



SOCIAL MEDIA GUIDE: WEEK 3

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!

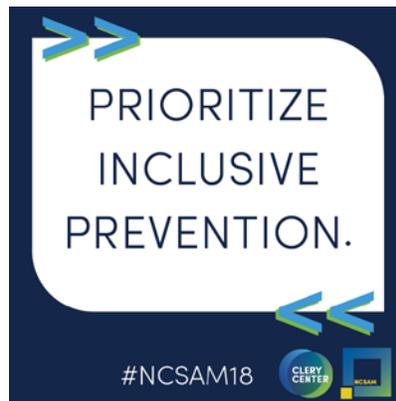
DATE/IMAGE/POST LANGUAGE

SEPTEMBER 15



Post about the most inspiring new message you've learned or created this month so far!
#NCSAM18 #whatsyourmessage
#campussafety

SEPTEMBER 16



Inclusive prevention programming communicates a recognition of the varied needs of the individuals and communities on your campus. Visit <https://cultureofrespect.org/colleges-universities/programs/> for a clearinghouse of sexual assault prevention program options that speak to multiple audiences.
#NCSAM18 #whatsyourmessage
#campussafety

SEPTEMBER 17



[Share language about any public awareness campaigns your institution has for encouraging the reporting of crimes or suspicious activity, i.e. "See something, say something" campaigns.]
#NCSAM18 #whatsyourmessage
#campussafety



National Campus Safety Awareness Month

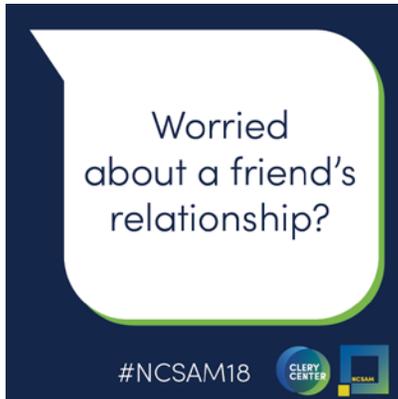


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SOCIAL MEDIA GUIDE: WEEK 3 *continued*

DATE/IMAGE/POST LANGUAGE

SEPTEMBER 18



Take this healthy relationship quiz <https://bit.ly/2kxkX8f> to learn more. Need help approaching them about your concerns? Unsure what to say? Visit www.breakthecycle.org for support. #NCSAM18 #campussafety

SEPTEMBER 19



Need a refresher on common campus safety issues today? Visit [@NASPATweets](#), [@NCCPSafety](#), and [@TheASCA](#) for helpful information from a variety of lenses on all trending topics, issues, and trainings in the world of campus safety. #NCSAM18 #campussafety

SEPTEMBER 20



Sign up by 10am EST today for a free webinar with @CleryCenter exploring the requirements around issuing timely warnings and the importance of explaining their purpose to gain buy-in for their usefulness. #NCSAM18 #whatsyourmessage

SEPTEMBER 21



This guide explains the differences between hate crimes under the Clery Act and bias-related incidents that might not qualify for such classification: http://ncsam.clerycenter.org/wp-content/uploads/NCSAM18_Explaining-Hate-Crimes.pdf. Report any and all bias-related incidents you are aware of here [\[insert link for reporting crimes at your campus\]](#). #NCSAM18 #campussafety