

# SOCIAL MEDIA TOOLKIT

Social media is a great way to embrace and amplify your voice this April and encourage others to do the same.

## GRAPHICS

NSVRC has free graphics available to use on your social media platforms such as:

- Shareable graphics
- Profile pictures
- Cover photos
- Infographics

## TWITTER

Twitter is an ideal platform to post a high volume of educational and awareness messages about SAAM throughout the month.

**TIP:** Use a scheduling tool like Buffer or Hootsuite to schedule posts ahead of time to keep the message of SAAM going throughout the month.

## #SAAM

Use #SAAM in all SAAM-related posts and search the hashtag to retweet and amplify other coalitions, centers, or individual efforts.

## TWITTER CHATS

Host your own Twitter chat to engage and educate your followers. Here's how:

- Pick a day and time to hold your chat and promote it.
- Allot about an hour for the chat.
- Create a list of 5-10 questions, such as, "*What does enthusiastic consent look like to you?*"
- Use a specific hashtag for your chat and include it with your questions and have participants include it with their answers.
- Start questions off with Q1., Q2., etc. to keep the chat organized.
- Retweet answers to your questions to amplify the voices of those participating.

## FACEBOOK

Think of ways you can ask your Facebook audience to get engaged in person or online. For instance, you could encourage your online audience to share your message supporting survivors on the Day of Action.

## FACEBOOK EVENTS

Create a Facebook event to promote interest in your SAAM events.

**TIP:** Brainstorm ways to engage attendees before the event by posting articles, questions, and share graphics in the discussion portion of the event page.

## FACEBOOK LIVE

Utilize the Facebook Live feature by streaming your SAAM event to your Facebook audience as it's happening.

## INSTAGRAM - #30DAYSOFSAM CONTEST

The 30 Days of SAAM photo contest on Instagram engages individuals and organizations in a fun and creative way.

How to participate:

- Follow @NSVRC on Instagram to get daily prompts.
- Respond to the prompt with a photo using #30DaysofSAAM and tag @NSVRC.
- Check NSVRC's account at the end of each week in April to see if you've been chosen as a finalist or winner.
- Winners will receive a prize pack of SAAM merch.



## SAMPLE POSTS

### General

- April is Sexual Assault Awareness Month. This year, we're focusing on how everyone can embrace their voice to become agents of change. Learn more: [www.nsvrc.org/saam](http://www.nsvrc.org/saam) #SAAM

### Embrace Your Voice

- Learn how you can embrace your voice this April to help prevent sexual violence: [www.nsvrc.org/saam](http://www.nsvrc.org/saam) #SAAM
- How you talk about sexual violence matters. Find out how you can embrace your voice and send the message that you believe and support survivors: [www.nsvrc.org/saam](http://www.nsvrc.org/saam) #SAAM
- Chances are someone in your life has experienced sexual violence. The way you speak about the issue can make a big difference to them. #SAAM

### Everyday Consent

- Consent isn't just a crucial part of sexual interactions – you can practice consent in everyday situations. #SAAM
- Practice everyday consent by demonstrating that you respect personal and emotional boundaries. For instance, ask for permission before sharing photos of someone online. #SAAM

### Healthy Communication with Kids

- Help the children in your life feel safe by letting them embrace their own voices and make choices about their bodies. #SAAM
- Kids shouldn't be forced to hug an adult. Talk with family members and friends about other ways to greet or say goodbye that respect children's boundaries. #SAAM

### Understanding Sexual Violence

- Use your voice to set the record straight on sexual violence. Learn the facts here: [www.nsvrc.org/saam](http://www.nsvrc.org/saam) #SAAM
- People of any age, gender, race, religion, sexual orientation, or social status can experience sexual violence: [www.nsvrc.org/saam](http://www.nsvrc.org/saam) #SAAM

