

Social Media Tips

Social Media will play a critical role in your campus It's On Us campaign. The [It's On Us Organizing Guide](#) provides a comprehensive manual for effective social media use. The guide includes sample tweets, graphics and other templates available for free download for use in your campus campaign.

Please remember the campaign and any social media should be self-confident, inclusive, empowering, inviting, in the know, action-oriented, and solution-driven. It should not be pleading, dictating, guilt-tripping, professorial, passively educating, or citing problems. The PDF guide provides a clear model for articulating thoughtful social media posts in this manner. Using this guide will help your campus successfully and responsibly implement the It's On Us campaign



Resources

[It's On Us Organizing Guide](#) — Resource for planning events, using social media to gain support, and spreading the message that it's on us, all of us, to stop sexual assault.

[It's On Us Pledge](#) — Online pledge to help stop sexual assault.

[It's On Us Website](#) — Primary website to take the pledge, watch videos, access resources, meet campaign partners, contact campaign administrators, and donate.

[National Sexual Assault Hotline](#) — 1-800-656-HOPE

[Not Alone Website](#) — If you are a victim or survivor, or helping someone in that situation, get the resources and information you need.

[Rape Abuse & Incest National Network \(RAINN\)](#) — The nation's largest anti-sexual assault organization.

[STEP UP! Strategies for Effective Helping](#) — A prosocial and bystander intervention program that educates students to be proactive in helping others.



It's On Us Campaign Pledge

I PLEDGE

To **RECOGNIZE** that non-consensual sex is sexual assault.

To **IDENTIFY** situations in which sexual assault may occur.

To **INTERVENE** in situations where consent has not
or cannot be given.

To **CREATE** an environment in which sexual assault is
unacceptable and survivors are supported.

This document can help raise awareness of the It's On Us campaign on your campus and in your community. Your athletics departments can provide you and your teammates a great platform to begin this campaign, however, we encourage you to make this campaign a campus- and community-wide effort to have everyone take ownership and have a greater impact in your community. By utilizing these ideas and teaming up with campus organizations and members of your community, you can make a difference.

Together, let's put an end to sexual assault.

Step 1: Call to Action

The first step is to bring awareness to the It's On Us campaign. Get the student body, faculty, staff, and the local community to unite behind a common cause. Get your institution to take a strong, public stance to stop sexual assault.

You can inform your campus and local community about the It's On Us campaign by:

- Holding a signature pledge drive to encourage people to join the cause.
- Making a PSA (public service announcement) to be played at the beginning of each game that displays your campus commitment to the It's On Us campaign.
- Creating a video that declares your campus and community's pledge to prevent sexual assault.
- Holding a T-shirt campaign to show your campus and community's united commitment to stop sexual assault.

Step 2: Education

Education is powerful. What information will be important for you to provide to your student body, faculty, staff and community members? How will that be accomplished? Here are some ideas:

Host a speaker about sexual assault prevention.

Bring in an expert in the field of sexual assault, or run your own student-led open forum. It's a great opportunity to partner with campus and community organizations that are also passionate about the It's On Us campaign. Some ideas of speakers or guests at your open forum could include:

- Sexual Assault Nurse Examiner (SANE professional) from your local hospital
- Police officer
- Sexual assault and abuse counselor
- Your campus sexual assault prevention coordinator
- Your campus counselor or health service employee
- Your campus Title IX coordinator
- Your campus women's center
- A survivor of sexual assault

A presentation by an expert in the field and/or an open forum is a great way to share valuable information with your student body, such as:

- What sexual assault is
- How to prevent sexual assault
- How to respond to a situation in which sexual assault occurred
- How to help a survivor of sexual assault
- Who to contact on campus with questions about or allegations of sexual assault

Host bystander intervention training for your student body.

Ultimately, bystander intervention can be one of the single most effective tools to reduce the number of sexual assaults on campuses. Training may be taught by an expert in bystander intervention or by students (with the assistance of a bystander intervention expert). Please refer to the resource list for materials that can be used to educate your student body or to develop your own bystander intervention curriculum.