RAINN

Sexual Assault Awareness & Prevention Month 2021 Social Media Guide

Let's flood the internet with love and support for survivors this April for Sexual Assault Awareness and Prevention Month (SAAPM) while educating the public on important information about consent and boundaries. This toolkit will help you to: 1) Send survivors messages of support, 2) Share resources with family & friends, and 3) Spread awareness with scroll-stopping graphics and gifs.

Explore and use the #SAAPM and #ConsentRules hashtags on social media to see how survivors and advocates around the country are raising awareness this Sexual Assault Awareness and Prevention Month. **Tag @RAINN so we can amplify your support for survivors!**

Click on the icons below to connect with RAINN on social media.

Send Survivors a Message of Support

Use our filters on Instagram, Facebook, or Snapchat to send a message of support to survivors or why you care about this cause. **Tag @RAINN and we'll share some of our favorite messages throughout the month!**

Instagram Filter

Show that you believe, support, stand up for, celebrate, and advocate for survivors this month and any time with the brand new RAINN Instagram Filter, designed and provided by **AvatarLabs**! Click **here** to use it, or follow these instructions:

1. Create a new Instagram Story
2. Scroll over to "Browse Effects"
3. Search "BelieveSurvivors"
4. Tap the effect and choose "Try It"
5. Take a picture or video and post it!

This filter can also be used on Facebook, **try it out**!

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Snapchat Lens

Share with family and friends that you won't stay quiet about sexual violence with the custom **RAINN Day Snapchat Filter**, designed and provided by **AvatarLabs**! Crosspost to other social media sites to spread the message further. Follow the instructions below to get started:

1. In the search bar at the top of the screen in the Snapchat app, search "Wont Stay Quiet"
2. Scroll down past "Add Friends" to see "Lenses"
3. Click on the RAINN Day lens
4. Take a great picture or video!

Or access it via Snapcode

1. Open Snapchat and point your camera at the SnapCode above and take a picture
2. The RAINN Day lens will pop up, tap "Unlock Lens"
3. Take a great picture or video!

Share Resources With Your Friends & Family

Use our sample social media posts for an inspiration boost or create your own. These are all formatted to fit Twitter's character limits, but can be used anywhere!

SAAPM Announcement

- Did you know that April is Sexual Assault Awareness and Prevention Month? Learn how you can help survivors this #SAAPM! @RAINN has great resources. #ConsentRules rainn.org/saapm
- Every 73 seconds another person is sexually assaulted. I'm speaking out during Sexual Assault Awareness and Prevention Month with @RAINN. #SAAPM rainn.org/SAAPM
- April is Sexual Assault Awareness and Prevention Month (#SAAPM) and @RAINN has info on consent & boundaries, social media tools, & more to help survivors and advocates take a stand. Check it out at rainn.org/SAAPM

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Hotline Support

- The National Sexual Assault Hotline offers confidential, anonymous support to survivors 24/7/365—during #SAAPM and beyond. It's never too late to get help. 800.656.HOPE & online.rainn.org.
- It's Sexual Assault Awareness & Prevention Month. If you need support, the National Sexual Assault Hotline gives confidential, anonymous help to survivors and their loved ones. 800.656.HOPE & online.rainn.org. #SAAPM

Donate

- Just $25 helps fund one hour of @RAINN's National Sexual Assault Hotline. Join me this #SAAPM by donating to the hotline and supporting survivors of sexual violence. Plus donations are matched up to 40k until 4/30. Give at donate.rainn.org
- COVID-19 has meant an increase in callers to @RAINN's National Sexual Assault Hotline. I've donated this #SAAPM to help meet the need and I invite you to join me. Donations are matched up to 40k until 4/30. Give at donate.rainn.org

Consent Rules

- This #SAAPM, I'm learning more about consent and boundaries for every activity. Let's review some #ConsentRules on getting, confirming, and honoring consent, this month and all year long. rainn.org/saapm
- By using @rainn's #ConsentRules, I can actively recognize and respect other people's boundaries. You can learn more on consent during #SAAPM here: rainn.org/saapm
- *Two-thread tweet or for use on Facebook/Instagram:*
  - April is Sexual Assault Awareness and Prevention Month (#SAAPM), and I'm focusing on establishing boundaries for consent. Consent is always necessarily for any physical, emotional, or even digital activity that may interact with someone's boundaries.

    You can use @rainn's five #ConsentRules to help get, confirm, and honor consent between one another: establishing boundaries, communicating comfort zones, asking every time, checking in regularly, and respecting each other. rainn.org/saapm

RAINN Day (April 6-8)

- I #WontStayQuiet about ending sexual assault during #RAINNDay. Make a difference with me: rainn.org/rainnday
- I #WontStayQuiet so survivors know that they are believed and sexual violence is not tolerated on our campus. Learn how you can help at rainn.org/rainnday

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Spread Awareness with Scroll-Stopping Graphics & Gifs

Share these on Facebook, Instagram, or create a greenscreen video on TikTok to share support for survivors and get more people involved with RAINN.

Click here to download shareable graphics for any social media platform.

Or check out RAINN's SAAPM and RAINN Day Highlights on Instagram for Instagram Story-sized graphics! Screenshot or save the images you want and add them to your own story

Gifs *(Coming soon!)*

We've developed new gif stickers that can be used during Sexual Assault Awareness and Prevention Month or all year long. Share the hotline information and messages of support on your Instagram Story.

1. Create a new Instagram Story
2. Click "Gifs"
3. Search "rainnorg"
4. Tap the sticker you want to use
5. Take a picture or video and post it!

Visit our Giphy page to see more!

Thank you for supporting survivors with us this month. We're so grateful for you!