

# RAINN

SPEAKERS BUREAU

SOCIAL MEDIA TOOLKIT



# Thank You!

Thank you for volunteering your time and energy to tell your story of surviving sexual violence. Your voice is vital to this conversation, and we deeply appreciate the courage and bravery it took for you to take this step. Thank you for trusting us to be a partner in your journey. We're honored to work with you.

One effective way to raise awareness about your story and the stories of others is through social media.



If you experience unwanted communication of a sexual nature while engaging in social media, it can leave you with some uncomfortable or painful feelings. **You are not alone.**

Help is available 24/7 through the National Sexual Assault Hotline:

**800.656.HOPE** and **online.rainn.org.**

# Connect with RAINN



[TWITTER.COM/RAINN](https://twitter.com/RAINN)

[INSTAGRAM.COM/RAINN](https://www.instagram.com/RAINN)



[YOUTUBE.COM/USER/RAINN01](https://www.youtube.com/user/RAINN01)

[TIKTOK.COM/@RAINN](https://www.tiktok.com/@RAINN)



[FACEBOOK.COM/RAINN01](https://www.facebook.com/RAINN01)

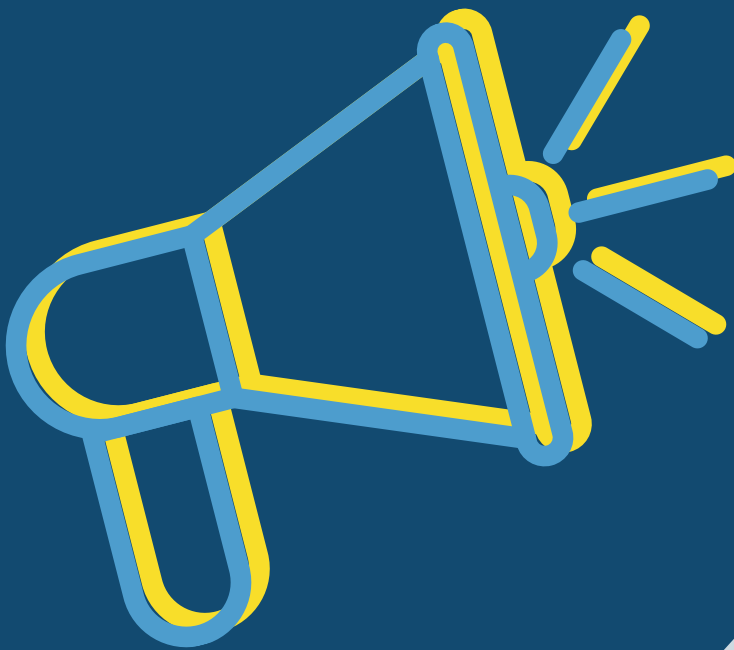
[FACEBOOK.COM/GROUPS/RAINNSPEAKERSBUREAU](https://www.facebook.com/groups/RAINNSPEAKERSBUREAU)



# We hope this toolkit helps you...

Discover tips and resources as a Speakers Bureau member engaging with the public. Using the information provided in this toolkit can help better connect you with both spaces for healing and with other individuals who are looking for a place to share their stories.

This toolkit will offer tips on ways to amplify your message, connect with RAINN on a variety of platforms, and protect your privacy while engaging with social media.



# Why use social media?

SOCIAL MEDIA HAS BECOME INGRAINED INTO ALL DIFFERENT ASPECTS OF OUR DAILY LIVES. FROM INSTAGRAM, TO FACEBOOK, TO TWITTER, AND NOW TIK TOK, PLATFORMS SUCH AS THESE REACH MILLIONS OF PEOPLE ALL OVER THE WORLD. THROUGH SOCIAL MEDIA, SPEAKERS BUREAU MEMBERS CAN PLAY AN ACTIVE AND IMPORTANT ROLE IN AMPLIFYING RAINN'S MESSAGE TO INDIVIDUALS ALL AROUND THE COUNTRY. ADDITIONALLY, YOUR POSTS MAY LEND A HAND IN REACHING OUT, AND PROVIDING RESOURCES TO OTHER SURVIVORS AND POTENTIAL NEW MEMBERS OF THE SPEAKERS BUREAU.



# About RAINN

RAINN is the nation's largest anti-sexual violence organization, working to help survivors, educate the public, and improve public policy. RAINN partners with over 1000 local sexual assault service providers across the country, and operates the DoD Safe Helpline for the Department of Defense. RAINN also holds programs that actively prevent sexual violence, help survivors heal, and ensure that perpetrators are brought to justice.

In addition to these departments, RAINN also runs the Speakers Bureau, which is comprised of nearly 4,000 survivors, who are all willing to share their stories with sexual violence. There are Speakers Bureau members living in all 50 states, with the largest pockets in Texas, California, Florida and New York. RAINN receives requests from all around the country for speakers to attend events such as college club functions, company events, TED talks, and much more.



# RAINN



# Ways to Share Your Story

Many people seek out their information and news by way of the internet, social media, and other online sources. Join other survivors in sharing their stories online!

SHARE YOUR STORY ON YOUR PERSONAL SOCIAL MEDIA ACCOUNTS (TWITTER, FACEBOOK, AND INSTAGRAM, ETC.)

USE RAINN AND SPEAKERS BUREAU-RELATED HASHTAGS TO BRING BOTH NEW FACES AND RAINN TO YOUR PAGE! (#RAINN, #RAINNSPEAKERSBUREAU)

SUBMIT AN OP-ED TO A NEWS OUTLET SHARING YOUR EXPERIENCES WITH HEALING

# RAINN #Hashtags

Make sure to engage with RAINN-related hashtags! When posting about the Speakers Bureau or RAINN content, it can be helpful to utilize hashtags in order to help others discover the Speakers Bureau and RAINN's resources.

SHARE TWEETS WITH THE  
SPEAKERS BUREAU AND RAINN  
HASHTAG TO HELP OTHERS FIND  
RAINN RESOURCES!



HELP RAINN FIND AND  
ENGAGE WITH YOU ON  
PLATFORMS SUCH AS TWITTER!

# RAINNSPEAKERSBUREAU

# RAINN



# Partnerships

## Survivor Stories:



Survivors connect with RAINN to tell their stories to a greater online audience

## RAINN YouTube Page:



Collaborative YouTube events with Speakers Bureau members

**Potential Speaking Opportunities  
with colleges, organizations,  
and much more!**



# Starter Templates

**Want to get the message out on social media, but not sure how to start? Consider some of the following:**

## FACEBOOK:

### EDUCATE YOUR FRIENDS AND FAMILY

Ex: "I didn't know how common sexual violence was until I joined the RAINN Speakers Bureau. One out of six American women has been the victim of attempted or completed rape in her lifetime. Learn more about what you can do to help at [rainn.org](http://rainn.org)."

### REACH OUT TO SURVIVORS

Ex: "I joined the RAINN Speakers Bureau because I know I'm not the only one who has been affected by sexual violence. Thanks to the Speakers Bureau, I now have a community of other survivors to rely on. Find more information about the RAINN Speakers Bureau here."

## TWITTER:

When using Twitter as a Speakers Bureau member, remember to use snappy and short catchphrases to attract the eyes of your audience.

Ex: "Looking for a community of fellow sexual violence survivors? Join the #RAINNSpeakersBureau where there are nearly 4,000 volunteers looking to tell their stories"

"Ex: You are not alone. Connect with other members of the #RAINNSpeakersBureau to find out how you can share your story with sexual violence"

# Starter Templates

## INSTAGRAM:

Share RAINN's stickers, filters, and graphics on Instagram to spread awareness for sexual violence prevention! Spread the word about the Speakers Bureau through RAINN's own Instagram hashtags and graphics!

Create RAINN-related stories, quizzes, and polls on Instagram for your followers to engage with! To do this, follow these simple steps:

1. Create a new Instagram story
2. Click the button in the top right corner
3. Scroll down to either poll or quiz
4. For a quiz, type in your correct answers. For a poll, create your questions.
5. Post away!

"How many survivors of sexual violence do you personally know?" (Creates awareness for the pervasiveness of sexual violence)

## EXAMPLE QUESTIONS

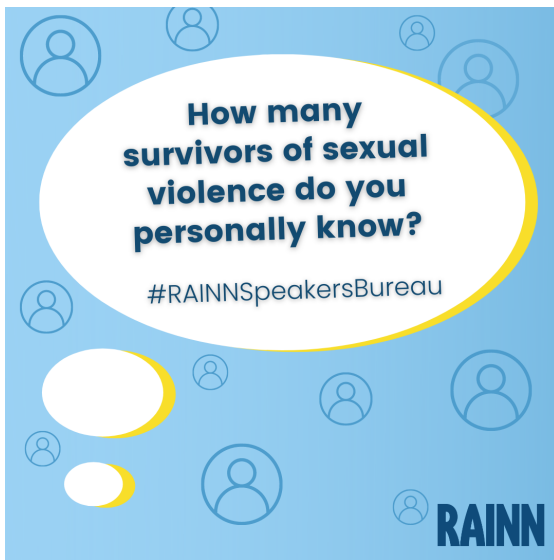
"What are some examples of opportunities for members of the RAINN Speakers Bureau?" (Educates about the Speakers Bureau)

"What can you do to intervene instead of being a bystander in potential cases of sexual violence?" (Educates public)

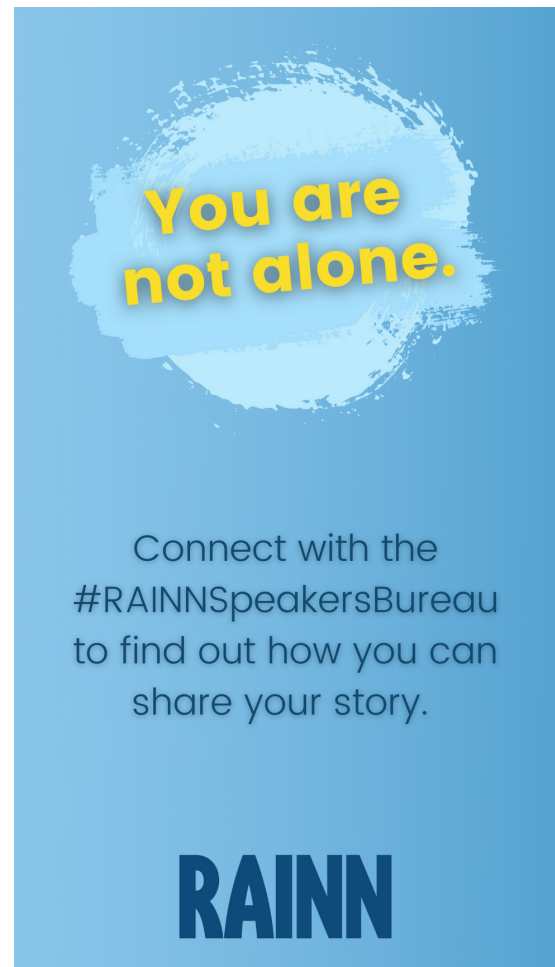
# Example Graphics/Stickers/Filters

Use these graphics as inspiration or even as a starting point for your own posts!

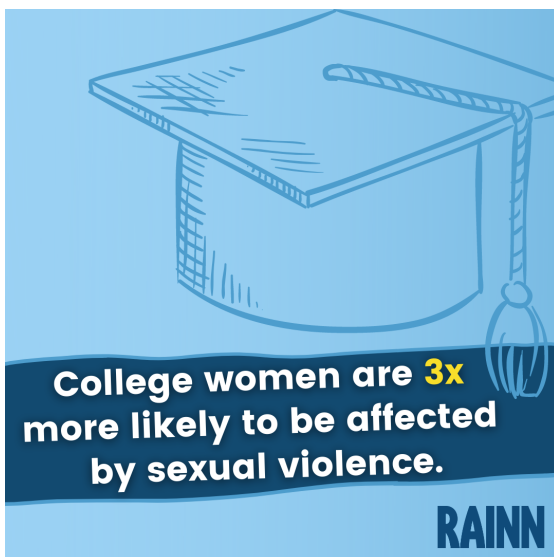
INSTAGRAM POLL:



INSTAGRAM STORY:



INSTAGRAM POST:



**Example Text:** *I joined the Speakers Bureau to find a community of other people who have been affected by campus sexual violence. To find more info, check out the link in my bio.*

# Talking Points

It can be helpful to use your story in the context of wider statistics when making your social media posts. Here are some talking points which may help spark inspiration.

## STATS ABOUT SEXUAL ASSAULT

- **Every 68 seconds**, another American is sexually assaulted.
- Sexual violence has affected **nearly every family** in America.
- **1 in 6 women** has been the victim of sexual violence in their lifetime.
- **1 in 33 men** have experienced sexual violence in their lifetime.
- **Every 9 minutes**, a child is sexually abused.
- **8 out of 10** rapes are committed by someone the victim knows.
- **More than half** of sexual assaults happen at or near the victim's home.
- Only 310 out of every 1,000 sexual assaults are reported to the police. That means about **3 out of 4 go unreported**.

## SEXUAL ASSAULT ON CAMPUS

- **13% of graduate and undergraduate students** experience sexual assault on campus. RAINN's Speakers Bureau works with college students, faculty, and administrators across the country to end sexual violence on campuses.
- Every year, students get involved and participate in **RAINN Day**, a day of action to raise awareness and educate fellow students about sexual violence on college campuses.

## HELPING SURVIVORS

- Healing after sexual violence can be difficult, and not knowing where to turn is normal. RAINN created and operates the National Sexual Assault Hotline to support survivors at all stages of healing.
- RAINN's services are **free, confidential, and available 24/7**. Our hotline offers services both by **phone and online** chat, in **English and Spanish**.
- RAINN partners with more than 1,000 local sexual assault service providers across the country to provide support to survivors.

# Donating

## WHY IS DONATING SO IMPORTANT?



By donating to RAINN, your gift will help educate millions of people each day on prevention and recovery through relationships with the entertainment industry, the media, and local communities.



Allows an average of 844 survivors to receive help through RAINN's victim services programs each day.

## WHEN SHOULD I SHARE INFORMATION ON DONATING?



Although sharing donation content is always helpful for RAINN and its goals, the most important time to share this information is on Giving Tuesday (Tuesday after Thanksgiving) and at the end of the year.

For my birthday this year, I'm asking for donations to be made to RAINN. My contribution can allow an average of 844 survivors receive help through RAINN's victim services programs each day. I encourage you to join me in donating.

Today I pledged to donate \$50 to RAINN. I know my donations are helping improve sexual assault laws and policies to ensure that survivors get the justice they deserve, including the expanded use of DNA to eliminate the backlog of untested rape kits.

# Post Tips

## STICK TO A KEY MESSAGE

You want your audience to walk away remembering the important things you said.

## ESTABLISH YOUR CONNECTION TO OTHER SURVIVORS

Let folks know that you're a member of the Speakers Bureau to make further connections!

## KNOW THE BEST TIME TO POST

Learn the best times to post! Certain times of the year (after New Years, SAAPM, etc) can yield larger audiences and responses for your posts

## KEEP IT SIMPLE

Avoid using technical or scientific terms, and don't get too bogged down in statistics. One or two simple stats that drive your point home is all you need.

## KNOW YOUR COMFORTABILITY

Once you make your post, people may have questions. Remember, it is okay not to know the answer, and it is also okay not to answer at all. Establish what you're comfortable with.

## HELP RAINN FIND YOU!

We want to interact with you! If you use **#RAINNSpeakersBureau** it makes it easier for us to find the content you are sharing.

## TIMING

It may be especially helpful to cater the social media ideas suggested in this toolkit to specific times, such as April's Sexual Assault Awareness and Prevention Month (SAAPM). Although sharing information regarding sexual violence prevention is always helpful, we know that posting year-round is not always possible.

# Helpful Terms

While you're more than welcome to be creative with your social media posts, here is terminology used by RAINN, which may be useful:

## Victim or survivor?

The term "victim" is typically used when referring to someone who has recently been affected by sexual violence; when discussing a particular crime; or when referring to aspects of the criminal justice system. The term "survivor" often refers to someone who has gone through the recovery process, or when discussing the short- or long-term effects of sexual violence.

## Sexual Assault, Rape, or Sexual Violence?

When speaking about these crimes generally, we use "sexual violence" as an all-encompassing, non-legal term that refers to crimes like sexual assault, rape, and sexual abuse. However, many states define these terms differently. Look up your state on the [State Law Database](#).

It is important to remember that everyone's experiences with sexual violence look different. Just because your story does not appear similar to the story of another, does not mean it is any less valid. Keep this in mind when engaging with others on social media!



# Social Media Safety

What you choose to share on social media is always your decision, but what others choose to do with your information may not always be in your control.

Here are a few tips. You can find more detailed information in the **RAINN Speakers Bureau Social Media Safety** guide.



**Double check each post:** Screen what you post! Make sure what you've created has your intended message before posting. Although content can sometimes be deleted, your work can still be saved by way of screenshots and other websites.



**Utilize Privacy Settings:** Adjust the privacy settings on the social media site you're using so that intended audiences may view your posts.



**Don't engage in online conflict:** Although it may be difficult to disengage from heated arguments that occur online, more often than not, it's for your best interest to take a step back and stay away. These kinds of arguments tend not to be productive, and can even lead to harm.



**Report inappropriate content:** If you view content that is offensive, inappropriate, or is making you uncomfortable, be sure to either flag it for inappropriate conduct, report it to the host, or submit a screenshot to the host website.



**Strong Passwords:** Make sure your usernames and passwords for social media sites are strong and changed frequently. This ensures that your information is kept safe from those who may be looking to steal your information.

# Self-Care

Sharing your story with the public can be incredibly empowering while also being emotionally, mentally, and physically exhausting. Here at RAINN, we'd like to ensure that you are first taking care of yourself first.

Take some time to reflect on which parts of sharing your story were positive and negative for you. Which parts made you feel empowered? Which parts didn't live up to expectations?

While everyone takes time for healing differently, here are some possible suggestions for self-care.



**Practice a physical activity that has previously helped you feel more relaxed.**



**Seek out a new way to break out of your normal daily routine. (Eat a new food, walk a different way to work, talk to a new person!)**



**Reach out to a person who has previously helped you feel grounded or more relaxed.**




**Take time to rest your body and give yourself a break from social media.**

# Moving Forward

We hope that with this social media guide you feel you have the tools to discuss your story and RAINN to whatever degree that you are comfortable.

Thank you again for your willingness to be vulnerable in sharing your story with others to help make the world a better place for survivors.

Your courage and bravery inspires us every day. We look forward to connecting with you further on social media!



If you have any  
questions about anything  
you've read here, please email:

**[speakersbureau@rainn.org](mailto:speakersbureau@rainn.org)**

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THANK YOU FOR TRUSTING US TO  
BE PART OF YOUR JOURNEY