



SOCIAL MEDIA GUIDE: WEEK 4

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!

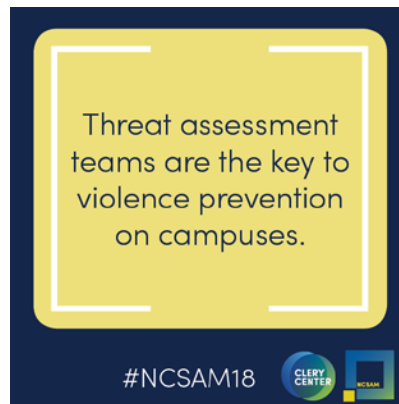
DATE/IMAGE/POST LANGUAGE

SEPTEMBER 22



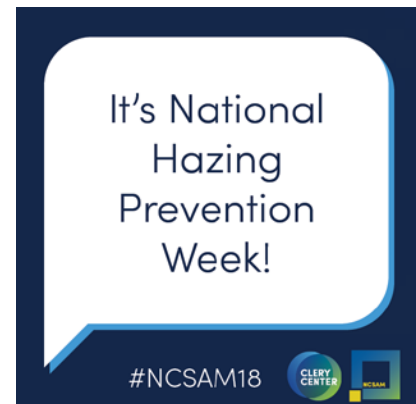
What campus partners do you work with to comprehensively address campus safety? Post and tag @CleryCenter! #NCSAM18 #campussafety

SEPTEMBER 23



This helpful resource <https://bit.ly/2Lwm7ty> shared through @NCCPSafety highlights the importance of threat assessment teams bridging communication on a campus to identify and prevent violence. #NCSAM18 #whatsyourmessage #campussafety

SEPTEMBER 24



What messages are you creating to educate students about hazing prevention this year? Post and tag us @CleryCenter #NCSAM18 #whatsyourmessage #campussafety



National Campus Safety Awareness Month



85 Old Eagle School Rd
Suite 103
Strafford, PA 19087
484.580.8754
clerycenter.org

SOCIAL MEDIA GUIDE: WEEK 4 *continued*

DATE/IMAGE/POST LANGUAGE

SEPTEMBER 25



Visit <https://bit.ly/2Lhi7x6> to check out the Hazing Prevention Toolkit @CleryCenter created in conjunction with the Hazing Prevention Consortium led by @StopHazing. This tool provides a helpful framework for campus safety professionals to address hazing at your institution. #NCSAM18 #whatsyourmessage #campussafety

SEPTEMBER 26



Check out the training video "We Don't Haze" – <https://vimeo.com/207510882> – to learn more about the causes and impact of hazing behavior firsthand from students. More information on the legislation proposed to Congress regarding an anti-hazing bill can be found here: https://clerycenter.org/wp-content/uploads/2018/08/0725_HazingPanel_REACHAct.pdf #NCSAM18 #campussafety

SEPTEMBER 27



Not all bias-related incidents are hate crimes under the Clery Act, but they still might be a violation of institutional policy. Sign up by 10am EST today for a free webinar with @CleryCenter discussing the required elements for hate crime classification under Clery and the importance of reporting all incidents involving elements of bias. #NCSAM18 #campussafety

SEPTEMBER 28



To create the best-spoken words we often need to listen first. Check out the Association of Student Conduct Administration's podcast series Viewpoints – <https://asca.fireside.fm/> – to hear from various professionals in the field about working in higher education. #NCSAM18 #whatsyourmessage #campussafety



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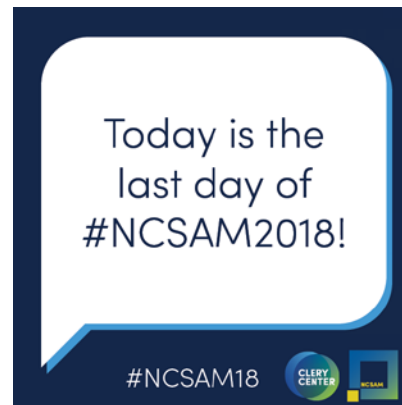
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SEPTEMBER 29



Under the Clery Act, students and employees have rights and options connected to prevention and response of dating violence, domestic violence, sexual assault, and stalking. Check out this resource to learn more http://ncsam.clerycenter.org/wp-content/uploads/NCSAM18_Rights-and-Options_r1.pdf
#NCSAM18 #campussafety #whatsyourmessage

SEPTEMBER 30



Thank you for participating in National Campus Safety Awareness Month! Remember @CleryCenter works year round to bring you resources on addressing campus safety issues. #NCSAM18 #campussafety #whatsyourmessage