

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. These posts can help you spread the word about Sexual Assault Awareness Month (SAAM).

SOCIAL MEDIA 101

What is a hashtag?

Hashtags highlight important words or topics on social media. Adding a “#” at the beginning of the word makes it easy to search. We use #SAAM to connect all SAAM-related posts with others doing social activism in April. On Twitter, the top 10 – or trending – hashtags are highlighted. You can use hashtags on Twitter, Instagram, Pinterest, Tumblr, and Facebook.

Facebook

Facebook is the most widely-used social media platform. For SAAM, it is a great way to connect with users of all ages. Encourage interaction by asking questions, sharing photos and links, and inviting users to your SAAM events. In best practice, one to three posts per day is more than enough to get your messages to your friends.

Twitter

Twitter is the second most popular social media platform. This is a great way to get short, up-to-the-minute updates from whoever you choose to follow. Tweets publicly communicate and engage celebrities, officials and organizations.

Tumblr

Tumblr consists of short blog entries, pictures, links, and videos. Follow whatever interests you,

FACTS: CAMPUS & SOCIAL MEDIA

- Eighty-nine percent of adults ages 18-29 participate in social media.
- Research shows that 84% of these adults (18-29) are using Facebook, 37% are using Instagram, 35% are using Twitter and 27% are using Pinterest.
- Sixty-three percent of Facebook users, 57% of Instagram users and 46% of Twitter users login daily.
- Eighty-five percent of college-age adults (18-29) access the internet through their mobile phones.

Source: The Pew Research Center's Internet & American Life Project: <http://www.pewinternet.org>

and tag your posts with hashtags so users can find you. Post as frequently as you like. Some users post once a week and some post many times a day. Re-blogging posts is a great way to gain followers.

Instagram

Instagram is a photo app that allows users to follow others and see their pictures. This can be used during SAAM to create and share images from events, highlight your campaign and encourage creativity. Don't forget to have users add your hashtags so you can track their photos.

SAAM SOCIAL MEDIA HIGHLIGHTS

- International Day Against Victim-Blaming on April 3. Use #IDAVB #Apr3 #EndVictimBlaming
- Day of Action! Launches on April 7. Use tweets, posts and status updates to share the work about #SAAM.
- Download a SAAM-themed background, add a teal ribbon or SAAM logo to your online profile or website.
- International Anti-Street Harassment Week on April 12-18. Use #EndSH
- National Crime Victim's Rights Week on April 19-25. Use #NCVRW #NVRW 2014
- Denim Day: April 29. Use #DenimDay

START THE CONVERSATION

- April is Sexual Assault Awareness Month! The #SAAM 2015 campaign is: It's time to act. Safer campuses. Brighter futures. Prevent sexual violence. www.nsvrc.org/saam
- What are you planning for #SAAM? Share your Sexual Assault Awareness Month events at www.nsvrc.org/calendar
- Be an ACTivist for change! Spread the word about #SAAM: www.nsvrc.org/saam
- Engage college campuses to prevent sexual violence. Learn more at www.nsvrc.org/saam
- Let's create social change. What are you doing for #SAAM?
- Facts about campus sexual assault and prevention: www.nsvrc.org/saam #SAAM
- Get the latest on Sexual Assault Awareness Month at the #SAAM blog: www.nsvrc.org/saam

- Use your voice to create change on campuses. Get involved in #SAAM: www.nsvrc.org/saam
- It's time to act. Safer campuses. Brighter futures. Prevent sexual violence. #SAAM 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
- ¡Es hora de actuar! Mes de conciencia sobre la agresión sexual. www.nsvrc.org/es/saam #SAAM
- Your voice can make a difference, learn how at www.nsvrc.org/saam #SAAM

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

