



SOCIAL MEDIA GUIDE

**NCCASA
RESOURCE**

Social media can be a great way to reach survivors. Survivors will often turn to social media to find a sense of community or try to make sense of what has happened to them. This guide will provide some tips for reaching survivors and building your follower base.

North Carolina Coalition Against Sexual Assault

GENERAL TIPS

Helpful tips for all social media platforms!

Post 4-7 times a week: this is important because users will likely not follow you if they see you haven't posted in a while

Avoid using harmful images: avoid using "poster child images" or images that perpetuate stereotypes of who gets sexually assaulted (ex: girl crying in corner)

Who are you?: Make sure your organization's name and basic information is easy to see

Relevance: Make sure to post things that are relevant to survivors (ex: your services, facts about trauma or sexual assault, or anything that will help survivors feel a sense of community)

#Hashtags: Build your base using these to reach your intended audience and build community

Brand your posts: making your own posts on Canva? Include your @ sign at the bottom corner to redirect people to your page if your graphic gets shared

Be Inclusive: By avoiding pinks, pictures of women, and using gender neutral words you allow your message to be received by everyone. You don't want to send subliminal messages that you only serve one type of audience

HASHTAGS

Hashtags help you gain followers and helps your community find you. When you post on Instagram, using the following hashtags can help increase your visibility:

#believesurvivors #sexualassault #sexualviolence
#metoo #consent #survivor #sexualabuse
#sexualharassment #timesup #rapeculture
#endsexualviolence #supportsurvivors #nomore
#nomeansno #ibelieveyou #webelieveyou

Or use hashtags to target people in your county by using location specific hashtags:

#wakecounty #wjwtwildcats #unc #duke #appstate



WHO SHOULD MY ORGANIZATION FOLLOW?

Following other organizations can be helpful. This gives you access to information to repost and commenting on their feed helps redirect people to you. So who should you follow in this field?

- NSVRC
- RAINN
- MeTooManyVoices
- MeTooMvmt
- Safe_Bae
- Amazeorg
- MenCanStopRape
- NCCADV
- NCCASA
- Jane Doe Inc.
- Other State Sexual Assault Coalition (MCEDSV, IOWACASA, CCasaColorado)
- Other RCCs in NC (SupportRCC, OasisHighCountry, Safe_Alliance)
- Follow hashtags (hashtags NCCASA follows: #consent #selfcare #sexualassault)
- Community-specific organizations (Forge_Forward, BlkFolxTherapy)

Ethically Using Social Media

Navigate and post on your social media feed without causing harm to your audience or other accounts by following these simple tips and tricks!

Reposting

Wanna repost something? No problem! Simply make sure you are giving credit to the original poster or artist by including their @username. Some artists require their consent before you repost their work. Always check someones page to see if they require this.

Trigger Warning

Wanna include a survivor story or something else that may be triggering to your audience? Make sure to put in the comments or on the picture in bold, big letters: **TRIGGER WARNING**.

Don't Feed the Trolls

You have a troll or two? Congrats, you have made it! But instead of trying to teach them a lesson, delete their comment because it could be harmful to the audience who uses your page and trolls don't deserve our time.

Negative Comments

This person isn't a troll, they are usually someone who just doesn't understand rape culture or the intersections of this work and needs to be educated. I encourage you to respond to these comments. Not only do you possess the information to shape minds but your community reads those comments and feels safety in you showing support for survivors.

Are You Available?

The more you engage on social media, the more survivors will engage with you through direct message and commenting. Make sure your organization has something in place for survivors who disclose to you on your social media.

Support Lines

Depending on what you are talking about, it never hurts to add your support line or another support line for people to access. For instance, do you have a post about sexual violence and the intersections of suicide? Maybe include the number to the National Suicide Prevention Lifeline in your caption.

Questionable Content?

It's okay to not always be 100% confident in what you post. Language and imagery means a lot and you can't take back what you put on the internet. Create a system or group of people who can make sure your post is ready to go.

More questions or want to have a one on one session to improve your social media? Contact gabriella@nccasa.org for help.