



SOCIAL MEDIA GUIDE: WEEK 1

This National Campus Safety Awareness Month, engage with your campus more than ever through effective use of social media to promote your campus messaging. Social networking sites like Facebook, Twitter and Instagram are a perfect place to connect with campus communities and engage them in campus safety education and prevention. This guide offers suggestions on how to integrate social media into your NCSAM programming this year.

Click the image to go to its download page –right click the image on that page and save. Copy and paste the text for each day into the social media platform of your choice. Don't forget to tag your institution and fill in the relevant information in the captions where noted in pink!

DATE/IMAGE/POST LANGUAGE

SEPTEMBER 1



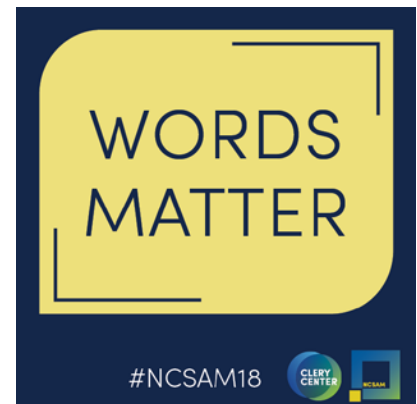
This year we're highlighting the messages we send about campus safety. Follow us all month as we share thoughts and views about preventing and responding to violence on campus. #NCSAM18 #campussafety

SEPTEMBER 2



Check out [tag your institution]'s ASR at [event information or ASR webpage] as of October 1. The ASR contains information on various campus safety policies and Clery crime statistics. For any questions about our ASR, email [contact information]. #NCSAM18 #campussafety

SEPTEMBER 3



Thank one person on social media today who promotes a culture of nonviolence at our campus. #NCSAM18 #whatsyourmessage #campussafety



SOCIAL MEDIA GUIDE: WEEK 1 *continued*

DATE/IMAGE/POST LANGUAGE

SEPTEMBER 4



What messages do you think we [tag your institution] communicate about campus safety? Post and tag @[your institution] #NCSAM18 #whatsyourmessage #campussafety

SEPTEMBER 5



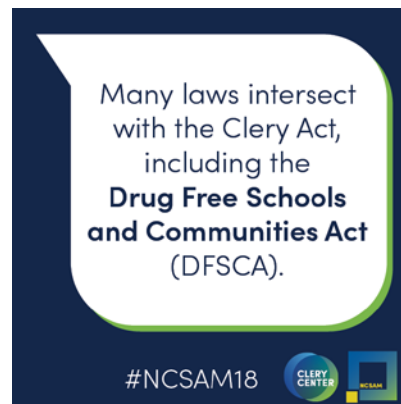
If you or someone you know is the victim of sexual violence you can get help. Visit <https://metoomvmt.org/> to learn more about reporting and resource options or other ways to support this movement. #NCSAM18 #whatsyourmessage #campussafety

SEPTEMBER 6



Have questions about what the Clery Act requires? New to working with the law? Check out the Clery Act Essentials Guide – http://ncsam.clerycenter.org/wp-content/uploads/NCSAM18_Clery-Act-Essentials_rev2.pdf – for a high-level overview. #NCSAM18 #campussafety

SEPTEMBER 7



Use the guide, DFSCA: Fitting into the ASR, found here – http://ncsam.clerycenter.org/wp-content/uploads/NCSAM18_DFSCA-ASR_rev1.pdf – to learn more about the requirements for drug and alcohol abuse prevention programming on college campuses and how they should be described in an ASR. #NCSAM18 #campussafety