

SOCIAL MEDIA TOOLKIT

This National Campus Safety Awareness Month, engage with your campus more than ever through effective use of social media to promote your campus work! Social networking sites and applications like Facebook, Twitter and Instagram are a perfect place to use digital methods for connecting communities across campus and engaging them in campus safety education and prevention. This toolkit offers guidance on how to integrate social media into your campus campaign and programming this year.



Campaign Hashtag

Use the hashtag #NCSAM2016 to tag your NCSAM related posts on all social media outlets. Use #MovingForwardTogether to highlight ways you are collaborating with other departments or bringing together different constituents within your campus community to address campus safety.



Posts Per Day Calendar:

As we move forward together to ensure greater safety on campus for all, use the calendar as a guide for a post per day to incorporate into your campus programming throughout the month. Make sure to use #NCSAM2016 and tag the Clery Center!



Twitter Contest: TOP FIVE

Throughout the month of September, tweet five different pictures depicting people, places, programs or events that show how your institution promotes campus safety awareness. Participants who submit original content will have a chance to win a Clery Center resource prize pack and have their institution featured on our website. To enter, use the hashtag #NCSAMTop5 and tag @CleryCenter! When you have five items posted, email us at legan@clerycenter.org with "NCSAMTop5" in the subject line.



Facebook:

- Create a page for NCSAM at your campus and create events for each of the programs you conduct. Subscribers to your page can like the events and indicate if they're interested or planning on attending.
- Consider including a profile picture and/or cover picture that features pictures of those who do campus safety work on your campus, the buildings where they work, or the campus community participating in programs.

THINGS TO CONSIDER:

- Are your social media posts representative of your campus community? Could you engage members of your campus to help create messages that are culturally relevant and inclusive of the diverse communities and identities within your institution?
- Consider accessibility in your posts on social media. Are you providing a written caption to your images that can be translated aloud for the visually impaired?
- National Hazing Prevention Week is September 19th-23rd.

Find the Clery Center online @clerycenter



DAILY POSTS:

September 1st

It's National Campus Safety Awareness Month! Join us this year in promoting campus safety for all.

September 2nd

Highlight the campus safety work we do at [tag institution] by entering the @CleryCenter Top Five contest!

September 4th

"Perhaps home is not a place but an irrevocable condition." - James Baldwin Tag someone who makes our campus feel like home.

September 3rd

We couldn't do it without you! Make sure to thank the campus professionals who keep our communities safer! [Link to an office on campus that does this work each day.]

September 5th

Learn more about the stories of survivors of sexual assault by reading We Believe You <http://bit.ly/1rZTdc3>.

September 6th

We are here for all of our students. #MovingForwardTogether. [Link to campus resources for LGBTQ individuals.]

September 9th

You're not alone. Check out the helpful resources for students compiled by the White House Task Force to Protect Students from Sexual Assault at <https://notalone.gov/students/>.

September 8th

Support for men and those who care about them: www.1in6.org.

September 7th

Take the pledge this September. #ItsOnUs to make a difference www.itsonus.org

September 10th

Everything you need to know about campus safety at [tag institution]. [Link to campus annual security report or other campus safety document.]

September 11th

Bystander intervention is more than a mandatory session at orientation. Learn why it is more important now than ever. <http://huff.to/1nYzoQt>.

September 14th

"Intolerance is itself a form of violence and an obstacle to the growth of a true democratic spirit."-Mahatma Ghandi

September 13th

Be in the know! [Link to where followers can sign up for text alerts/email alerts, etc. on campus.]

September 12th

All survivors deserve support, compassion, and care: <http://bit.ly/1KkVC39>. [Link to campus resources for all survivors regardless of gender identity or expression.]

September 15th

We're halfway through National Campus Safety Awareness Month! [Link to upcoming #NCSAM2016 events on your campus]

September 16th

@loveisrespect reports 43% of dating college women report experiencing violent and abusive dating behaviors. [Link to campus resources for dating violence.]

September 17th

Worried about a friend's mental health? Be a Friend. <http://bit.ly/256XyZ4>

September 20th

Everybody actually isn't doing it. Learn more through the @CleryCenter video "We Don't Haze" <http://bit.ly/1s2q5QV>

September 19th

It's National Hazing Prevention Week! [Link to campus resources on hazing.]

September 18th

Let's break the silence on sexual assault. <http://bit.ly/1TsHzzx>

September 21st

Struggling with substance abuse? [Link to Campus Alcohol and Other Drug Resources.] #MovingForwardTogether

September 22nd

Stay connected to [tag institution] [Link to where institution shares emergency updates.]

September 23rd

13% of women report being stalked while at college. Learn more by visiting the National Stalking Resource Center at <http://bit.ly/1U4lw0H>

September 27th

Feel stuck in a relationship that doesn't feel healthy? Learn more here. <http://bit.ly/1TLXRRj>

September 26th

Men Can Stop Rape's Campus Men of Strength Club promotes healthy masculinity! Learn more here <http://bit.ly/1WHajl6>

September 25th

If you or someone you know was the victim of sexual assault, know your rights <http://bit.ly/1TluDCx>.

September 24th

Consent is a "necessi-tea". <http://bit.ly/1JkIAFI>

September 28th

Transgender students' rights are supported by the Department of Education: <http://1.usa.gov/1TanAGJ>

September 29th

Do you need assistance with reporting a crime? [Link to reporting options including alternative report methods for students with disabilities.]

September 30th

Today is the last day of #NCSAM2016 but [tag institution] works year round to keep communities safe!