

RESILIENCE

ADVOCATES FOR ENDING VIOLENCE™

Social Media Toolkit for Sexual Assault Awareness Month (SAAM) 2024

Introduction:

Welcome to Resilience's Social Media Toolkit for Sexual Assault Awareness Month (SAAM)! This toolkit is designed to equip our partner organizations with the resources and information they need to effectively raise awareness about sexual violence and support survivors during SAAM.

What is SAAM?

Sexual Assault Awareness Month (SAAM) is observed annually in April to raise public awareness about sexual violence and educate communities on how to prevent it. Throughout the month, organizations, advocates, and individuals come together to promote consent, support survivors, and work towards ending sexual violence.

Resilience Services for Sexual Assault:

Resilience is available 24/7 to provide support for victims of sexual assault age 13+. Law enforcement involvement is optional. Specially trained nurses and trauma-informed advocates guide and support survivors throughout the process of a Sexual Assault Nurse Exam. (SANE)

[CLICK HERE for our SANE FAQ & Program Overview](#)

How Communities Can Help:

There are many ways communities can support survivors and work towards ending sexual violence:

- **Believe Survivors:** Start by believing survivors when they disclose their experiences of sexual violence. Validate their feelings and offer support without judgment. Ask if they would like help finding important resources like Resilience.
- **Educate Yourself:** Take the time to educate yourself and others about consent, boundaries, and healthy relationships. Challenge harmful attitudes and stereotypes.
- **Promote Consent:** Spread awareness about the importance of consent in all interactions. Encourage open conversations about boundaries and respect. Our upcoming webinar titled [Conversations Around Consent](#) is a great way to learn more about this topic that is often deemed intimidating or unapproachable.

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- **Support Survivors:** Offer support and resources to survivors in your community. Listen to their needs and empower them to seek help.
- **Be an Active Bystander:** Intervene safely if you witness a situation that could lead to sexual violence. Speak up, create a distraction, or seek help from others.

Sample Social Media Posts:

Facebook/Instagram:

"Join us in observing Sexual Assault Awareness Month this April! Together, we can raise awareness, support survivors, and work towards ending sexual violence. #SAAM #SupportSurvivors #Resilience"

Twitter:

"April is Sexual Assault Awareness Month! Let's come together to promote consent, support survivors, and create safer communities for all. #SAAM #BelieveSurvivors #EndSexualViolence"

LinkedIn:

"As we recognize Sexual Assault Awareness Month this April, Resilience is committed to supporting survivors and raising awareness about sexual violence. Join us in promoting consent, advocating for survivors, and working towards ending sexual violence in our communities. #SAAM #SupportSurvivors #Resilience"

Graphics and Resources:

- [April is Sexual Assault Awareness Month](#)
- [Resilience Services for Sexual Assault](#)
- [Resilience's Sexual Assault Awareness Month calendar – PDF with links](#)
- [Resilience's Sexual Assault Awareness Month calendar – PNG without links](#)
- [5 Myths About Sexual Assault](#)
- [5 Ways to Support Survivors](#)
- [Resilience Merchandise that Supports Survivors](#)

Thank you for joining us in the fight against sexual violence. Together, we can create a world where all individuals are free from harm and can thrive. If you have any questions or need further assistance, please contact our Communications and Development Manager at DanielleE@ResilienceMI.org