



SAAM SOCIAL MEDIA CHALLENGE

April 2022



#SEXUALASSAULTAWARENESSMONTH

Now more than ever, technology connects us with friends, family, co-workers, and strangers alike. However, online behaviors involving harassment, cyberbullying, or exploitation remain largely overlooked, and are viewed as typical or unavoidable.

Take action to promote the safety of others, while also showing survivors they are believed and supported.

TOGETHER WE CAN MAKE A DIFFERENCE TO BUILD INCLUSIVE, SAFE, AND RESPECTFUL ONLINE SPACES.

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Tuesday, April 5: Message to Survivors

Share a message of what you want survivors to know, or examples of what to say when a survivor shares their story with you – for instance, “I Believe You.”

Thursday, April 7: Info to Know

Find a statistic about sexual harassment, assault, or abuse and illustrate or highlight it.

Tuesday, April 12: Digital Consent

Consent is necessary in all interactions, including on the internet. Share a way you get consent from others – for example, asking before posting a picture of someone online.

Thursday, April 14: Making Safer Online Spaces Happen

Safe online spaces can be built with shared agreements that everyone follows. Come up with, or share an example of, a ground rule that promotes the safety of all participants in online communities.



Tuesday, April 19: Positivity Shout-Out

Share something that lifts you up & brings you joy from the online world. Whether it's pet pictures or words of affirmation, share something that makes you feel connected online.

Thursday, April 21: Cross-Promote

Give yourself a shout-out by posting a screenshot of SAAM content you're sharing on another social media platform.

Tuesday, April 26: People to Know

Shine a spotlight on someone who is speaking out in the movement to end sexual violence.



Thursday, April 28: A Closing Note for SAAM 2022

Share something everyone can do to promote respectful online spaces in the coming year. Find a way to demonstrate, illustrate, or share this message in writing.