

#SAAMSupporter

Social Media Toolkit



This April, we're inviting **NJ social media creators** to support **The New Jersey Coalition Against Sexual Assault (NJCAASA)** with our **#SAAMSupporter campaign** for Sexual Assault Awareness Month (SAAM)!

Who We Are:

[NJCAASA](#) is a nonprofit organization working to end sexual violence and support survivors. We represent 31 sexual violence programs across the state, all of which provide free, confidential services to survivors of sexual violence, including:

- A 24-hour hotline
- Counseling
- Support Groups
- Accompaniments to hospitals, courtrooms, etc.
- Prevention education
- Advocacy
- And more!

We support our member programs by providing training and on-demand technical assistance, conducting policy and budget advocacy, and distributing resources to strengthen survivor services across our home state and beyond.

Why Be a #SAAMSupporter this April:

This is a meaningful way to use your influence for community impact:

- Show your audience you stand with survivors
- Share life-changing resources with people in your community
- Expand your visibility through cross-promotion

What We're Asking For:

We're flexible—choose what works for you! You can get involved by doing one or more of the options below:

- Post 1-3 SAAM graphics throughout the month of April
- Post a Reel or TikTok that raises awareness about SAAM
- Participate in #DenimDay on April 26th
- Add our [donation link](#) to your bio or stories (and consider [making a donation](#) yourself!)
- [Follow us on Instagram](#) and repost our content

The best part? **We've provided graphics, captions, and talking points for you—see the next few pages!**

Together, we can create happy and healthy communities across NJ and beyond!

Graphics, Captions, & Talking Points

Please see below for SAAM graphics, captions, and talking points you can easily use and adapt. If you'd rather make your own content, that's okay too! We just ask that all participants respect and adhere to our survivor-centered messaging guidelines:

Please center:

- Belief & support
- Consent & confidentiality
- Prevention & community responsibility
- Survivor autonomy. Anyone can experience or perpetrate sexual violence, and there's no "right" way for someone to navigate survivorship.

Please avoid:

- Graphic details
- Victim-blaming language
- Sharing survivor stories without consent
- Statistics without context

Graphics:

[Click here](#) to view pre-made SAAM graphics in Canva. Graphics can be edited or downloaded as-is.

Captions:

SAMPLE CAPTION 1:

April is Sexual Assault Awareness Month. □

Did you know that there are 31 programs in NJ that provide free, confidential support to survivors and their loved ones? This includes a 24/7 hotline, counseling, support groups, and more. Head to njcasa.org/find-help to find a program near you.

This month, I'm supporting The New Jersey Coalition Against Sexual Assault (NJCASA) because I believe all survivors deserve access to hope and healing. If this matters to you too, visit njcasa.org/give to donate today!

#SexualAssaultAwarenessMonth #SAAM #SAAM2026

SAMPLE CAPTION 2:

This month, I'm proud to support The New Jersey Coalition Against Sexual Assault (NJCASA) and their work of creating safer, healthier communities across NJ.

Join me in supporting survivors and promoting prevention! Head to njcasa.org to learn more.

#SexualAssaultAwarenessMonth #SAAM #SAAM2026 #SupportSurvivors

SAMPLE CAPTION 3:

This month and always, I STAND WITH SURVIVORS! ☐

That's why I'm supporting The New Jersey Coalition Against Sexual Assault during Sexual Assault Awareness Month (SAAM). Here's how you can get involved too:

- Attend SAAM Events: Head to njcasa.org/saam2026 for a list of SAAM events hosted by our member programs across the state!
- Volunteer: Reach out to your local sexual violence program to inquire about volunteer opportunities. Visit njcasa.org/get-involved/volunteer to learn more.
- Follow, Like, & Share on Social Media: Spread the word about SAAM and sexual violence prevention by being active on social media!
- Fund the Movement: Make a donation to a local sexual violence program, or visit njcasa.org/give to donate to NJCASA to support the work statewide.

Together, we'll create safer, healthier communities in NJ!

#SexualAssaultAwarenessMonth #SAAM #SAAM2026 #BelieveSurvivors

SAMPLE CAPTION 4 (DENIM DAY):

April is Sexual Assault Awareness Month, and today is Denim Day! ☐

Denim Day is an international day of action and awareness in which people across the world wear denim to stand in solidarity with survivors and to raise awareness of sexual violence and the harms of victim-blaming.

Today, I'm wearing denim to show my support for survivors. Will you join me?

Check out The New Jersey Coalition Against Sexual Assault's page (@NJ_CASA) or visit their website (njcasa.org) to learn more about how you can support survivors in NJ!

#SexualAssaultAwarenessMonth #SAAM #DenimDay

Video Talking Points:

- Why SAAM matters to you personally
- The availability of local services:
 - Each of NJCASA's [member programs](#) supports survivors of sexual violence and their loved ones with services that include, but are not limited to:
 - Confidential, anonymous 24-hour crisis hotline
 - Short-term individual and group counseling and support groups
 - Referrals for long-term counseling
 - Accompaniment to forensic exams, police interviews, and court proceedings
 - Community education presentations
 - Access to language services
- Sexual violence prevention:
 - Sexual violence is preventable. By engaging in dialogue and taking action against all its forms, we can stop sexual violence before it occurs. However, this requires all of us to do our part. Sexual violence is a community problem, and we all share the responsibility of creating safer communities by promoting respect, consent, and healthy relationships.
- Community support:
 - We all have a part to play in creating happy, healthy communities across NJ and beyond. Consider doing your part this Sexual Assault Awareness Month by making a donation to support survivors and promote prevention. Even a small donation goes a long way when we all come together to build a better future for all of us.

Have questions or want to connect further? Reach out to NJCASA's Community Resource Development Specialist, Angela Lacovara (alacovara@njcasa.org).

nj coalition
against sexual assault