



## Sexual Assault Awareness & Prevention Month 2022 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 how to C.A.R.E with bystander intervention. 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 #ShowYouCARE 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 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!

#### Tell People It's SAAPM

- Did you know that April is Sexual Assault Awareness and Prevention Month? Learn how you can help survivors this #SAAPM! @RAINN has great resources. #ShowYouCARE rainn.org/SAAPM
- Every 68 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 how to show you CARE with bystander intervention, social



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media tools, & more to help survivors and advocates take a stand. Check it out at [rainn.org/SAAPM](https://rainn.org/SAAPM)

### Connect People to 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](https://online.rainn.org).
- La Línea de Ayuda Nacional de Asalto Sexual ofrece apoyo anónimo y confidencial a sobrevivientes las 24 horas al día, 7 días a la semana, 365 días . Nunca es demasiado tarde para conseguir ayuda. Llame a (800) 656-HOPE o visite [hotline.rainn.org/es](https://hotline.rainn.org/es).
- 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](https://online.rainn.org). #SAAPM
- Abril es el mes de concientización y prevención del asalto sexual. Si necesita ayuda La Línea de Ayuda Nacional de Asalto Sexual ofrece apoyo anónimo y confidencial para sobrevivientes y sus seres queridos por teléfono al 800-656-HOPE y en línea a [rainn.org/es](https://rainn.org/es). #SAAPM

### Show People How They Can Learn Bystander Intervention

- It's officially SAAPM! #ShowYouCARE by practicing bystander intervention & learning about the @rainn C.A.R.E. method. [rainn.org/SAAPM](https://rainn.org/SAAPM)
- #ShowYouCARE this #SAAPM! I'm learning more about bystander intervention by using @rainn's C.A.R.E. method: Create a Distraction, Ask Directly, Rally Others, Extend Support. Let's all learn how we can intervene to support others. [rainn.org/SAAPM](https://rainn.org/SAAPM)
- By using @rainn's C.A.R.E method, I can help keep my friends and loved ones safe by intervening in a way that fits the situation and my comfort level. #ShowYouCARE by learning more about bystander intervention here: [rainn.org/SAAPM](https://rainn.org/SAAPM)
- Did you know April is Sexual Assault Awareness and Prevention Month (#SAAPM)? Learn @rainn's C.A.R.E. method with me so that we can better support one another. #ShowYouCARE visit [rainn.org/SAAPM](https://rainn.org/SAAPM)

Join the Chorus on [RAINN Day](#) - April 13



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- I #WontStayQuiet about ending sexual assault during #RAINNDay. Make a difference with me: [rainn.org/rainnday](https://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](https://rainn.org/rainnday)
- I #WontStayQuiet about sexual violence during #RAINNDay or any day. Learn how to support survivors with @rainn's TALK method. [rainn.org/TALK](https://rainn.org/TALK)
- I #WontStayQuiet. I'm learning how to 'TALK' with loved ones about sexual violence. Learn @rainn's 'TALK' method to learn how to respond with empathy when someone discloses that they've been sexually assaulted. [rainn.org/TALK](https://rainn.org/TALK)

## Spread Awareness with Scroll-Stopping Graphics & Gifs

Share these graphics on social media to show 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 Highlight on [Instagram](#) for Instagram Story-sized graphics! Screenshot or save the images you want and add them to your own story.

### Gifs

We created gif stickers that can be used during Sexual Assault Awareness and Prevention Month or all year long. Share the National Sexual Assault Hotline information and messages of support on your Instagram Story.



## **Sexual Assault Awareness & Prevention Month 2022 Social Media Guide**

1. Create a new Instagram Story
2. Tap “Gifs”
3. Search “rainnorg”
4. Tap the sticker you want to use
5. Post it!

Visit our [Giphy page](#) to see more!

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