



SOCIAL MEDIA GUIDE: WEEK 2

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 8



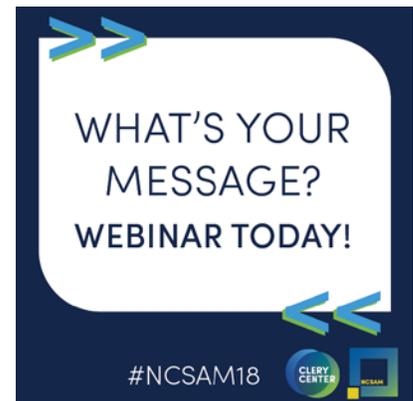
Bringing awareness to a topic is often the first step to creating a positive change. Visit www.changingourcampus.org for a wide array of resources encouraging best practices for campuses to combat gender-based violence. #NCSAM18 #campussafety #whatsyourmessage

SEPTEMBER 9



Participate in all fire alarms that sound. Even if it is a drill, you'll be able to practice evacuating your building. For more information on campus fire safety visit the www.mingerfoundation.org today! #NCSAM18 #campussafety

SEPTEMBER 10



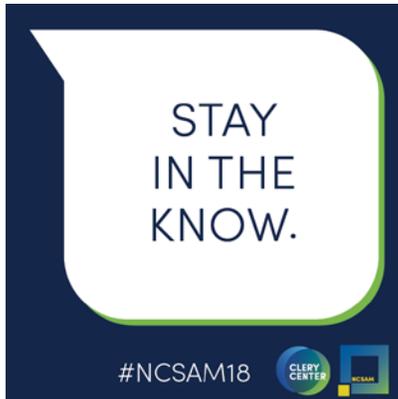
Struggling to understand the Clery Act? Sign up by 10am EST today for a free webinar with @CleryCenter exploring commonly misunderstood areas of Clery like geography and timely warnings. Use the information from this webinar to create clearer messaging on your campus about the importance of the Clery Act. #NCSAM18 #whatsyourmessage #campussafety



SOCIAL MEDIA GUIDE: WEEK 2 *continued*

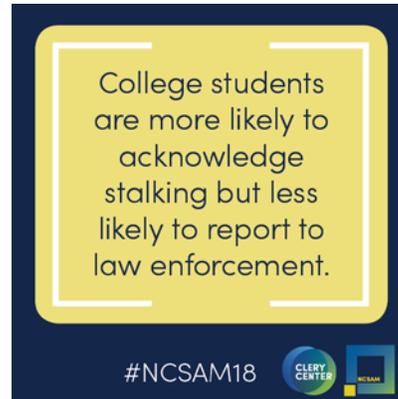
DATE/IMAGE/POST LANGUAGE

SEPTEMBER 11



Sign up for @[tag your institution]'s emergency notification system to make sure you receive important information when there is an immediate danger impacting the campus community. [insert link to signing up for campus notification system here] #NCSAM18 #campussafety

SEPTEMBER 12



Whether or not you choose to report is up to you, but being equipped with information helps you make the best choice. Read this guide <https://bit.ly/2BPKMdi> published by the Office for Victims of Crime to learn more about stalking through the lenses of Title IX and the Clery Act. #NCSAM18 #whatsyourmessage

SEPTEMBER 13



Sign up by 10am EST today for a free webinar with @CleryCenter reviewing each of the components of this law and how they intersect with Clery requirements on substance abuse prevention programming. Use this webinar to brainstorm ideas for educating about prevention work at your institution. #NCSAM18 #whatsyourmessage

SEPTEMBER 14



Timely warnings are a helpful tool used to alert the campus of a serious or ongoing threat when certain crimes occur in certain locations in relation to our campus. For more information on when we use timely warning alerts visit [insert link to a website or article/handout you have created as a public awareness campaign to explain to your campus community the intention of timely warnings] #NCSAM18 #campussafety