

Sexual Assault Prevention and Response (SAPR) Program

Marketing and Social Media



Table of Contents

Marketing and Social Media -----	33
Marketing SAAPM Events -----	33
Public Service Announcements (PSAs)-----	36
Social Media as a Marketing and Awareness Tool -----	38

Marketing and Social Media

Marketing SAAPM Events

A variety of news and marketing vehicles on and off base are available to promote messaging about SAAPM and the SAPR Program. Include SAAPM notes in the Plan of the Day (POD) or Plan of the Week (POW). Publish an article in the base newspaper the month prior to SAAPM, highlighting events taking place throughout the month. Work with your local Public Affairs Office (PAO) to have social media content reviewed and ready to go for April. Develop a calendar of events that you can distribute, including posting calendars on restroom stalls as part of a restroom campaign, or in branch medical clinics. Recruit UVAs and unit SAPR POCs to assist with distributing marketing materials around the installation. With thoughtful planning and coordination, there is no shortage of ways to get the word out. Some examples of marketing efforts that you can try at your installation are listed below.

When developing promotional materials, be sure to include SAPR contact information, including the DoD Safe Helpline number and installation 24/7 sexual assault response number.

Media Coverage

Coordinate with PAO to ensure coverage for the event, including interviewing participants and taking photos. If the event features or otherwise includes survivors, be sure to speak with PAO ahead of time about approaching or taking photographs of survivors. You also can work with PAO to get topical articles in the installation newspaper or local media outlets. Encourage unit SAPR VAs and command SAPR personnel to be guest writers. Be sure to provide them with suggested topics and details about PAO timelines to ensure that articles are submitted in time for review and approval.

Plan of the Day (POD)/Plan of the Week (POW)

Have unit SAPR POCs include SARC-provided content in the POD/POWs, including upcoming SAAPM events and social media content that Sailors can easily cut and paste into Facebook, Twitter, etc. (see “Social Media as a Marketing and Awareness Tool” section starting on pg. 38). It is a helpful practice to follow up with the unit SAPR POCs prior to the POD or POW being released to confirm that the SAAPM notes have been included.

Printed Marketing and Education Materials

CNIC HQ SAPR is developing 2016 SAAPM marketing materials, including a poster and table tent, in addition to the currently available, CNIC-developed SAPR Program brochures. The DoD Safe Helpline provides free outreach and marketing materials, which can be ordered or downloaded from <http://shop.safehelpline.org/product/Safe-Helpline-Outreach-Toolkit>. Additionally, having an information handout, postcard, or wallet card can help ensure that participants understand the significance of various events, such as a Teal Ribbon Campaign. In 2014, one installation printed teal “Ask Me Why” T-shirts for FFSC staff to wear on a designated date.

SAAPM Banners

Place banners with “April is Sexual Assault Awareness and Prevention Month” at gates and other high-traffic areas. Include messaging on base marquees. As a cost-reducing measure, order SAAPM banners without specific dates, so they can be reused from year to year. Be sure to check with installation security to ensure force protection compliance (i.e., don’t block base police visibility of incoming traffic). In order to maximize exposure, consider moving the banners to various high-traffic locations around the installation during April.

SAAPM Table Tents

Placing table tents in common eating areas is a great way to create general awareness that April is SAAPM. They also can be used to advertise specific events, especially if your installation has a large signature event.

Social Media

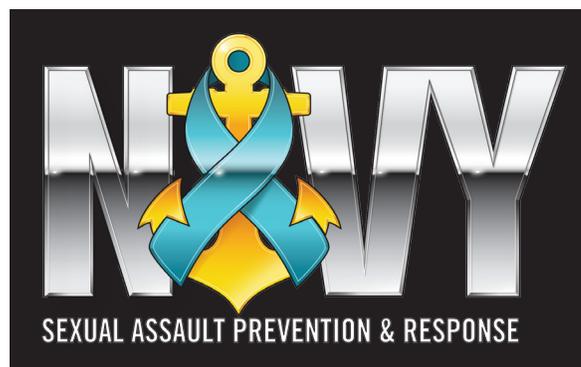
If your local FFSC operates social media accounts, share approved SAAPM content with the account administrator(s) to post. Create Facebook event pages for your SAAPM events, invite attendees, and share the link via other social media. For more information on social media, see pg. 38.

Internet Homepage and Muster Page

Work with IT to ensure that when individuals open up a window in Internet Explorer, a pop-up message appears with information about SAAPM activities and links. For student populations, include SAAPM materials on the student muster page (video clips, reminders regarding upcoming SAAPM events, etc.). For example, during SAAPM 2014, NSA Monterey posted messages and videos on the student muster Web page. This ensured that all students were aware of upcoming SAAPM events when they logged in to muster. Refer to SECNAVINST 5720.44C for further guidance on what can and cannot be linked on an official Navy website. Consult with your installation staff judge advocate (SJA) or region SJA for assistance in determining specifically what you can link to.

Navy SAPR Program Logo

Locally-developed SAPR Program materials, such as posters, brochures, and presentation slide decks and handouts, may include the official Navy SAPR Program logo once reviewed and approved by CNIC HQ SAPR. Submit materials to CNIC_HQ_SAPR@navy.mil. Please allow at least 15 days for the review process.



Suggested Marketing Items for Use During SAAPM Events:

1. Teal SAPR tablecloth and/or SAAPM banner
2. Awareness marketing items** (i.e., Safe Helpline key fobs, ribbons, wallet cards, magnets, pens, etc.)
3. CNIC-approved posters
4. CNIC-approved brochures
5. Information on local resources

** Regarding marketing items: Teal Ribbons as a Necessary Expense

1. According to legal: "The Necessary Expense Doctrine and Relationship to Appropriations section of the GAO Red Book, pp. 4-22 and 4-23 provides the following rules for purchase of the teal ribbons by the Navy SAPR office:

- (1) There is no value to the individual; and
- (2) The purchase must be essential to the funded mission.

If part of an activity's stated funded mission is to, for example, raise awareness for SAPR and this can be accomplished by purchasing teal ribbons, then appropriated funds can be used. The ribbons must be essential to achieving the authorized purpose of Navy SAPR."

From the United States General Accounting Office's Principles of Federal Appropriations Law (Red Book): "The important thing is not the significance of the proposed expenditure itself or its value to the government or to some social purpose in abstract terms, but the extent to which it will contribute to accomplishing the purposes of the appropriation the agency wishes to charge ... B-257488, Nov. 6, 1995 (the Environmental Protection Agency (EPA) can purchase buttons promoting indoor air quality for its conference since the message conveyed is related to EPA's mission); B-257488, Nov. 6, 1995 (the Food and Drug Administration is permitted to purchase 'No Red Tape' buttons to promote employee efficiency and effectiveness and thereby the agency's purpose)."

Public Service Announcements (PSAs)

Video PSAs are a popular medium for conveying sexual assault prevention and response messages. In the past year, even the White House has released video PSAs to address the scope of sexual assault (“1 is 2 Many”), and to encourage bystanders to step up and prevent sexual assault before it happens (“It’s on Us” campaign). There also are private organizations, such as the No More Campaign*, that have released national PSA campaigns to address victim blaming in the past few years.

- “1 is 2 Many” (White House Campaign) <https://www.whitehouse.gov/1is2many>
- “It’s On Us”(White House Campaign) <http://itsonus.org/#videos>
- “No More Campaign* <http://nomore.org/psas/>

Some Navy installations also have created PSAs to foster awareness about sexual assault and what Sailors can do to prevent it, including PSAs conceptualized and created by unit SAPR VAs and SAPR command personnel.

CHIC HQ SAPR PSAs (“Know Your Part. Do Your Part.”)

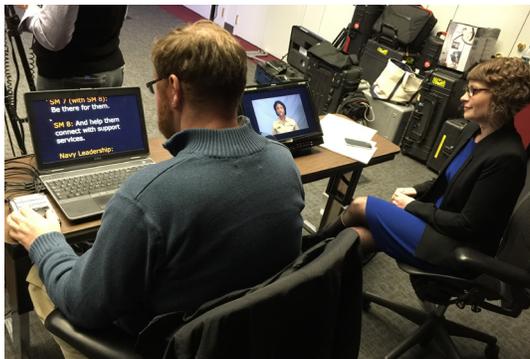
- SAAPM PSA #1: https://www.youtube.com/watch?v=ni_tKHCLY_w
- SAAPM PSA #2: <https://www.youtube.com/watch?v=vG2GtYEdgwg>
- JB Charleston PSA (“Why Am I a Victim Advocate”)
<https://www.youtube.com/watch?v=hYEoAAJZK7o>
- NS Norfolk PSA (“You are Not Alone”)
<https://www.youtube.com/watch?v=i5MYrGetfYA>
- NS Mayport PSA (“No more. It’s on us.”)
<https://www.facebook.com/video.php?v=732200126897185>

If you are thinking about creating a PSA, here are a few key steps and reminders that will help the process go more smoothly:

- First things first: Contact your installation PAO to discuss the project and get their buy in and involvement from the very beginning. They are the gatekeepers for all media-related efforts, and they can share their knowledge and expertise in what makes for an effective media campaign.
- If you plan to use SAPR VAs in your PSA, you can help gain buy in by either having them generate ideas that the group can then vote on, or offering several script ideas from which they can choose.
- Once a script has been generated, in collaboration with PAO, be sure to get a legal review.
- Involve “talent” (your actors) from different ratings, ranks, and services, if applicable. This sends the message that the SAPR Program is available to everyone and that addressing sexual assault is a leadership priority.
- Send a reminder to all participants prior to filming to get plenty of sleep the night before, avoid too much sun or wind, and make sure uniforms are pressed and free of stains and frayed hems.
- Make sure your actors are comfortable with the script. If the language sounds canned or stilted or in any way inauthentic, it will come across that way on film as well.
- Have some basic supplies on hand during the filming, including tissues, water, a hand-

mirror, brush/comb, lip balm, and other grooming items.

- Make sure to have some “back-up” talent, just in case any of your primary actors cancel at the last minute or seem uncomfortable in front of the camera.
- If an actor seems nervous, it’s helpful to have some warm-up questions to ask them while getting ready to begin, such as asking them what they had for breakfast.
- Be involved in the editing process. Think about whether you want to use music, and what music that might be, and which actors, lines or scenes you want in the final version, especially if anything needs to be cut due to time constraints.
- If you want to make sure your PSA can be shown on Armed Forces Network (AFN), it must be no longer than 30 seconds.
- Include the DoD Safe Helpline and other SAPR contact information at the end of the PSA.
- If you want to turn the creative process into an additional way to engage Sailors in SAAPM, hold a contest for commands to create the best SAAPM PSA. By holding this contest a few months in advance, you’ll have a variety of videos that you can then use during April.



Social Media as a Marketing and Awareness Tool

Social media is a handy (and free!) tool for raising awareness and promoting sexual assault prevention messaging to your installation. Social media also presents the opportunity to join a broader conversation about sexual assault awareness and prevention within both military and civilian communities. Many installations already have PAO-managed social media accounts, so please collaborate with your installation PAO to use existing authorized accounts for SAAPM. When linking to other websites via installation social media, refer to SECNAVINST 5720.44C for further guidance. Consult with your installation SJA or regional SJA for assistance in determining appropriate links to include in your posts.

Facebook (www.facebook.com), Twitter (www.twitter.com), and Instagram (<http://instagram.com>) provide platforms for instant global communication of positive and effective messages relevant to sexual assault awareness and prevention. Facebook posts can include both text and photographs or graphics. Although Twitter has a 140-character limit, you can use hashtags (#) or link to additional content on other websites to join into conversations about SAAPM taking place around the world. Instagram is a great venue to post photos of Sailors and other members of the DoD community holding positive and supportive messages. If you plan to post any photos of individuals, be sure to obtain their permission ahead of time.

Tips for Social Media Success

- Speak with your installation PAO and SJA to determine what business rules exist for social media in the workplace, and to review all content you are planning to post.
- Pictures and images are great ways to get your social media content shared.
- When in doubt – leave it out! If you are not sure whether something meets Navy media guidelines or standards, do not post it.

Social Media Challenges: Comments Section

Most forms of social media have interactive elements, such as a comments function (hence the term social media). On the one hand, social media can generate fruitful conversations about issues impacting Sailors and their families; however, it is critical to be mindful of the conversations generated by social media posts. Monitoring and moderating comments sections is a time- and resource-intensive endeavor. This is why social media should ideally be managed by the PAO, who can monitor comments on an ongoing basis and respond appropriately with support from the SARC. Some tips on how to work with PAO to address challenging comments:

- Offensive comments – If a comment is offensive, delete it immediately.
- Negative comments – If a comment does not meet the definition of offensive, but you may not agree with it, there are several courses of action you can take:
 - Work with PAO to moderate the conversation. If two commenters are going back and forth, PAO can interject with a response of where they can find more information about the topic. If possible, link directly to information. Do not get pulled into back-and-forth arguments.
 - Another approach is letting the community respond to the comment. Frequently, if someone makes a negative or victim-blaming comment, other social media users may respond and call them out or explain why their comment is problematic.

Social Media Website Disclaimer Language

Although it is ideal to go through your installation PAO for all social media posting, if you do have a local social media page, consider including disclaimer language to set guidelines for what is appropriate and inappropriate to post on the site. As an example, below is the standard Navy disclaimer language:

“While this is an open forum, it’s also a family friendly one, so please keep your comments and wall posts clean. In addition to keeping it family friendly, we ask that you follow our posting guidelines here. Comments and posts that do not follow these guidelines will be removed:

- We do not allow graphic, obscene, explicit, or racial comments or submissions, nor do we allow comments that are abusive, hateful or intended to defame anyone or any organization.
- We do not allow solicitations or advertisements. This includes promotion or endorsement of any financial, commercial or non-governmental agency. Similarly, we do not allow attempts to defame or defraud any financial, commercial or non-governmental agency.
- We do not allow comments that suggest or encourage illegal activity.
- Apparent spam will be removed and may cause the author(s) to be blocked from the page without notice.
- You participate at your own risk, taking personal responsibility for your comments, your username and any information provided.
- For Official Use Only (FOUO), classified, pre-decisional, proprietary, or business-sensitive information should never be discussed here. Don’t post personnel lists, rosters, organization charts, or directories. This is a violation of privacy.
- The appearance of external links on this site does not constitute official endorsement on behalf of the U.S. Navy or Department of Defense.
- You are encouraged to quote, republish or share any content on this page on your own blog, website or other communication/publication. If you do so, please credit the command or the person who authored the content as a courtesy (photo or article byline can be U.S. Navy or MC2 Joe Smith, for example).

Thank you for your interest in and support of the men and women of the Fleet and Family Support Program.”

A Word on Twitter and Instagram Hashtags

(Adapted from http://www.mediabistro.com/alltwitter/twitter-101-why-use-hashtags_b2571)

A Twitter or Instagram hashtag (#) is a way of categorizing your tweets or photos so that they are part of a narrowed conversation and they’re easier to find in a search. Hashtags are created by putting a pound sign (#) in front of a word or phrase, without spaces. For example, #SAAM and #SAAPM are popular hashtag for tweets about Sexual Assault Awareness and Prevention Month. By using commonly-used hashtags, your tweets will reach a wider audience of people who search for those hashtags. Using hashtags also inserts your thoughts into the broader online conversation and widens your audience because it will be included among all tweets with that hashtag. You can even create a specific hashtag for your installation (e.g., #AtsugiSAAPM), which you can publicize ahead of time to encourage Twitter discussions and Instagram posts

at your installation. In Twitter, you can use as many hashtags as you want, as long as you stay within the 140 character limit (which includes spaces). Instagram does not have a character limit, so hashtags can be used to accompany images for a longer dialogue and to capture multiple perspectives of SAAPM events.

Popular SAAPM hashtags: #SAAPM, #SAAPM2016, #AprilisSAAPM, #prevention, #healthysexuality, #supportsurvivors, #EndSA, #EndSexualAssault

This past year, the White House's "It's on Us" campaign has gained a lot of attention as well. By using the #ItsOnUs hashtag, you are connecting to the national conversation about prevention and the important role everyone plays in eliminating sexual assault.

Sample Social Media Content

Below are some sample postings for use as a part of "30 Days, 30 Posts" during SAAPM. Please note that Twitter postings ("tweets") are limited to 140 characters, including spaces. Instagram does not have a character limit. This social media content has been reviewed and approved by CNIC HQ SAPR; however, please check with your local PAO and SJA to ensure that these are approved for use at your installation.



Daily Tweets

(The following tweets can be sent daily during SAAPM.)

Have you been sexually assaulted? Contact the Safe Helpline (877-995-5247) or your local SAPR Program for info (insert local 24/7 number). #SAAPM

Find sexual assault resources and receive confidential assistance 24/7 at www.safehelpline.org and 877-995-5247. #SAAPM

April is Sexual Assault Awareness & Prevention Month. Learn more! #SAAPM (insert local SAPR website and/or www.cnic.navy.mil/SAAPM)

Eliminate Sexual Assault: Know Your Part. Do Your Part. Find out more about #SAAPM at www.cnic.navy.mil/SAAPM (insert local website)

#SAPR Victim Advocates provide advocacy & emotional support to sexual assault victims #SAAPM (insert local website)

Each of us has a role to play in preventing and responding to sexual assault. Know your part. Do your part. #SAAPM www.cnic.navy.mil/SAAPM



Tweets to post on the first day of SAAPM (April 1)

April is Sexual Assault Awareness Month (#SAAPM)! #AprilisSAAPM

Look for #SAAPM events at your installation. (insert local SAPR website link with event calendar and SARC contact information)

Teal is the color of sexual assault awareness. Wear teal and start a conversation. #SAAPM (insert local SAPR website information; insert www.cnic.navy.mil/SAAPM)



Tweets to post throughout the month:

During #SAAPM, learn more about the #Navy Sexual Assault Prevention and Response program & your reporting options at www.cnic.navy.mil/SAAPM

Both women & men can experience Military Sexual Trauma. TSMs & veterans can receive free, confidential counseling & treatment www.mentalhealth.va.gov/msthome.asp #SAAPM

Know your part. Do your part. It begins with giving respect & trust to every member of the team! #SAAPM (insert local website)

Sexual Assault Awareness & Prevention Month is all about #prevention! Get info & free resources at www.nsvrc.org/saam (insert local SAPR website information)

How do you talk about it? Share your tips for starting the conversation about sexual assault #prevention! #SAAPM

How will you respond if someone tells you they have been sexually assaulted? Your reaction makes a difference, #StartByBelieving! #SAAPM

#SAAPM is making the connection. Connect, respect & prevent sexual violence by learning about healthy relationships. #prevention

Learn more about how you can support male survivors of sexual assault at <https://safehelpline.org/male-survivors.cfm> #SAAPM

Today is the #SAAPM Day of Action! It's time to Tweet about it! Use your status, pic and posts to spread the word! (insert local SAPR website information; insert www.cnic.navy.mil/SAAPM)

Have you noticed #SAAPM in your Twitter feed? April is Sexual Assault Awareness & Prevention Month! Learn more: (insert local SAPR website information; www.cnic.navy.mil/SAAPM)

Do you know your sexual assault reporting options? Contact your installation's SAPR Program via the Safe Helpline (877-995-5247) or www.safehelpline.org #SAAPM

Sexual assault is a personal & traumatic crime. Learn more about the effects of sexual assault at <https://www.safehelpline.org/effects-of-sexual-assault.cfm> #SAAPM

Helpful resources are available! Contact your local Sexual Assault Response Coordinator for information. #SAAPM (insert local SAPR website and SARC contact information)

#SelfCare is important! Download the DoD Safe Helpline Self-Care at <https://safehelpline.org/about-mobile> and find tips at www.cnic.navy.mil/SAAPM #SAAPM

Safe Helpline provides free, confidential support for military-affiliated sexual assault victims. 877-995-5247 <https://safehelpline.org/> #SAAPM

Learn the facts about sexual assault: <https://safehelpline.org/understanding-sexual-assault.cfm> #SAAPM

What's all this #SAAPM talk about? Learn more at www.cnic.navy.mil/SAAPM

Help spread awareness! Display a teal ribbon, post a video & share your #SAAPM photos! Learn more at www.cnic.navy.mil/SAAPM

Talk to a friend about healthy relationships. Find #SAAPM resources to start the conversation at www.cnic.navy.mil/SAAPM

#SAAPM is halfway over but you can still get involved! Ask your installation's Sexual Assault Response Coordinator. (insert local SAPR website and SARC contact information)

Don't forget to thank your local Sexual Assault Response Coordinator (SARC) for all their hard work during #SAAPM.

Be an active bystander. Respond when you notice harmful comments or behaviors that represent negative attitudes or stereotypes #SAAPM www.cnic.navy.mil/SAAPM

Are you separating or retiring from military service? Help is available for sexual assault survivors going through transition <https://safehelpline.org/tsm-overview.cfm> #SAAPM

#SelfCare is important. Find great self-care tips for survivors here www.cnic.navy.mil/SAAPM #SAAPM

#Bystanders have the power to prevent sexual assault by intervening they notice unhealthy behaviors. YOU can be an active #bystander! #SAAPM www.cnic.navy.mil/SAAPM

Don't forget to thank your installation's #SAPR Victim Advocates for all their hard work during Sexual Assault Awareness Month! #SAAPM

Do you know someone who has been sexually assaulted? Learn more about how you can support them at www.cnic.navy.mil/SAAPM #SAAPM

Sexual assault has a negative impact on Sailors, fleet readiness and team cohesion. Together, we can end sexual assault #SAAPM

Being an active #bystander means standing up to injustice, educating others, and creating dialogue to prevent sexual assault. #SAAPM www.cnic.navy.mil/SAAPM

You can find sexual assault prevention resources via the White House 1 is 2 Many campaign #SAAPM <https://www.whitehouse.gov/1is2many/resources>

#SAAPM may be coming to a close soon, but #SAPR continues to provide education, resources, and support (insert local website)

We want to see what you've been up to during #SAAPM! Post your pics of #SAAPM activities at (insert social media site)



Tweets to post on the last day of SAAPM (April 30, 2016) – or the last work day of SAAPM (April 29, 2016)

Sexual Assault Awareness and Prevention Month ends today, but ending sexual assault is a year-round effort. Learn more at www.sapr.mil & www.cnic.navy.mil/SAAPM #SAAPM

Today may be the last day of #SAAPM, but survivors need support year round. Talk to your local SARC to get involved (insert SARC contact info)

#SAAPM just wrapped up, but It's On Us to work toward eliminating sexual assault every day. <http://itsonus.org/>

