







#30DaysofSAAM

Instagram Challenge • April 2025

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		<p>1 SAAM Day of Action Wear teal and share a group or individual photo. Be sure to cross-post on other social media pages using #SAAM.</p>	<p>2 Share about SAAM To kick off SAAM, Share a snapshot that captures your goals, hopes, and feelings about SAAM and the theme “Together We Act, United We Change”.</p>	<p>3 “You”-nited Thursdays Rooted in this week’s theme, Together We Act, United We Change, share a book, movie, or show that helped you better understand sexual violence. What key takeaways would you recommend to others?</p>	<p>4 SAAM Event Shout-Out Many SAAM events are happening this year to unite and educate communities. Post details about one you’re hosting or share a flashback photo from a previous event.</p>	<p>5 Get Creative and Spell It Out Get creative and use objects (flowers, food, art supplies, etc.) to form the letters “S-A-A-M” and snap a photo.</p> 
<p>6 Start the Conversation Sundays Make it easy for people to join the conversation by sharing simple, relatable ways to talk about consent, respect, and safety. Example: “What’s one way you practice consent in everyday life? Comment below!”</p>	<p>7 #SAAMRocks Paint a rock with a teal ribbon, affirmation, or fact. This prompt was contributed by our partners at Safe Berk. Write #SAAMRocks and ‘keep or re-hide’ on it and/or include your local center’s hotline number. Place the rock somewhere in your community. If you find a SAAM rock, post about it online using the hashtag!</p>	<p>8 My Message to Survivors Share a supportive message for survivors using text, video, or an art piece.</p> 	<p>9 Inspire Change Share powerful quotes or bold statements about change that inspire you. Shine a spotlight on someone in your community who inspires others to make a difference.</p>	<p>10 “You”-nited Thursdays Rooted in this week’s theme, “Learn. Act. Change.” Share ways your own point of view and knowledge about sexual abuse, assault, and harassment have evolved overtime. What experiences, resources, or conversations shaped your perspective?</p>	<p>11 One Thing I Wish More People Knew Share a fact, story, or perspective that could change how people think about sexual abuse, assault, and harassment.</p>	<p>12 Self-Care Shout Out Show how you take care of yourself and encourage others to do the same. Finish the sentence “I Practice Self-Care By...”</p> 
<p>13 Start the Conversation Sundays Make it easy for people to join the conversation by sharing simple, relatable ways to talk about consent, respect, and safety. Example: “Share a small way people can create change, like calling out harmful jokes or checking in on friends.”</p>	<p>14 Something I Made Share a photo of something you made (a resource, art piece, recipe, craft, or more) and explain how it relates to SAAM in the caption.</p> 	<p>15 Why it Matters What could the future look like? Share why ending sexual abuse, assault, and harassment matter.</p>	<p>16 C-h-a-n-g-e Use each letter of the word “change” in a word or phrase that describes the difference we can make together. (i.e. C is for Coming together, H = Honoring is for Honoring survivors voices, etc.)</p>	<p>17 “You”-nited Thursdays Rooted in this week’s theme, “Uplifting Voices of Survivors”, reflect on a survivor who changed your life. How has their story, strength, and resilience inspired you?</p>	<p>18 Healing Looks Like Post an image or quote that represents healing. Highlight self-care, healing, and mental health resources.</p>	<p>19 Words that Matter Share a quote, sidewalk chalk drawing, or inspirational message in your own writing or style.</p>
Prompts continued on next page						

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<p>20 Start the Conversation Sunday</p> <p>Make it easy for people to join the conversation by sharing simple, relatable ways to talk about consent, respect, and safety. Example: “What’s one action each of us can take to help others feel safe? Comment below!”</p>	<p>21 Affirmations for Survivors</p> <p>Share a message of support and affirmation for survivors. Think about what you want survivors to know or encouragement for hard times. For example, “You Are Not Alone”, “You Are Enough”, and “We Believe You.”</p>	<p>22 Looking Ahead to a Brighter Future</p> <p>Preventing sexual harassment, abuse, and assault takes awareness and action beyond one month. What future events/ programs are you working on? Share an opportunity to stay involved after April.</p>	<p>23 Art for Awareness</p> <p>Share a poem, artwork, or song that inspires change.</p> 	<p>24 “You”-nited Thursdays</p> <p>Rooted in this week’s theme, “Communities Act Together,” how have you actively supported survivors in your community? Share ways others can get involved.</p>	<p>25 Animals that Inspire</p> <p>Animals play a role in both healing and bringing people together. Capture how the animals in your community are showing up for SAAM.</p>	<p>26 My Message to Advocates</p> <p>Tell the advocates in your community and worldwide what their work to support survivors and educate communities means to you.</p>
<p>27 Start the Conversation Sundays</p> <p>Make it easy for people to join the conversation by sharing simple, relatable ways to talk about consent, respect, and safety. Example: “What’s an example of respect in action at home, school, or work? Comment below!”</p>	<p>28 One Takeaway from SAAM 2025</p> <p>Close out SAAM by sharing something everyone can do to promote health equity and community connectedness in the coming year. Find a way to demonstrate, illustrate, or share this message in writing.</p>	<p>29 You Did It! Gratefulness Shout-Out</p> <p>Give thanks to someone or something that made your participation in the #30DaysofSAAM possible. This might be yourself, your team, or a supportive person, place, or practice.</p>	<p>30 Denim Day: Wear Jeans with a Purpose</p> <p>Join millions who will wear jeans to take a stand against victim-blaming in honor of Denim Day. Head over to DenimDayInfo.org to learn more about the campaign.</p>	<p>Way to Go!</p> <p>Thank you for participating in the #30DaysofSAAM2025 contest. Your creative ideas are sure to inspire others!</p> 	<p>Join advocates, activists, survivors, and supporters who are getting involved in Sexual Assault Awareness Month this April on Instagram. Daily prompts encourage creative ways for you to raise awareness, educate, and connect with others — plus you have a chance to win prizes every day you participate.</p>	

Participation guidelines

- Anyone can participate: individual accounts, organizational accounts, accounts created just for the contest, etc.
- Submission posts must tag @NSVRC.
- Posts must include #30DaysofSAAM2025 and a hashtag identifying the prompt you’re responding to (i.e. #Day1, #Day2, etc).
- All types of posts are accepted including video, photos, digital artwork, photos of illustrations, collages, poems, etc.
- Posts MUST be original content (not reposted from somewhere else).
- Posts that feature thoughtful captions will be given extra consideration.

Prizes and eligibility

Daily Prizes

- A winner will be chosen for each prompt daily and awarded a \$25 gift card to Etsy.com — plus their submission will be featured on NSVRC’s account.

Grand Prize

- There are two ways to become eligible for our grand prize drawing: (1) participate every Tuesday in April or (2) participate every day in April. Those that participate every day will have their names entered into the drawing twice.
- The grand prize is a \$250 gift card to Etsy.