



# *SEXUAL ASSAULT AWARENESS MONTH 2023 ACTION GUIDE*

drawing  
connections:  
equity in action



## ***YOUR ACTION GUIDE FOR SEXUAL ASSAULT AWARENESS MONTH***

Every April, the District of Columbia and advocates worldwide come together to raise awareness about sexual assault and celebrate organizations supporting survivors and allies during Sexual Assault Awareness Month.

To spread these important messages and engage local communities across the city, the 2023 Action Guide gathers a range of digital media resources in one place. In the following pages, our guide will provide sample posts, statistics, graphics and other tools for your social media pages throughout the month. As a partner in this effort, your support will help set the course for an informative, empowering month by leveraging the reach of digital media.

### ***INSIDE THE 2023 ACTION GUIDE:***

- Community calendar of events
- National hotlines and sexual assault resources
- Community-specific facts about sexual assault
- Anti-racism resources with a gender-based violence focus
- Resources for providing virtual support for survivors
- Social media posts and best practices

*...and more!*

## ***SOCIAL MEDIA HUB***

Join the online conversation! Follow the DC Coalition to End Sexual Violence to stay up to date on activities and events throughout the month. We'll be retweeting and engaging with relevant content, and we encourage your organization to do the same. When posting on your channels, be sure to tag our handles (**@DCCESV**) and use the official DC Sexual Assault Awareness Month hashtag (**#DCSAAM**) to help other users find your content.



### ***DOWNLOAD SOCIAL MEDIA AVATARS***

Update your profiles for Sexual Assault Awareness Month with our **#DCSAAM** avatars and cover photos: [HERE](#)

### ***DOWNLOAD GRAPHICS***

Download and share these graphics on your social media, website and at local events to show your support for survivors everywhere: [HERE](#)

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Below are key dates for DC Sexual Assault Awareness Month. For a full agenda of this month's events, visit [dcesv.org/events](https://dcesv.org/events). Please send additional SAAM events to [communications@mcsr.org](mailto:communications@mcsr.org).

**April 4:** Teal Tuesday – Show your solidarity with survivors by wearing teal on this day. Don't forget to share your photos on social media with @DCCESV and use the hashtag **#TealTuesday**.

**April 12:** MCSR Virtual Healthy Masculinity Training Institute – Recognizing SAAM, the training institute presents participants with a framework to positively construct masculinity and motivate men's engagement in the primary prevention of violence against women and girls. [Register here](#).

**April 13:** FY24 DC Office of Victim Services and Justice Grants Budget Hearing – Use this day as a call to action to your Councilmember to reaffirm that funding services for sexual assault survivors is a priority. [You can find details for contacting your Councilmember here](#).

**April 19:** DC Council SAAM Proclamation – Every year, the DC Council makes the DC SAAM Proclamation. In tandem, the DCCESV selects an area of focus and an honoree to receive the Council's annual proclamation. This year's focus is preventing sexual harassment and workplace harassment, with honoree the Network for Victim Recovery of DC.

**April 23–April 29:** National Crime Victims' Rights Week – Since 1981, National Crime Victims' Rights Week has challenged the nation to confront and remove barriers to achieving justice for all victims of crime.

**April 26:** Denim Day – Denim Day is a visible protest against the misconceptions that surround sexual violence and a show of solidarity with survivors. Take a photo on Denim Day and share with us! Don't forget to use the hashtags **#DenimDay #DCSAAM**

## ***NEED-TO-KNOW HOTLINES***

Sexual assault hotlines are available for a variety of populations.

- People in need of immediate assistance can call the DC Victim Hotline: **1-844-443-5732** or the DC Rape Crisis Center: **1-202-333-7273**
- Black women survivors can contact Black Women's Blueprint: **1-646-256-1242**
- Asian/Pacific Islander survivors can contact DVRP: **1-202-833-2233**
- Multilingual survivors can contact Ayuda: **1-202-387-4848**
- For people affected by trafficking, contact Courtney's House: **1-202-423-0480** or FAIR Girls: **1-855-900-3247**
- Native survivors can contact the StrongHearts Native Helpline: 1-844-7NATIVE (**1-844-762-8483**)
- Transgender & gender non-conforming survivors can call the Trans Lifeline Peer Support Hotline: **1-877-565-8860**
- Survivors whose primary language is not English can call Womankind's 24-hour multilingual helpline: **1-888-888-7702**
- Deaf or hard of hearing survivors can contact the DAWN Emergency Hotline: [hotline@deafdawn.org](mailto:hotline@deafdawn.org) or **1-844-443-5732**
- To report suspected child abuse in DC call Safe Shores: **1-202-671-SAFE(7233)**

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## ***COMMUNITY-SPECIFIC FACTS ABOUT SEXUAL ASSAULT***

Our [selection of facts about sexual assault](#) is guided by the DC Coalition to End Sexual Violence's inclusion statement, below. For community-specific facts and statistics about sexual assault, please visit [dcesv.org/SAAM](https://dcesv.org/SAAM).

## ***INCLUSION STATEMENT***

Sexual Assault Awareness Month (SAAM) is about raising awareness, learning how to prevent and end sexual violence, and supporting victim-survivors. In keeping with this goal, we ask everyone participating in SAAM to remember that these statistics are one way we can seek to respect the whole person. We value emotional, social, and academic learning; developing connections among people with different views; creating a more participatory community; and recognizing all the expertise and insight in our diverse and global city. SAAM is an opportunity to occupy space and collaborate in equitable ways. It is about honoring all people and their ability to prevent and end gender-based violence, regardless of race, color, creed, ethnicity, religion, genders, gender identity or expression, age, sex, sexual orientation, national origin, physical ability, citizen status, veteran status, marital status, or HIV status and valuing their story, knowledge, and worth.

## ***ADDITIONAL RESOURCES***

Reflecting the values of DCCESV, including an anti-oppression and intersectional lens, below are free anti-racism resources with a gender-based violence focus:

[Anti-Racism as Violence Prevention](#) – This collection from Futures Without Violence offers a compendium of resources, videos, and discussion guides to be used by sexual violence advocates and activists to spark conversations on the ways racism and oppression coningle to influence and exacerbate violence.

[Criminalizing Survival Curricula](#) – Survived & Punished, a prison abolition organization, offers this free curriculum focused on the intersection between racialized gender-based violence and criminalization. "This resource is intended to help activists, advocates, organizers and community members to learn more about the criminalization of violence survivors."

[Continuum on Becoming an Anti-Racist, Multicultural Institution](#) – Regional Arts & Culture Council offers a handout that categorizes institutions on a scale of "exclusive" to "fully inclusive." This sheet can be a helpful jumping-off point for organizations seeking to understand their racism and offers a vision of the components of inclusive, actively anti-racist spaces.

[How Can We Prevent Child Sexual Assault Without Incorporating an Analysis of Systemic Violence as a Causal Factor?](#) – This workshop, given by Irene Strong Oak Lefebvre from Visioning B.E.A.R. Circle Intertribal Coalition "explains how historical trauma is the root cause of childhood sexual abuse, resulted by structural racism and oppression. The workshop also addresses the role and significance of community organizing as a prevention strategy by collaborating with anti-racist and environmental community groups."

[Toolkit for Interrupting Oppression](#) – This toolkit, created by the Oregon Coalition Against Domestic and Sexual Violence, offers resources aimed at addressing how professionals in the field can strategically interrupt and dismantle oppression and violence in our communities while intervening with an awareness of power and privilege.

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## ***ADDITIONAL RESOURCES (CONT.)***

The last three years have elevated survivors' need for safer virtual spaces. The following resources offer guidance for providing online support and teleservices related to gender-based violence:

[Victim Service Providers' Toolkit for Transitioning to Teleservices](#) – This toolkit, created by the National Crime Victims Research and Treatment Center at the Medical University of South Carolina, was developed to strengthen the capacity of victim/survivor service providers to effectively incorporate technology into their important, ongoing work with crime victims and survivors.

[Websites and Resources Offering Support and Help](#) – The National Sexual Violence Resource center compiled a list of resources intended to provide online support through the use of forums, chat rooms, self-help, and general resources to survivors of sexual violence.

[Technology Safety & Privacy: A Toolkit for Survivors](#) – This toolkit contains safety tips, information, and privacy strategies for survivors on the use of technology.

[StopNCII](#) – This platform, launched by Meta with South West Grid for Learning and others, helps adults stop the spread of their intimate images online.

[Take It Down](#) – This new platform from the National Center for Missing & Exploited Children, with founding members Facebook and Instagram, is designed to proactively prevent young people's intimate images from spreading online.



This **Sexual Assault Awareness Month**,  
we are **#DrawingConnections** between  
sexual assault and equity in action.  
**#SAAM2023 #DCSAAM**

# ***YOUR ACTION GUIDE FOR SEXUAL ASSAULT AWARENESS MONTH***

## **SAMPLE SOCIAL MEDIA POSTS**

Below are some posts you can use throughout Sexual Assault Awareness Month to engage your followers. Using the social media best practices from the following pages, feel free to adapt these posts to best suit your channels. Consider pinning your best DCSAAM posts to your profiles all month long, where these posts will be the first ones that visitors to your pages will see!

**Don't forget to check out ready-made graphics for all of your social media channels at [dcesv.org/SAAM](https://dcesv.org/SAAM), featuring images for Instagram, Facebook, and Twitter!**

This April for Sexual Assault Awareness Month, we are #DrawingConnections by putting equity into action. #EquityInAction #SAAM2023 #DCSAAM

April is Sexual Assault Awareness Month, a time to honor the voices and experiences of victims and survivors. #SAAM2023 #DCSAAM

The first Tuesday of every April is the #SAAMDayofAction. The Day of Action is an opportunity to start off the month with highly visible and coordinated actions. Learn what actions you can take at [dcesv.org/saam](https://dcesv.org/saam) #SAAM2023 #DCSAAM

Societal change refers to shifting attitudes, beliefs, and behavior to address social issues positively. Every person has a role in preventing sexual violence. What role will you play? #EquityInAction #SAAM2023 #DCSAAM

April is Sexual Assault Awareness Month. Everyone has a role to play in ending sexual assault, harassment, and abuse. #SAAM2023 #DCSAAM

This month and every month, I #SupportSurvivors of sexual assault. Learn more about how you can too at [dcesv.org](https://dcesv.org) #SAAM2023

Looking for ways to be a part of Sexual Assault Awareness Month? Check out events, workshops, and more at [dcesv.org/events](https://dcesv.org/events)! #SAAM2023

It will take ending all forms of oppression to end sexual harassment, assault, and abuse. Learn how we are committed to #DrawingConnections during Sexual Assault Awareness Month 2023 at [dcesv.org/SAAM](https://dcesv.org/SAAM) #SAAM2023 #DCSAAM

Sexual assault affects everyone. Learn how to be an active bystander at [dcesv.org/SAAM](https://dcesv.org/SAAM) #SAAM2023 #DCSAAM

Sexual assault can happen to anyone, regardless of race, age, gender identity, sexual orientation or background. I pledge to raise awareness for #DCSAAM and take action as a bystander—because everyone deserves to be heard and supported. #EquityInAction #SAAM2023

Make an impact in your community this Sexual Assault Awareness Month by getting involved and showing support for survivors. Check out this month's events calendar at [dcesv.org/events](https://dcesv.org/events) #SAAM2023 #DCSAAM

I am #DrawingConnections with my community this April for Sexual Assault Awareness Month! Learn more and join me at [dcesv.org](https://dcesv.org) #SAAM2023 #DCSAAM #EquityInAction

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## ***SAMPLE SOCIAL MEDIA POSTS (CONT.)***

Below are some posts you can use throughout Sexual Assault Awareness Month to engage your followers. Using the social media best practices from the following pages, feel free to adapt these posts to best suit the authentic voice of your channels. Consider pinning your best DCSAAM posts to your profiles all month long, where these posts will be the first ones that visitors to your pages will see!

**Don't forget to check out ready-made graphics for all of your social media channels at [dcesv.org/SAAM](https://dcesv.org/SAAM), featuring images for Instagram, Facebook, and Twitter!**

Today, I'm wearing teal to show my solidarity with survivors of sexual assault. Every day, we're working to create new tools for prevention and response—identifying solutions that can make a difference. Learn more: [dcesv.org](https://dcesv.org) #TealTuesday #SAAM2023 #DCSAAM

It's #TealTuesday! I'm wearing teal to raise awareness and honor the resilience of survivors of sexual assault. Together, we can create cultures free from sexual assault. [dcesv.org](https://dcesv.org) #SAAM2023

Today is #DenimDay, when supporters around the world wear denim to bring awareness to misconceptions surrounding sexual assault. Make a social statement with your fashion statement and learn more: [denimdayinfo.org](https://denimdayinfo.org) #SAAM2023 #DCSAAM

## ***SOCIAL MEDIA BEST PRACTICES***

When posting a link, make sure that the metadata (which populates the link title, description, and sometimes image) is accurate, clear and easy to read. You may test on Twitter and Facebook using the [Twitter Card Validator](#) and [Facebook Sharing Debugger](#), respectively.

Links in content should primarily drive to your website to help increase traffic. Additionally, increase attendance at your events by directing people to [dcesv.org/events](https://dcesv.org/events), where a community calendar of SAAM events will be available.

Maintain a good balance between content you create and existing social content such as retweets and Facebook shares.

Use concise language. Avoid using complex, formal jargon and speak with a conversational tone as much as possible.

Use a variety of posts including statistics, questions, quotes, short sentences, calls-to-action, cliffhangers, etc.

If a video is part of the post and the original video file is in possession, upload the video natively rather than linking to the video on YouTube or other video-sharing platforms.

Reposting is a valuable technique to share content while giving credit to the originator of the post. Use this tactic to direct others to the events, messages, and information shared by partner organizations. It is an excellent tool for building community and increasing followers across organizations that work on related issues.

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## IMAGE SPECIFICATIONS FOR SOCIAL MEDIA POSTS

<b>SOCIAL MEDIA PLATFORM</b>	<b>RECOMMENDED SPECIFICATIONS</b>	<b>MINIMUM SPECIFICATIONS</b>
Twitter	1024 x 512 pixels	440 x 220 pixels
Facebook	1200 x 630 pixels	600 x 315 pixels
Instagram	1080 x 1080 pixels	1080 x 1350 pixels (portrait) 1080 x 566 pixels (landscape)

## SOCIAL MEDIA BEST PRACTICES (CONT.)



### **TWITTER**

Keep posts succinct and well under 280 characters when possible.

Tweet a suggested minimum of 2 times and a maximum of 10 times per day.

Avoid using unnecessary abbreviations to give content a more accessible, professional feel for new readers.

Use open-ended questions or Twitter polls to hear directly from your followers.

Use hashtags and handles to increase visibility but limit the number of hashtags used. Each tweet should have no more than 2-3 clickable fields (this includes URL links, hashtags, handles, photos, and videos). When applicable, additional pages' handles can be tagged directly in uploaded photos.

Note that if a handle is placed at the beginning of a tweet, a period must be included before the handle (Ex: .@TwitterHandle) to ensure that all followers see the tweet.

Consider using branded hashtags in addition to broad, widely used hashtags (Ex: #DCSAAM as well as #SupportSurvivors).

Maintain a consistent standard for capitalization in hashtags and handles (Ex: #LikeThis @OrThis; #notThis @andNOTthis).

To repost on Twitter, select "retweet" or "quote tweet." With "quote tweet," you can add an original message that will appear above the reposted tweet.



# ***YOUR ACTION GUIDE FOR SEXUAL ASSAULT AWARENESS MONTH***

## ***SOCIAL MEDIA BEST PRACTICES (CONT.)***



### ***FACEBOOK***

Where possible, keep posts under 90 characters for mobile optimization.

Post a suggested minimum of one time and maximum of two times per day.

Consider posting content using a powerful statistic to promote a data-driven report, posing a question to draw attention to a compelling news story, or employing a call-to-action for events and live-streaming.

Each post should have no more than two hashtags, since hashtags aren't as prevalent on Facebook as they are on Twitter.

Abbreviated words should be spelled out and complete sentences should be used. Examples include: and (&), congratulations (congrats), with (w/), at (@).

For paid ads, it is essential that images have less than 20% text to reach the full audience.

Images can be uploaded to the Facebook Text Overlay Tool to check the proportion.

To repost on Facebook, navigate to the "share" button at the bottom of a post, then select where to share the post.



### ***INSTAGRAM***

Include a short, concise URL at the end of the caption if applicable (Ex.: dcesv.org); otherwise, put relevant URLs in the account bio and direct followers to click that link when applicable. A common option is to conclude the post with "(Link in profile)."

To make profiles more interactive, consider adding a free Linktree to connect viewers to multiple URLs or resources.

Additional pages' and partners' handles should be tagged in the photo or video, not the caption. Photos should be square or relatively square without cropping any important visual information, such as faces. Try to only post high-resolution photos.

Repost tags on your story to connect people to your original content and garner followers.