

Prevention Peer Network

April 16, 2020



Control Panel

Please note, this webinar is being recorded

Expand audio
for call in
information



Video can be
disabled



Type questions &
comments here



Join Audio Start Video **Participants** Chat Leave Meeting

Agenda

- Opening Circle
- ***Topic: Adapting Your Communications Strategies During the COVID-19 Pandemic: A New Prevention Peer Webinar Series***
 - ***Presenters:***
 - *Sabrina Hughes*
 - *Nicole Zárate*
 - *Janae Sargent*
 - *Arti Kothari Allard*
 - *Jessica Merrill*
- Q&A
- Discussion: Shared expertise, emerging issues, challenges, triumphs

Opening Circle

- Please type in your name, agency and location



Social Media & Social Distancing

Sabrina Hughes & Nicole Zárate

April 16, 2020



WaymakersOC.org   

Our social media approach

- **7-person Social Media Committee** -- Prevention, Advocates, Management
 - Established July 2018 to share responsibility & broader perspectives (extremely helpful in current situation!)
 - Monthly meetings
 - Shared Google Drive & monthly calendar
 - Mix of evergreen & current events posts

The basics

- Agency brand guidelines - messaging, color palette, typography, logos
 - Creates cohesion, but allows personal creativity
 - Inviting and positive imagery, not re-victimizing

<p>SOLIDITY PRINT 4-COLOR C: 100 M: 64 Y: 47 K: 40 SPOT COLOR PANTONE 3035 C DIGITAL R: 000 G: 62 B: 82 RGB HEX# #003E52</p>	<p>COMPASSION PRINT 4-COLOR C: 77 M: 9 Y: 21 K: 000 SPOT COLOR PANTONE 3125 C DIGITAL R: 000 G: 171 B: 199 RGB HEX# #00ABC6</p>	<p>SUPPORT PRINT 4-COLOR C: 000 M: 74 Y: 70 K: 000 SPOT COLOR PANTONE 7416 C DIGITAL R: 236 G: 103 B: 81 RGB HEX# #EC6751</p>	
<p>STRENGTH PRINT 4-COLOR C: 72 M: 9 Y: 94 K: 000 SPOT COLOR PANTONE 7738 C DIGITAL R: 71 G: 161 B: 71 RGB HEX# #47A146</p>	<p>GUIDANCE PRINT 4-COLOR C: 87 M: 51 Y: 34 K: 11 SPOT COLOR PANTONE 647 C DIGITAL R: 38 G: 96 B: 146 RGB HEX# #256092</p>	<p>COUNSEL PRINT 4-COLOR C: 46 M: 34 Y: 32 K: 000 SPOT COLOR PANTONE 443 C DIGITAL R: 142 G: 156 B: 156 RGB HEX# #8E9B9B</p>	<p>IMAGINE PRINT 4-COLOR C: 23 M: 17 Y: 16 K: 000 SPOT COLOR PANTONE 428 C DIGITAL R: 196 G: 198 B: 201 RGB HEX# #C3C5C8</p>

survivors are allowed to grieve. survivors are allowed to be angry. survivors are allowed to be neutral. survivors are allowed to have complex feelings & survivors are in no way obligated to explain any of it to you—that is all.

12:52 PM - 1/26/20 - Twitter for iPhone

THIS INCLUDES CULTURAL NORMS SUCH AS:
 VICTIM BLAMING
 INSTITUTIONAL COMPLICITY
 BELIEF THAT SEXUAL VIOLENCE IS NOT PREVENTABLE
 RESPECT FOR POWER & DOMINANCE
 RUGGED INDIVIDUALISM
 RIGID GENDER EXPECTATIONS

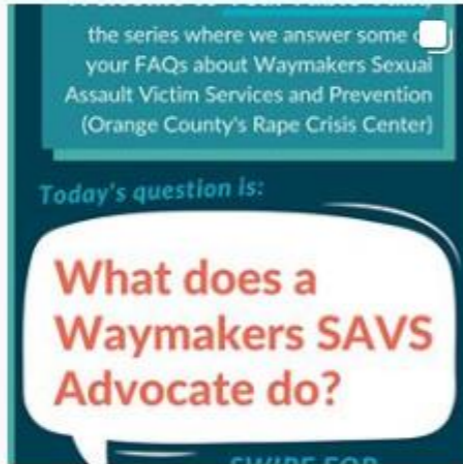
The SAVS WAYMAKERS Team
STANDS IN SOLIDARITY WITH THE JEWISH COMMUNITY

Working with Teen Survivors
 MEET THEM AT THEIR LEVEL
 Never judge a survivor.
 BE EMPATHETIC
 You were a teen once.
 DONT OVER IDENTIFY
 Listen and validate.

How to prevent Child Sexual Abuse through conversations with your kiddo

Teal Table Talk (2019)

- Goal: de-mystify Rape Crisis Center services & SART processes
- We want to work from a place of **transparency** - laid groundwork for our COVID-19 response
- Can be found on Instagram through #TealTableTalk




Who is our audience?

- Community members, future/current clients (survivors), local advocates, service providers, our volunteers, community partners
- Insight gained from CALCASA social media training - January 2019
 - Instagram - younger audiences (for us, 18-24)
 - Facebook - older folks, parent-centered content
 - Twitter - organizations and activists

Covid-19 Approach

- March 19 - scrapped remaining March posts & pre-planned April posts
- Impromptu Social Media Committee (SMC) Meeting to hear different perspectives about our approach
- Brainstormed posts/strategies to address anxiety & uncertainty
- Remaining flexible with sudden changes
- Remind audience we're still a dependable resource

Covid-19 Engagement



Waymakers
Sexual Assault
Victim Services &
Prevention

757 Posts 1,204 Followers 683 Following

Waymakers SAVS & Prevention
Nonprofit Organization
Waymakers Sexual Assault Victim Services is Orange County's sole rape crisis center. Speak to a confidential advocate now: 714-957-2737
bit.ly/VirtualClotheslineOC
Santa Ana, California

Edit Profile Promotions Email

New SAAM 2020 COVID-19 Healing Prevention



AT&T 3:39 PM 54%

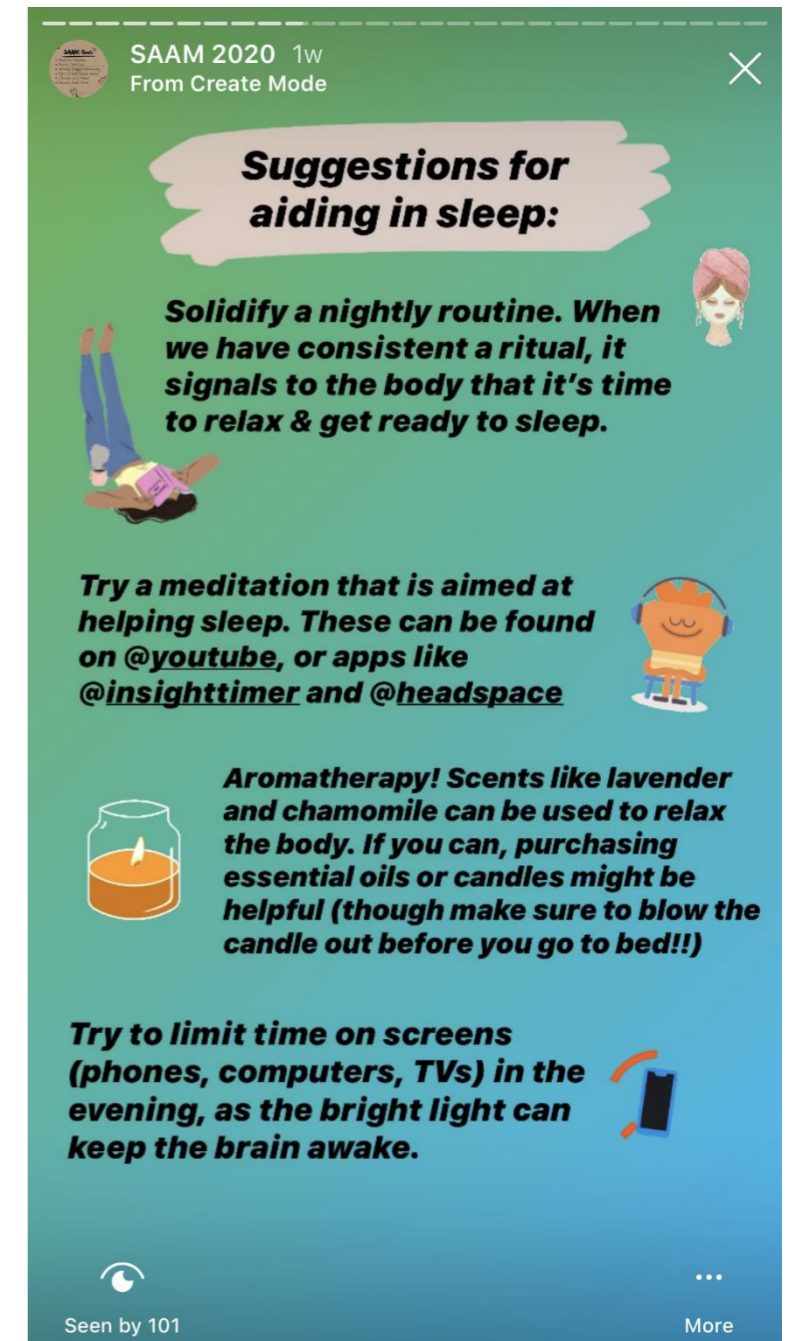
savswaymakersoc

Grid of posts including:

- During Covid-19 Waymakers Sexual Assault Victim Services & Prevention**
- Fullerton College Walk in Our Shoes**: Share a picture of yourself in high heels using #FCHEELS2020
- SAAM Weekly Round-Up**: Where would we have been this week if not for social distancing?
- Formas de Cuidar por Sobrevivientes durante Distanciamiento Social**: HELLO Preguntas como están? Ofréceles el espacio para hablar si quieren, y escucha. Ofréceles pasar el tiempo juntos como viendo la misma película mientras están en FaceTime.
- Service Providers**: "SOMETIMES THE BRAVEST AND MOST IMPORTANT THING YOU CAN DO IS JUST SHOW UP." - Brené Brown
- SAAM Weekly Round-Up**: Where would we have been this week if not for social distancing?
- SAAM 2020**: April is Sexual Assault Awareness Month. Supporting you as you support survivors.
- SAAM 2020**: April is Sexual Assault Awareness Month. We may be isolated, but we are NOT alone.

WaymakersOC.org @waymakersoc

Instagram stories



Logistics

- **Timing doesn't matter so much right now**, but typically want to post 11am-1pm, 4:30 onwards
- File type: **.PNG**
- Live - people less inclined to interact
 - **Q&As through Instagram stories** (question sticker)
- **Think ahead:** what's your plan for...
 - Disclosures!! - not a confidential space
 - Inappropriate comments

Social Media Tools



- For post creation
- We use the free version
- Able to share & edit directly

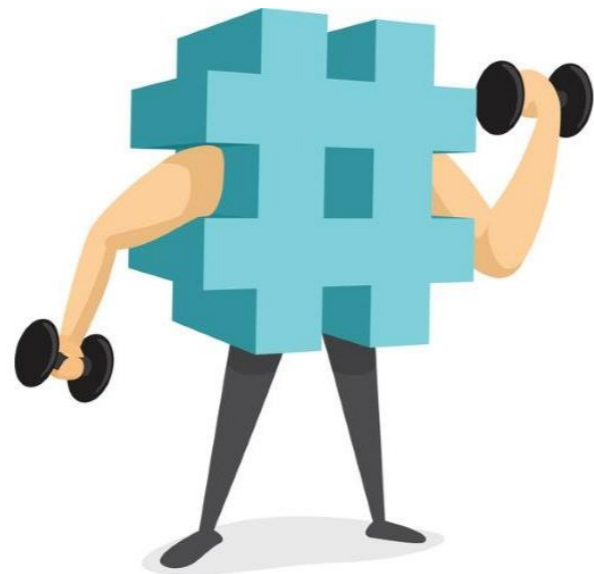


Copyright-free, high resolution photos



Free management and scheduling tool

Connecting with Others



@SAVSWaymakersOC



Using Hashtags

Most posts include:

#WaymakersOC #SAVS #RapeCrisisCenter #OrangeCounty #OC
#California #SexualAssault #SexualAbuse #SexualViolence

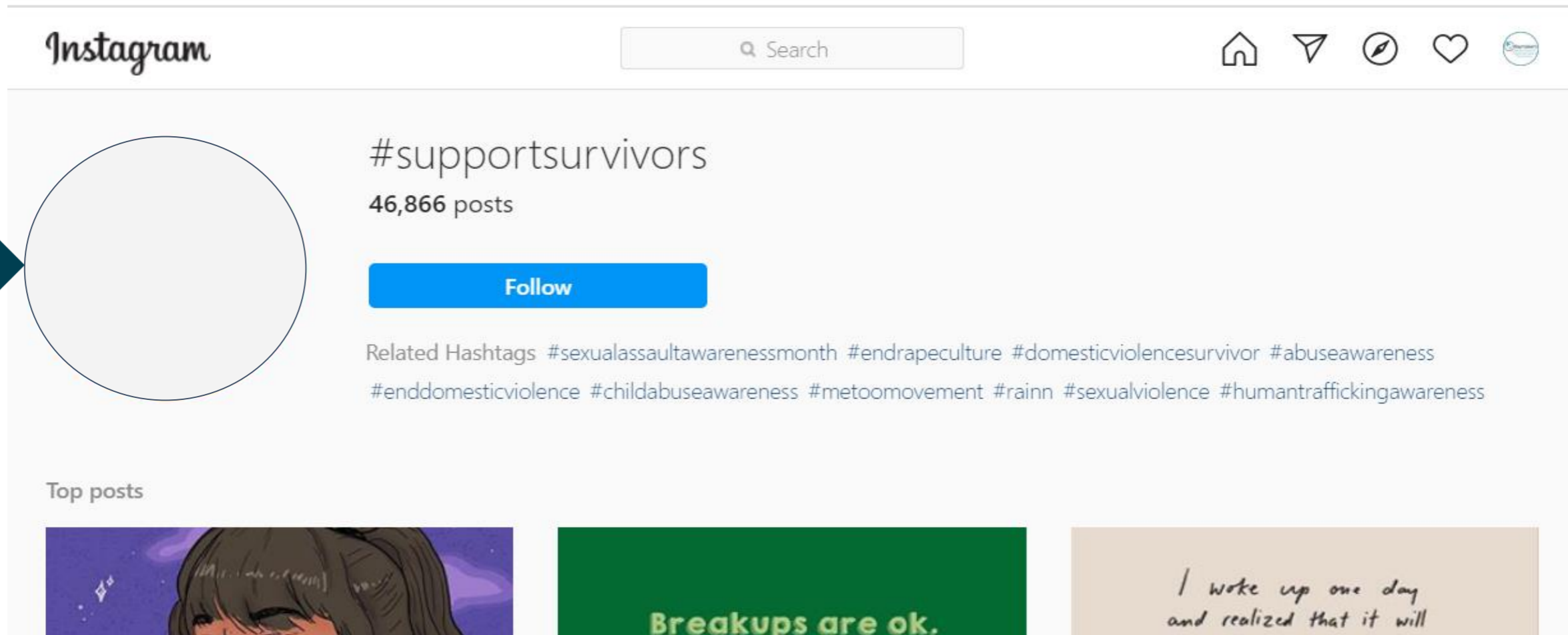
Client Services posts can include:

#SupportSurvivors #BelieveSurvivors #VictimAdvocacy #Boundaries
#Respect #Resilience #Healing #VictimServices #Empowerment

Prevention:

#ConsentCulture #EndRapeCulture #InvestInPrevention
#PreventionIsPossible #PreventionWorks #SexualAssaultPrevention

Using Hashtags



Instagram

Search

#supportsurvivors

46,866 posts

Follow

Related Hashtags #sexualassaultawarenessmonth #endrapeculture #domesticviolencesurvivor #abuseawareness #enddomesticviolence #childabuseawareness #metoomovement #rainn #sexualviolence #humantraffickingawareness

Top posts

Breakups are ok.

I woke up one day and realized that it will



Questions?

Shared expertise and discussion

- ❑ Current emerging issues?
- ❑ Challenges or triumphs in your prevention efforts?



Together we're stronger

Prevention at the Partnership



Public Policy



Communications



Capacity Building



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