



SEXUAL ASSAULT AWARENESS MONTH

WASHINGTON, DC IS

# Together At Any Distance

## Sexual Assault Awareness Month

**ACTION GUIDE 2021**

## Your Action Guide for Sexual Assault Awareness Month

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

To spread these important messages and engage local communities across the city, the 2021 Action Guide puts 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 organization's 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 2021 Action Guide:*

- *Community calendar of events*
- *National Hotlines and sexual assault resources*
- *Community-specific facts about sexual assault*
- *Ready-to-use posts for social media*
- *Anti-racism resources for the gender-based violence field*
- *Social Media 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.

#### Update Your Profile

Update your Twitter and Facebook profiles for Sexual Assault Awareness Month with our DCSAAM cover photos: [Click Here](#)

#### Downloadable Graphics

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

## Join the Conversation!

Follow the DC Coalition to End Sexual Violence on Twitter, Facebook and Instagram.



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### Save the Date

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).

**April 5:** [Virtual SAAM Proclamation](#), 12pm ET – [RSVP here!](#)

**April 13:** 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 14:** *Nameless* SAAM and Child Abuse Prevention Month Screening, 12pm ET

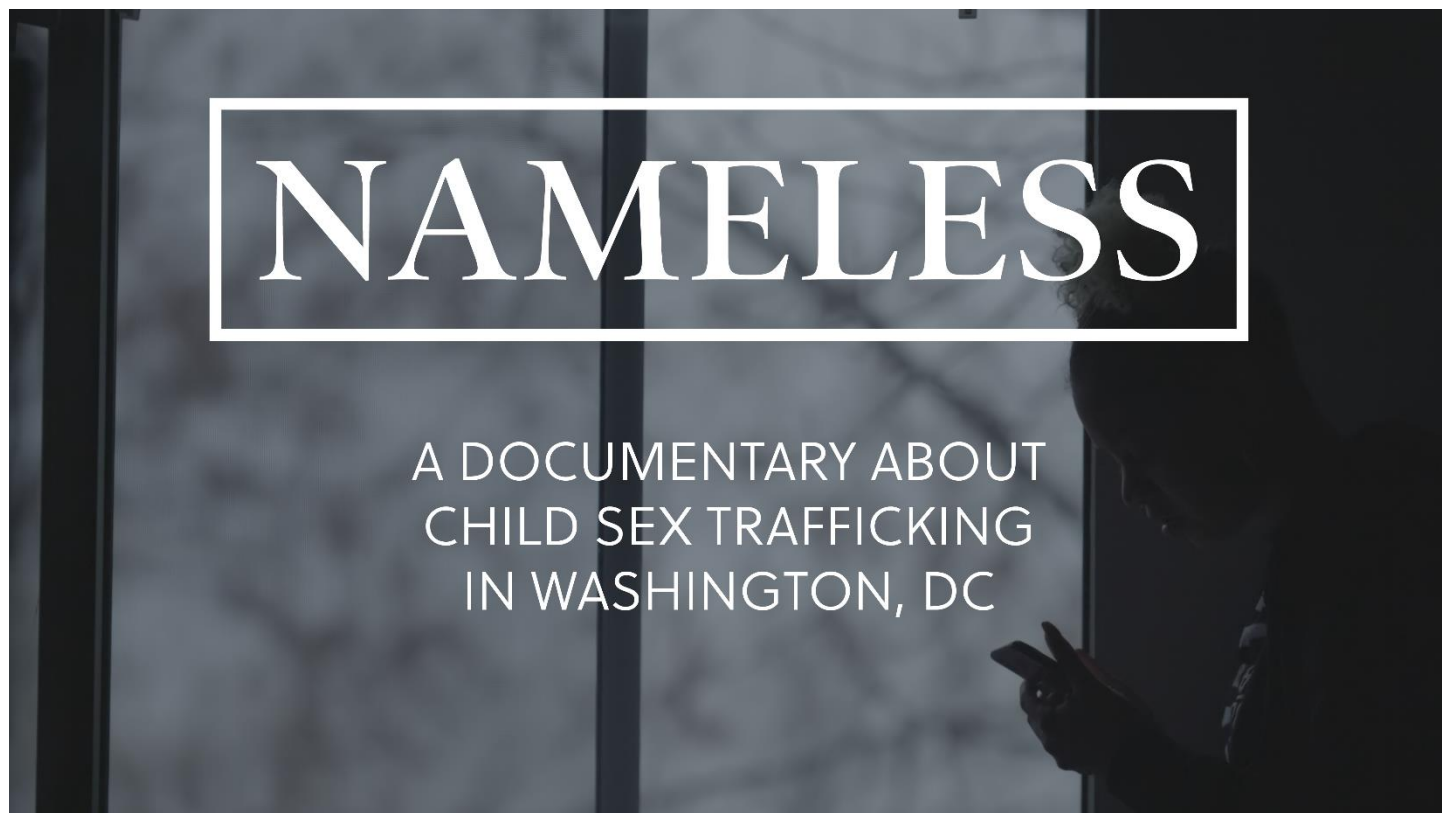
*Join us for a digital screening of Nameless in honor of SAAM and Child Abuse Prevention Month. This film is a resource and awareness-raising tool that explains what commercial sexual exploitation of minors is, identifies who is impacted, and offers prevention and intervention strategies.*

**April 18-24:** National Crime Victims' Rights Week

**April 27:** *Nameless* SAAM and Child Abuse Prevention Month Screening, 1pm ET

**April 28:** Denim Day

*Denim Day asks community members, elected officials, businesses, students, and the population at-large to make a social statement with their fashion statement by wearing jeans on this day. Denim Day is a visible protest against the misconceptions that surround sexual violence, and show of solidarity with survivors. Take a photo on Denim Day and share with us! Don't forget to use the hashtags #DenimDay #DCSAAM #TogetherAtAnyDistance.*



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### DC Council SAAM Proclamation and #TealTuesday

This year, our annual SAAM Proclamation will take place virtually, featuring speakers Councilmember Charles Allen, Councilmember Mary Cheh, and Najma Johnson, the Executive Director of DAWN. The DC Coalition to End Sexual Violence designates April 13<sup>th</sup> as “Teal Tuesday,” encouraging all DC residents to wear teal to show their solidarity with survivors of sexual assault. [Join us for a livestream event](#) on Monday, April 5<sup>th</sup> at 12pm ET.

Don't forget to share photos in teal wherever you are! Together At Any Distance means celebrating our solidarity in sexual assault awareness. Post with the hashtags #TogetherAtAnyDistance and #DCSAAM and tag us at @DCCESV.



### Need-to-Know: Hotlines

Sexual assault hotlines for a variety of populations. Access up-to-date and easy to use resources at [askdc.org](http://askdc.org).

- People in need of immediate assistance can contact the **DC Victim Hotline at 1-844-443-5732** or the **DC Rape Crisis Center at 1-202-333-7273**
- Speak 24 hours a day with trained staff from **RAINN at 1-800-656-4673**
- Black women survivors can contact **Black Women's Blueprint at 1-6466-256-1242**
- Asian/Pacific Islander survivors can contact **DVRP at 202-833-2233**; visit [askdc.org](http://askdc.org) for hours
- Multilingual survivors can contact **Ayuda at 202-387-4848**
- For people affected by trafficking, contact **Courtney's House at 202-423-0480** or **FAIR Girls at 1-855-900-3247**
- Native survivors can contact the **StrongHearts Native Helpline** by calling **1-844-7NATIVE (1-844-762-8483)**
- Transgender and gender non-conforming survivors can contact 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**

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### ASK COVID

As the pandemic wears on, many still lack access to essential services. In honor of Sexual Assault Awareness Month, you can support your community—from a distance—by bringing these resources to the people who need them most: [ORDER YOUR FREE ASK COVID POSTCARDS TODAY!](#)

Available in English, Amharic, Chinese, French, and Spanish, these FREE postcards include 10 DC-specific hotlines on the back and can be dropped off at your local grocery and convenience stores, pharmacies, gas stations, liquor stores, and community centers.

To date, over 2,300 postcards have been shared with residents of DC. Get yours for FREE, or download materials to use online, at [tinyurl.com/askcovidprint](https://tinyurl.com/askcovidprint).



**Whether you're feeling unsafe or need to find a meal, we can help**

Visit [www.askdc.org](http://www.askdc.org) or download the app  
The only city-wide app with resources and emergency notification capabilities

ask DC  
assault. services. knowledge.  
COVID-19

Available in 8 languages. Confidential. Safe. FREE.

### Community-Specific Facts About Sexual Assault

#### 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.

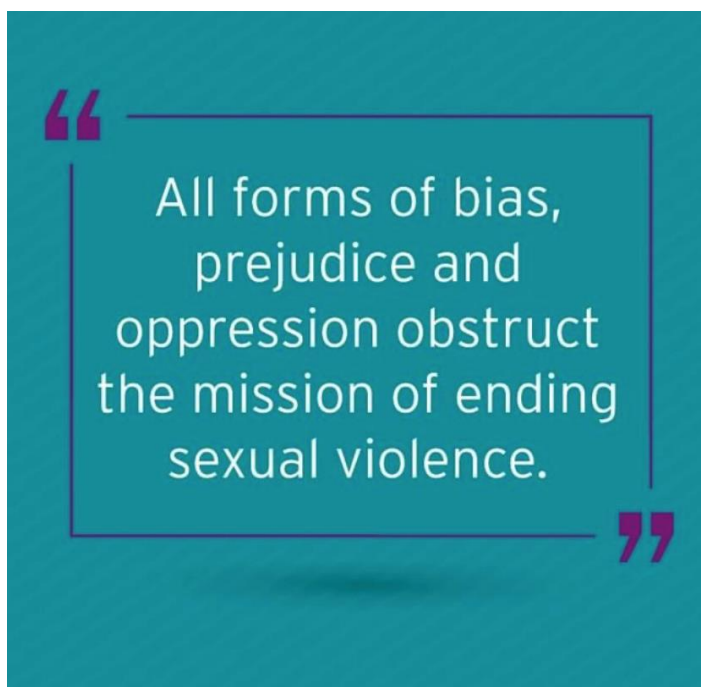
Together At Any Distance means standing in solidarity with those affected by sexual assault. Sexual assault can happen to people of all stripes, regardless of identity. Our selection of facts about sexual assault is guided by the DC Coalition to End Sexual Violence's inclusion statement, below. **For community-specific facts and statistics about sexual assault, please visit [www.dccesv.org/SAAM](http://www.dccesv.org/SAAM).**

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### Additional Resources

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

- [Anti-Racism as Violence Prevention](#) - This webpage 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 come together 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."

- The [National Sexual Violence Resource Center](#) has a host of resources addressing inclusive sexual assault work broadly, and Sexual Assault Awareness Month in particular
- [Resources for Addressing Anti-Asian Racism in the time of Coronavirus](#) – Sexual violence may be perpetrated as a hate crime. This list offers resources related to stigmas around anti-Asian hate, which has been on the rise since the onset of COVID-19.
- [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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### 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 previous pages, feel free to adapt these posts to best suit the authentic voice of your channels. Consider pinning your best DCSAAM tweets and Facebook posts to your profile all month long, so that these posts are the first that visitors to your pages see. Your best Instagram posts can also be captured in a “highlights” section at the top of your Instagram profile. Use social media to bring the DC community Together At Any Distance!

***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, Twitter, and Zoom!***

This April for Sexual Assault Awareness Month, we demonstrate our commitment to survivors through virtual and digital engagement. We stand with survivors #TogetherAtAnyDistance! #DCSAAM

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

We can raise awareness about sexual assault #TogetherAtAnyDistance. Join us in a month of solidarity with sexual assault survivors! #DCSAAM

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)! #SAAM2021

Despite COVID, the sexual assault community comes Together At Any Distance. Get involved virtually! Check out events for Sexual Assault Awareness Month at [dcesv.org/events](https://dcesv.org/events)

This Sexual Assault Awareness Month, learn how to practice Bystander Intervention! Anyone can be an effective bystander. Learn how with easy-to-access resources and best practices at [uaskdc.org](https://uaskdc.org), or download the app for free. #DCSAAM



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This year, SAAM is all about being #TogetherAtAnyDistance. You can support your community by being an active bystander. Learn how at [askdc.org](http://askdc.org)

ASK DC has NEW Bystander Intervention resources. You can participate in change, and stand with your community #TogetherAtAnyDistance. Check out the resources at [askdc.org](http://askdc.org) or download the app for free!

Support your community this Sexual Assault Awareness Month by connecting those in need to essential resources. Order ASK COVID postcards FOR FREE, available in 5 languages. #DCSAAM2021 [Tinyurl.com/askcovidprint](http://Tinyurl.com/askcovidprint)

Sexual assault affects everyone. Learn how to be a good bystander at [askdc.org](http://askdc.org) #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. [dcesv.org](http://dcesv.org)

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: [dcesv.org](http://dcesv.org) #DCSAAM

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

The DC community has incredible resources to help survivors of sexual assault. Available in 8 languages, check out @ASKDCApp to learn more. [www.askdc.org](http://www.askdc.org) #DCSAAM #PreparationIsPrevention



Download the #UASKDC app to see all the resources your college or university offers in the event of sexual assault. [uaskdc.org](http://uaskdc.org) #DCSAAM

College students have access to unique resources both on campus and off. The best way to find out your university's sexual assault resources? #UASKDC. Download the app or check out the website! [www.uaskdc.org](http://www.uaskdc.org) @ASKDCApp



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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 #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) #DCSAAM

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) #DCSAAM

Where Do You Stand is a unique bystander intervention and consent campaign focusing on the role of young men and boys in preventing sexual assault, dating violence and cyberstalking. This #DCSAAM, take a moment to learn more about bystander intervention. <https://wdys.shop/>

***Additional social media posts, resources, and graphics can be found at [dcesv.org/SAAM](https://dcesv.org/SAAM) and [nsvrc.org](https://nsvrc.org).***

### Social Media Best Practices

#### All platforms

Aim to include a link and image or video in every post. Studies show that Tweets with images receive 18% more click-throughs, more likes and 150% more retweets. Similarly, Facebook posts with images see 2.3x more engagement than those without images.

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 Debugger Tool](#), 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.

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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 followership across organizations that work on related issues.

### *Image Specifications for Social Media Posts:*

<b>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)

### 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 @ORthis).

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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.

### 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

Try to keep captions between 140–160 characters.

Post three to five times per week.

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).” Accounts with 10,000 or more followers can add a “swipe up” link in their story to connect viewers to web pages or content; those with fewer than 10,000 followers can direct viewers to a link in bio.

To make profiles more interactive, consider adding a free [linktree](#) to connect viewers to multiple URLs or resources.

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Tag any appropriate handles and use any related hashtags throughout and at the end of the post. Use no more than three hashtags in a single caption to have a more professional appearance. Additional pages' and partners' handles should be tagged in the photo or video, not the caption.

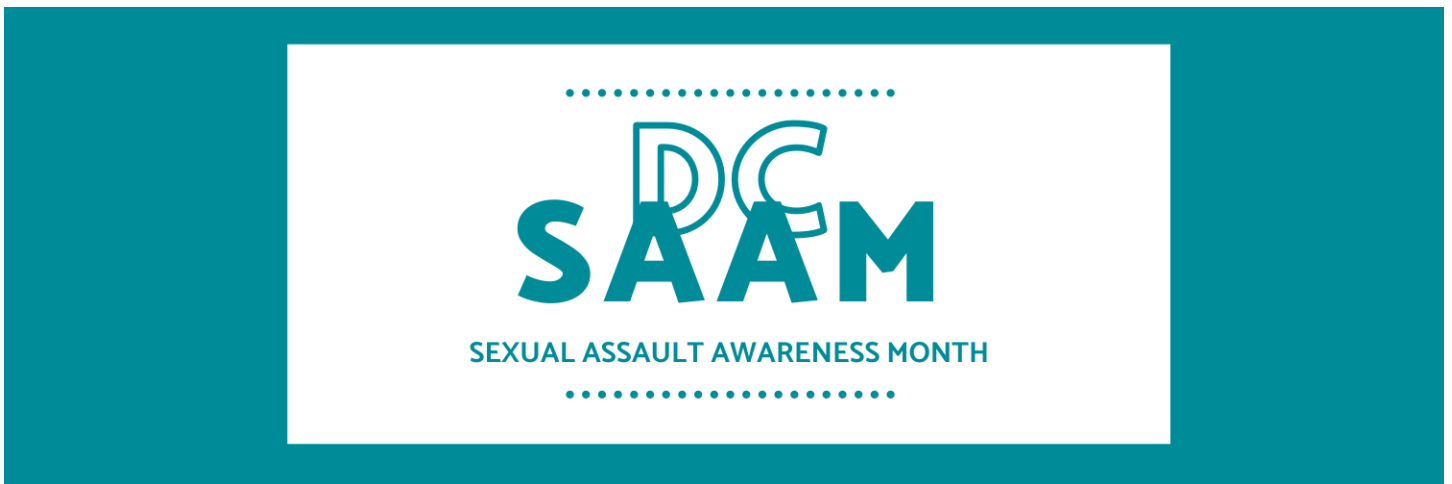
Photos should be square or relatively square without cropping any important visual information, such as faces.

Try to only post high-resolution photos. Aim for images with no less than 1080 pixels on either side.

If possible, use the same filters on posts so that the page develops a consistent look and feel.

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

To repost on Instagram, first download a free reposting app, such as [Repost for Instagram +](#). In Instagram, navigate to the post you want to repost.



This action guide is brought to you by:



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