

It's time ... to talk about it! Your voice. Our future. Prevent sexual violence.

Social media toolkit

You can use social networking sites like Facebook, Twitter, YouTube, Tumblr, Instagram and Pinterest 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 start the conversation during Sexual Assault Awareness Month (SAAM).

Social media 101

What is a hashtag?

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

Facebook

Facebook is the most widely-used social media platform. Over 800 million users post on Facebook to stay connected with friends and family. 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. Forty percent of Twitter

FACTS: YOUTH & SOCIAL MEDIA

Social media is an essential tool for reaching teens and young adults. Why? Here are some facts about social media:

- Eighty-one percent of teens ages 13-18 participate in social media.
- The largest group of social media users are those ages 18-29.
- Research shows that 94% of these teens (age 13-18) are using Facebook, 26 percent are using Twitter, 11 percent are using Instagram, and 5 percent are using Tumblr.
- The typical teen (13-18) has 300 Facebook friends and 79 Twitter followers.

From *Teens, Social Media, and Privacy* a report from The Pew Research Center's Internet & American Life Project: <http://www.pewinternet.org/Reports/2013/Teens-Social-Media-And-Privacy/Summary-of-Findings.aspx>

users do not tweet themselves, and only follow information. The use of hashtags is most popular in Twitter, making it easy to jump on or start trends. Publicly communicate with your local representatives to bring attention to your issue.



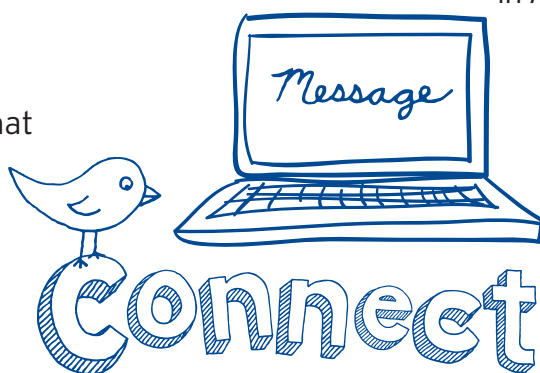
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Tumblr

Tumblr consists of short blog entries, pictures, links, and videos. Follow whatever interests you, 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 and highlight your campaign. Use this tool to encourage creativity, especially from teens. Don't forget to have users add your hashtags so you can track their photos.



SAAM SOCIAL MEDIA HIGHLIGHTS

- Day of Action! launches on April 1. Use tweets, posts and status updates to share the work about #SAAM.
- Tweet about it Tuesdays! Join us on Twitter for an hour-long town hall discussion every Tuesday in April. For more information, visit: www.nsvrc.org/saam.

- Download a SAAM-themed background, add a teal ribbon or SAAM logo to your online profile or website.

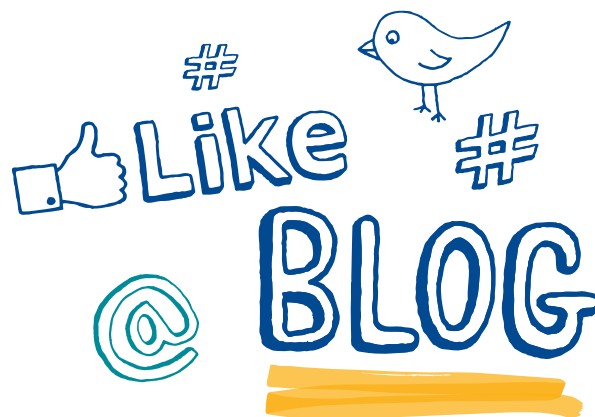
PARTICIPATE

- International Anti-Street Harassment Week on March 30 -April 5. Use #EndSH
- International Day Against Victim-Blaming on April 3. Use #IDAVB #Apr3 #EndVictimBlaming
- National Crime Victim's Rights Week on April 6-12. Use #NCVRW #NVRW 2014
- Denim Day: April 23. Use #DenimDay

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





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START THE CONVERSATION ON FACEBOOK



- ➔ April is Sexual Assault Awareness Month! Check out the 2014 campaign: Your Voice. Our Future. Prevent Sexual Violence and get involved at www.nsvrc.org/saam
- ➔ Healthy sexuality is a vision to end sexual violence. Use your voice to support healthy adolescent sexuality www.nsvrc.org/saam
- ➔ What are you planning for SAAM? Share your Sexual Assault Awareness Month events at www.nsvrc.org/calendar
- ➔ You can be an agent of change! How are you engaging with youth in your community? Tell us at www.nsvrc.org/saam
- ➔ Build community partnerships for SAAM and all year long! Learn how: www.nsvrc.org/saam
- ➔ Engage with youth in ways that play to their strengths! Learn more at www.nsvrc.org/saam
- ➔ Creating a vision for social change can inspire us to act in powerful ways. What are you doing for SAAM?
- ➔ Tips for talking about healthy sexuality: www.nsvrc.org/saam
- ➔ Get the latest info at the SAAM blog. Visit: www.nsvrc.org/blogs/saam
- ➔ Tips for partnering with youth-serving organizations: www.nsvrc.org/saam
- ➔ Learn how to support healthy adolescent sexual development. www.nsvrc.org/saam
- ➔ Engage with youth as equals. Download helpful resources for adults to support our teens. www.nsvrc.org/saam
- ➔ Healthy sexuality is more than sex. This April, let's talk about the emotional, physical, cultural and social parts of sex. www.nsvrc.org/saam
- ➔ Use your voice to proclaim a future. Promote healthy adolescent sexuality and engaging youth! www.nsvrc.org/saam
- ➔ It's time ... to talk about it! Your Voice. Our Future. Prevent Sexual Violence www.nsvrc.org/saam
- ➔ Share moments from your Sexual Assault Awareness Month events. Post your photos share with us on Instagram: www.instagram.com/nsvrc
- ➔ Get some gear. Spread the word. It's Sexual Assault Awareness Month! Shop at www.nsvrc.org/store
- ➔ Help get the word out about Sexual Assault Awareness Month and healthy sexuality with a Letter to the Editor! Download a sample at: www.nsvrc.org/saam
- ➔ Find bilingual Sexual Assault Awareness Month resources at www.nsvrc.org/es/saam
- ➔ ¡Es hora de hablar! Mes de conciencia sobre la agresión sexual. www.nsvrc.org/es/saam
- ➔ Your voice can make a difference, learn how at www.nsvrc.org/saam





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Daily posts for social networking sites

Thirty days. Thirty posts. Join us in the spreading the word online about Sexual Assault Awareness Month. Here are suggestions for daily posts during April:

April 1, 2014

It's Sexual Assault Awareness Month. www.nsvrc.org/saam
Today = #SAAM Day of Action!
It's time to talk about it. Ur voice, our future.

April 2, 2014

April = Sexual Assault Awareness Month #SAAM!
See what we're talking about at www.nsvrc.org/saam & www.nsvrc.org/es/saam
#TweetAboutIt

April 3, 2014

Use your voice to shape our future. Sign a #SAAM proclamation & declare it's time for change! www.nsvrc.org/saam #TweetAboutIt

April 4, 2014

#SexualAssault Awareness Month #SAAM focuses on #HealthySexuality & #youth! For outreach & event ideas, visit www.nsvrc.org/saam

April 5, 2014

Do u have #youth in your life & want to know more about #SAAM? Check out these tips for becoming an adult ally: www.nsvrc.org/saam

April 6, 2014

#SAAM is making the connection! Understanding healthy development supports healthy #teens. For resources, visit www.nsvrc.org/saam

April 7, 2014

Ur voice. Our future. Here's best practices for engaging #youth as partners in preventing #SexualViolence. www.nsvrc.org/saam #SAAM

April 8, 2014

Get some gear to help spread the word about Sexual Assault Awareness Month! Shop #SAAM www.nsvrc.org/saam

April 9, 2014

April = #SexualAssault Awareness Month #SAAM. For resources like an overview of #adolescent sexual development, visit www.nsvrc.org/saam

April 10, 2014

Start talking about healthy development & relationships. We have free #SAAM resources to help start the conversation. www.nsvrc.org/saam

April 11, 2014

It's time ... to talk about it! #SexualAssault Awareness Month #SAAM focuses on #HealthySexuality & #youth! Visit www.nsvrc.org/saam

April 12, 2014

¡Es tiempo de hablar! Tu voz es nuestro futuro. Prevengamos la violencia sexual. #SAAM www.nsvrc.org/es/saam

April 13, 2014

Help get the word out about Sexual Assault Awareness Month! Write a Letter to the Editor for #SAAM. Sample at: www.nsvrc.org/saam

April 14, 2014

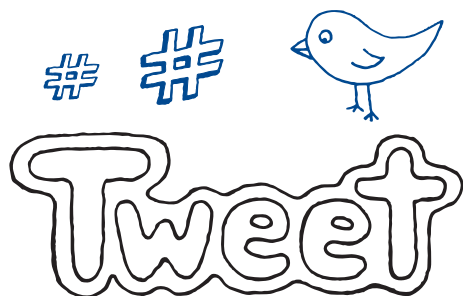
U can support #healthy development & relationships for #youth. #prevention www.nsvrc.org/saam #SAAM

Twitter hashtags

#SAAM
#youth
#HealthySexuality
#TweetAboutIt
#SexualAssault
#prevention



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April 15, 2014

We're in the midst of #SexualAssault Awareness Month. What are you doing for #SAAM? #TweetAboutIt & tell us. Info: www.nsvrc.org/saam

April 16, 2014

Check out the #SAAM #blog for the latest on #SexualAssault Awareness Month. Read it at www.nsvrc.org/blogs/saam

April 17, 2014

Usa tu voz para tener un impacto en nuestro futuro #SAAM www.nsvrc.org/es/saam

April 18, 2014

How do u engage #youth? Share your tips for starting the conversation about #prevention & engaging #bystanders! #SAAM #TweetAboutIt

April 19, 2014

How have you participated in #SexualAssault Awareness Month events? Share your #SAAM photos! Email: resources@nsvrc.org

April 20, 2014

Post photos & videos from your #SexualAssault Awareness Month events to our @YouTube channel at www.youtube.com/nsvrc #SAAM

April 21, 2014

Find free #bilingual #SexualAssault Awareness Month resources at www.nsvrc.org/es/saam #SAAM

April 22, 2014

It's #SAAM. Learn how to keep the conversation going on social media, visit www.nsvrc.org/saam for details.

April 23, 2014

Learn more about #consent, #respect & talking about what u need & want. Download free #SAAM resources: www.nsvrc.org/saam

April 24, 2014

It's time to spread the word about #SAAM! Tweet us ur pic w/ ur #teal ribbon & tell us how ur voice is shaping our future. #TweetAboutIt

April 25, 2014

U can support #healthy #youth development. Learn the facts, create safe spaces & #prevent #SexualAbuse. www.nsvrc.org/saam

April 26, 2014

Show your support for #SexualAssault Awareness Month #SAAM! Download a free #teal ribbon: www.nsvrc.org/saam

April 27, 2014

¡Es hora de hablar! Mes de conciencia sobre la agresión sexual. #SAAM www.nsvrc.org/es/saam

April 28, 2014

See who is using their voice to improve the future. Check out this year's #VisionaryVoice award honorees. www.nsvrc.org/saam #SAAM

April 29, 2014

#HealthySexuality is more than sex. Learn more about #SAAM, #youth & #prevention at www.nsvrc.org/saam

April 30, 2014

#SexualViolence #prevention doesn't end in #April. Continue to use ur voice to change our future #TweetAboutIt #SAAM www.nsvrc.org/saam

