




sexual assault awareness month social media toolkit





Connecting on social media is a critical way to start conversations with new partners as activists and allies organize during Sexual Assault Awareness Month. How do we start these conversations in a way that empowers allies to act?


Below are some possible status update language and tweets for elevating new voices throughout Sexual Assault Awareness Month and beyond! You can also follow along with NJCASA on [Facebook](#), [Twitter](#), and [Instagram](#) to join in the conversation.

GREEK LIFE


 When creating meaningful partnerships, we can start by identifying shared goals. For engaging with Greek life, this can mean shared chapter values. Read more from [@NJCASA's](#) guide on Engaging New Partners in Sexual Violence Prevention: <http://bit.ly/2lxKNow>


 To create partnerships, we can identify shared goals. For engaging w/ Greek life, that can mean shared chapter values. More: <http://bit.ly/2lxKNow>


 Sorority leaders can encourage sisterhood + connection by empowering members to lift each other up. [#SAAM](#)


 Leadership from Greek life is critical to prevent sexual violence. Check out [@NSVRC](#) + guide from [@ItsOnUs](#): http://genprogress.org/wp-content/uploads/2015/08/31155358/Consent-Discussion-Guide_Updated.pdf [#SAAM](#)

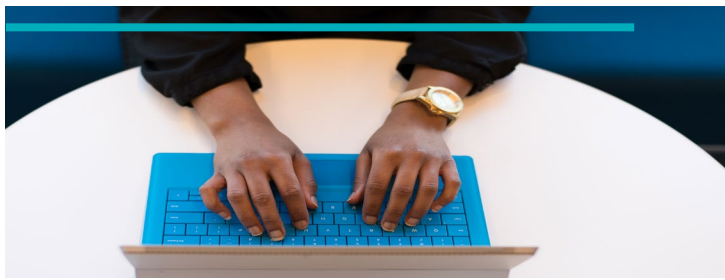
FATHERS & PARENTS

 Fathers and parents build the foundations of healthy sexuality for their kids, but sometimes it can be difficult to know how to start. [@NJCASA](#) has resources and information on getting involved during Sexual Assault Awareness Month and beyond: <https://njcasa.org/saam-17/>


 We can use pop culture to start conversations about consent w/ kids+teens. [@EvrydayFeminism](#) has a great list: <http://everydayfeminism.com/2016/10/pop-culture-got-consent-right/#SAAM>


 Dads + parents - looking for ways to get involved in [#SAAM](#)? [@mencanstoprape](#) has a great list: <https://www.mencanstoprape.org/Resources/us-mens-anti-violence-organizations.html>


 Consent education starts early. Parents can respect a child's refusal to hug/kiss someone. Good read via [@CNN](#): <http://www.cnn.com/2012/06/20/living/give-grandma-hug-child/#SAAM>





COACHES

 Coaches can act as role models and mentors to young people. In addition to encouraging positive sportsmanship and team building, coaches can promote pro-social behaviors and engage in important discussions around empathy and healthy relationship skills. Coaches Corner provides resources for adults working with young athletes and how they can integrate sexual violence prevention. <http://www.coachescorner.org/>

 Coaches can encourage boys to challenge toxic masculinity and embrace empathy & understanding. #SAAM


 Coaches can model healthy behaviors & encourage prosocial skills in young athletes. <http://www.coachescorner.org/> #SAAM


 Coaches can link the values of teamwork in sports to healthy relationships in life. #SAAM #TeachEarly <http://www.teachearly.org/>

 Young athletes are often leaders within their school; coaches can encourage athletes to positively impact their school community. #SAAM





FAITH LEADERS

 Institutions and communities of faith can be allies to survivors of sexual violence by offering safe spaces for those who turn to their faith after trauma. Faith leaders and organizations can collaborate with their local service provider to promote resources and services and collaborate with those programs in creating awareness events within the community. <https://njcasa.org/saam-17>

 Faith leaders can be allies by offering safe spaces for survivors who may turn to their faith institution during and after trauma. #SAAM

 Faith institutions can develop policies that encourage safe+healthy environments. More at: <http://religiousinstitute.org/safer-congregations/@ReligiousInst> #SAAM

 Faith leaders can collaborate w/ orgs & post important info about SV support & prevention. NJ SV programs: <https://njcasa.org/find-help/> #SAAM

 Faith leaders can encourage important convos about SV & healthy relationships during community gatherings. #SAAM

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The New Jersey Coalition Against Sexual Assault (NJCASA) is the statewide organization representing 21 county-based rape crisis centers and Rutgers University's Office for Violence Prevention and Victim Assistance. NJCASA elevates the voice of survivors and service providers through advocacy, training, and support for efforts to create safer communities for all women, men and children.

njcoalition
against sexual assault