVRC in your post.

View the prompts for each day of the month here <http://bit.ly/SAAMResources>

Online Promo Video

This year's campaign features a promo video which highlights the theme of this year's campaign. Share the video on your social media platforms.

<http://www.youtube.com/user/NSVRC>

Advertising Through Social Media

Advertise your SAAM events on platforms like Facebook or Twitter.

You have many different options for promoting your SAAM events on Facebook. For example, you can boost posts for SAAM events to reach a wider audience on your Facebook page. You can specify which audience you'd like to reach and your budget for your campaign.

Download a graphic to use for advertising on Facebook here: <http://bit.ly/SAAMGraphics>

Start the conversation

- April is Sexual Assault Awareness Month! The #SAAM 2016 campaign is: Prevention is Possible www.nsvrc.org/saam
- What are you planning for #SAAM? Share your Sexual Assault Awareness Month events at www.nsvrc.org/calendar
- Download your free #SAAM coloring page here <http://bit.ly/SAAMGraphics>
- Get the latest on Sexual Assault Awareness Month at the #SAAM blog: www.nsvrc.org/saam
- Share your photos and videos from Sexual Assault Awareness Month #SAAM @NSVRC
- Shop to spread the word. It's Sexual Assault Awareness Month! #SAAM www.nsvrc.org/store
- Find bilingual Sexual Assault Awareness Month resources at www.nsvrc.org/es/saam
- Help get the word out about Sexual Assault Awareness Month with a Letter to the Editor! Download at: www.nsvrc.org/saam #SAAM

Prevention is possible!

- Prevention is possible when consent is understood and respected #SAAM
- Prevention is possible when everyone is involved #SAAM
- When individuals support change, prevention is possible #SAAM
- Prevention is possible when misconceptions are eliminated #SAAM
- Prevention is possible and it starts with you #SAAM

Spanish language tweets

- ¿Que estas planeando para #SAAM? Comparta sus eventos del mes de conciencia sobre la agresión sexual en el calendario www.nsvrc.org/calendar
- Comparte sus fotos y videos del mes de conciencia sobre la agresión sexual #SAAM@NSVRC
- Descarga su página para colorear gratis aquí <http://bit.ly/SAAMGraphics>

Find us online

Social media is all about networking. Find us online and let us know how you will participate.

- **Facebook:** www.facebook.com/nsvrc
- **Twitter:** www.twitter.com/NSVRC
- **YouTube:** www.youtube.com/nsvrc
- **Pinterest:** www.pinterest.com/nsvrc
- **Instagram:** www.instagram.com/nsvrc
- **Tumblr:** www.nsvrc.tumblr.com/
- **SAAM Blog:** www.nsvrc.org/blogs/saam

