

Social and other virtual media can serve as a way to change norms about violence by diffusing and disseminating ideas, attitudes, and knowledge among a large or focused population. It can foster safer spaces in mainstream media to share stories and engage in conversations that address norms and attitudes that endorse and/or encourage violence and abuse. Such work via social media and marketing campaigns allows for a more global and interconnected space that fosters unique prevention conversations. Below are just some ideas for how you might bring Sexual Assault Action Month (SAAM) and Child Abuse Prevention Month (CAPM) into our virtual communities.



Use google hangouts, zoom meeting, conference call lines, and other technology to bring people together to create new types of communities.

Host a virtual 'Teal-Out' where people change their social media, websites, etc. to Teal - in observation of SAAM.



Host community conversations - spaces for parents, community partners, & other community members around community sustainability, healing, health...

Share prevention images and messages with community members. Start community conversations about collective power.



Start conversations on social media platforms about collective power.

Share one (or more) resource/tool/action item/conversation starter each week that people can use in their homes and/or current settings.

Ask people to share stories of community and prevention on their social media accounts using #hashtags (ex. #CommunitiesaretheSource or #OregonSAAM2021).



Record short videos (reading children's books about body autonomy, discussing how community is the source of our collective power, tangible ideas to talk about prevention in our current settings, etc.).



Host a community Art-Share, Speak-out, or other artistic showcase on Instagram or another platform.

Host a one month (or more) virtual book/reading club for teens and/or adults, or a children's book club for kids and parents.



Compile a list of social media accounts to follow and share one each day with community members.

Host a virtual 5k or walk-a-thon, ask people to share pictures of their participation on social media. Ask folks to wear teal (SAAM) or blue (CAPM).

SHARE YOUR STRATEGIES WITH US ON THE  
SATF AND OCADSV FACEBOOK PAGES!



**Oregon Coalition**  
Against Domestic & Sexual Violence