



National Campus
Safety Awareness Month



SOCIAL MEDIA GUIDE: 2019

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. Use it in a way that works for your campus community!

Don't forget to tag Clery Center and your institution and fill in the relevant information in the captions where noted in pink!

SEPTEMBER 1



This year we're bridging the gap between campus safety policies and procedures on prevention and response. Follow our work this month to get answers you need!
#NCSAM19 #CleryBridge

SEPTEMBER 2



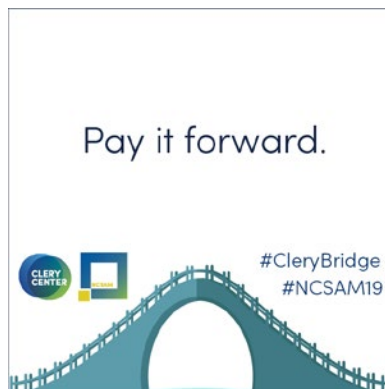
What are some questions you have or areas of campus safety prevention and response you don't understand? Post your questions and tag **[insert your office social media handle]**! #NCSAM19 #CleryBridge

SEPTEMBER 3



ASRs include summaries of campus safety policies and the past three years of Clery crime statistics. Check ours out at **[insert link of website where it will be posted]** on October 1! **[include different date if it's already posted or will be posted earlier than 10/1]** #NCSAM19 #CleryBridge

SEPTEMBER 4



What's one thing you could do today to help out a fellow student or colleague? #NCSAM19 #CleryBridge



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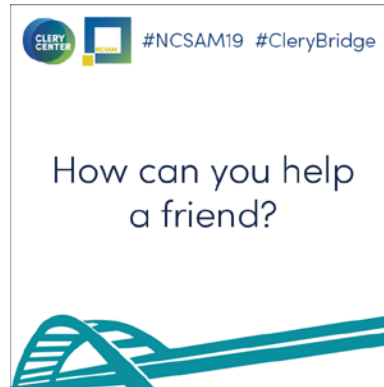
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SEPTEMBER 5



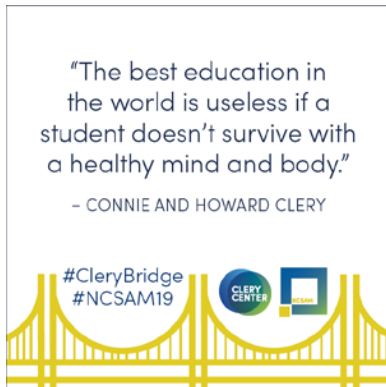
Take our [insert type of survey/eval/questionnaire you want folks to take—for example, “campus climate survey” could be inserted here] today here [insert link to online survey] and tell us what we can do to better improve your campus experience. #NCSAM19 #CleryBridge

SEPTEMBER 6



Various teams exist on campus to help students in crisis. Learn more about ours [insert name of campus' CARE/BIT/CIRT team here] here and how to make a report for a friend you're concerned about. #NCSAM19 #CleryBridge

SEPTEMBER 7



Preventing and responding to violence improves overall wellness at a college campus for both the individuals and the overall community. What strategies are you taking to focus on your own wellness today? #NCSAM19 #CleryBridge

SEPTEMBER 8



Thank one person who promotes a culture of nonviolence at your campus today. #NCSAM19 #CleryBridge

SEPTEMBER 9



[Include language about one NCSAM event you're hosting this week and ask attendees to post about their experience and tag your office, include your social media handle]. #NCSAM19 #CleryBridge

SEPTEMBER 10



Check out these palm cards from @NSVRC to learn how an imbalance of power impacts the ability to give consent in both in-person and digital communication. #NCSAM19 #CleryBridge



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SEPTEMBER 11



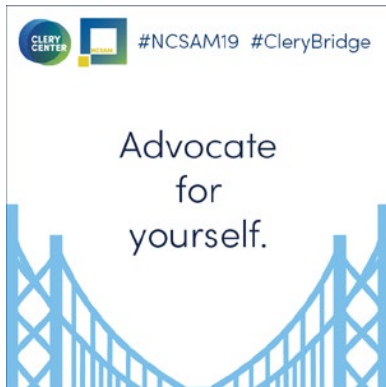
Join @CleryCenter for a free webinar dedicated to walking through the required components of an ASR and how to best present the information. The free *Composing Your ASR* resource will be featured as well! #NCSAM19 #CleryBridge

SEPTEMBER 12



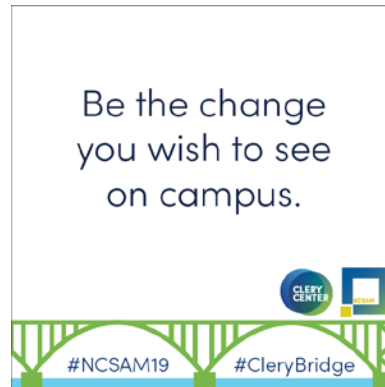
Ending an abusive relationship can be the most dangerous time for a survivor—use resources like this sample safety plan (<https://bit.ly/2Z4VaUU>) from the Stalking Awareness Prevention and Resource Center—@followuslegally—to take the first steps. #NCSAM19 #CleryBridge

SEPTEMBER 13



Check out Let's Be Real (<https://www.breakthecycle.org/lets-be-real>), a movement designed space for young people to share their relationship experiences to combat abusive and violent interpersonal relationships, led by @BreaktheCycleDV. #NCSAM19 #CleryBridge

SEPTEMBER 14



Gandhi once said, "Be the change you want to see in the world." Reflect on this idea, decide how you can influence the change you wish to see on campus. #NCSAM19 #CleryBridge

SEPTEMBER 15



Think of one office or department you'd like to engage more with this year through campus safety work—reach out to them today to start planning. #NCSAM19 #CleryBridge

SEPTEMBER 16



Post pictures from an event you've attended so far this month and tag @[insert department social media handle]—we can't wait to see what you're learning! #NCSAM19 #CleryBridge



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SEPTEMBER 17

CLERY CENTER NCSAM #NCSAM19 #CleryBridge

Attending a school-sponsored trip?

Check out these safety tips for overnight trips in the U.S. and abroad [link to handouts used for safe spring break presentations or something similar]. Remember, you can report a crime no matter where you are using [insert online reporting form]. #NCSAM19 #CleryBridge

SEPTEMBER 18

CLERY CENTER NCSAM #NCSAM19 #CleryBridge

Do you struggle using data to make positive changes?

WEBINAR TODAY!

#NCSAM19 #CleryBridge

Attend this free webinar with @CleryCenter and @EVERFI to learn how to effectively use data when making campus safety improvement decisions. #NCSAM19 #CleryBridge

SEPTEMBER 19

CLERY CENTER NCSAM #NCSAM19 #CleryBridge

Want help connecting the dots in your Clery reporting procedures?

WEBINAR TODAY!

#NCSAM19 #CleryBridge

Join @CleryCenter and @TrackTik today for a webinar reviewing strategies for refining reporting procedures, elements to consider when developing a reporting system and partners to consider including in the process. #NCSAM19 #CleryBridge

SEPTEMBER 20

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What does this alert mean?

#NCSAM19 #CleryBridge

Having trouble understanding the differences between the alerts you receive? Check out *Timely Warnings & Emergency Notifications: Separate and Distinct Requirements* for a simple breakdown of their distinguishing characteristics and uses. #NCSAM19 #CleryBridge

SEPTEMBER 21

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Free resources available!

#CleryBridge #NCSAM19

Archived NCSAM resources and this year's tools and webinars from @CleryCenter can all be found at ncsam.clerycenter.org. Bookmark it today! #NCSAM19 #CleryBridge

SEPTEMBER 22

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Working together to create safer campuses.

What's your personal campus safety commitment? How could you better bridge your actions with that goal? Reflect and post your thoughts—make sure to tag @[insert campus department social media handle] #NCSAM19 #CleryBridge



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SEPTEMBER 23



Want to learn more about what hazing is and how it can affect you? Watch @CleryCenter's hazing prevention training video "We Don't Haze" <https://bit.ly/2LnIUb4> developed in conjunction with @StopHazing to start understanding. #NCSAM19 #CleryBridge

SEPTEMBER 24



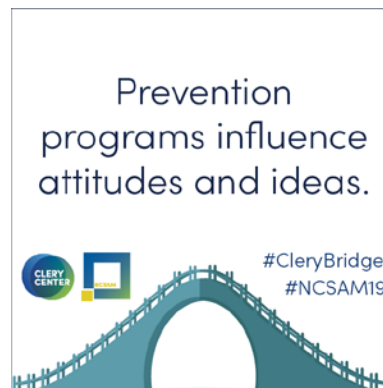
Attend one of these programs [insert information about campus hazing prevention programming occurring this week] to learn more! #NCSAM19 #CleryBridge

SEPTEMBER 25



Join @CleryCenter, David Arnold from @NASPA and Mike DeBowes from D. Stafford and Associates to learn the importance of a biennial review for a school's drug and alcohol abuse prevention program (DAAPP). #NCSAM19 #CleryBridge

SEPTEMBER 26



Attend [insert information about a prevention program happening in the next week] to learn more about [insert subject of program] [insert date of program]. #NCSAM19 #CleryBridge

SEPTEMBER 27



Use our reporting form [insert link to online reporting form] or any of these additional anonymous online reporting options [insert links if applicable]. #NCSAM19 #CleryBridge

SEPTEMBER 28



We all must work together to promote campus safety. We all have a role to play, whether it is big or small—you can be the person that makes connections on campus to advance campus safety prevention and response. #NCSAM19 #CleryBridge



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SEPTEMBER 29



Though we've reached the end of NCSAM, don't let the conversation stop here. Every month can and should be NCSAM. Promoting campus safety is an ongoing process and there is always room to do more. #NCSAM19 #CleryBridge

SEPTEMBER 30



We hope you developed a greater understanding of how to bridge gaps in campus safety practices. Follow @[insert department social media handle] year-round for hands-on tools, resources, and subject matter expertise to further strengthen your efforts! #NCSAM19 #CleryBridge

Thank you for participating in National Campus Safety Awareness Month with Clery Center!