



COVID-19 Social Media Strategies



CENTERING
SOCIAL
DISTANCING
PROGRAMMING
AROUND YOUTH
LEADERSHIP



Stella McSween



Close to **HOME**
RISE SAN LUIS OBISPO
COMMUNITY ACTION TEAM

About RISE Prevention and Close to Home



Prevention runs social media accounts alongside RISE, as part of a community-driven response to gender-based violence.

- Volunteer-created content
- More flexibility around branding/ guidelines
- Solution to authentically connect with community
- Paid youth leadership opportunity



Close2Home_SLO



ClosetoHomeSLO

RISE Social Media

Purpose:

- Advertise Fundraisers
- Communicate changes in services
- Spread Awareness
- Community Partnerships

Content:

- Photos, text, press releases
- Uniform look
- Managed by Social Marketing Director & Interns
- Content gathered by staff



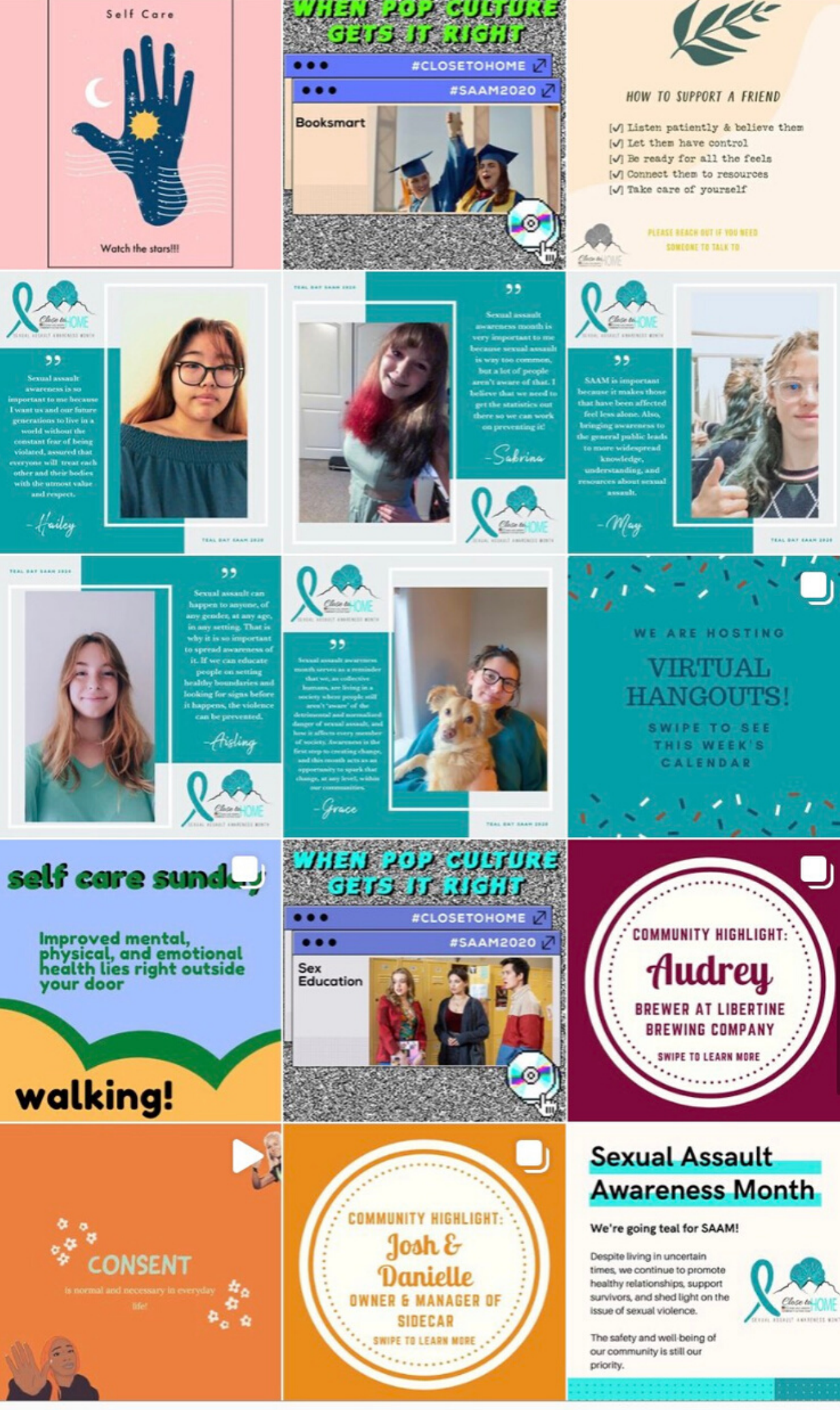
C2H Social Media

Purpose:

- Empower Youth Voices
- Engagement
- Community Connection

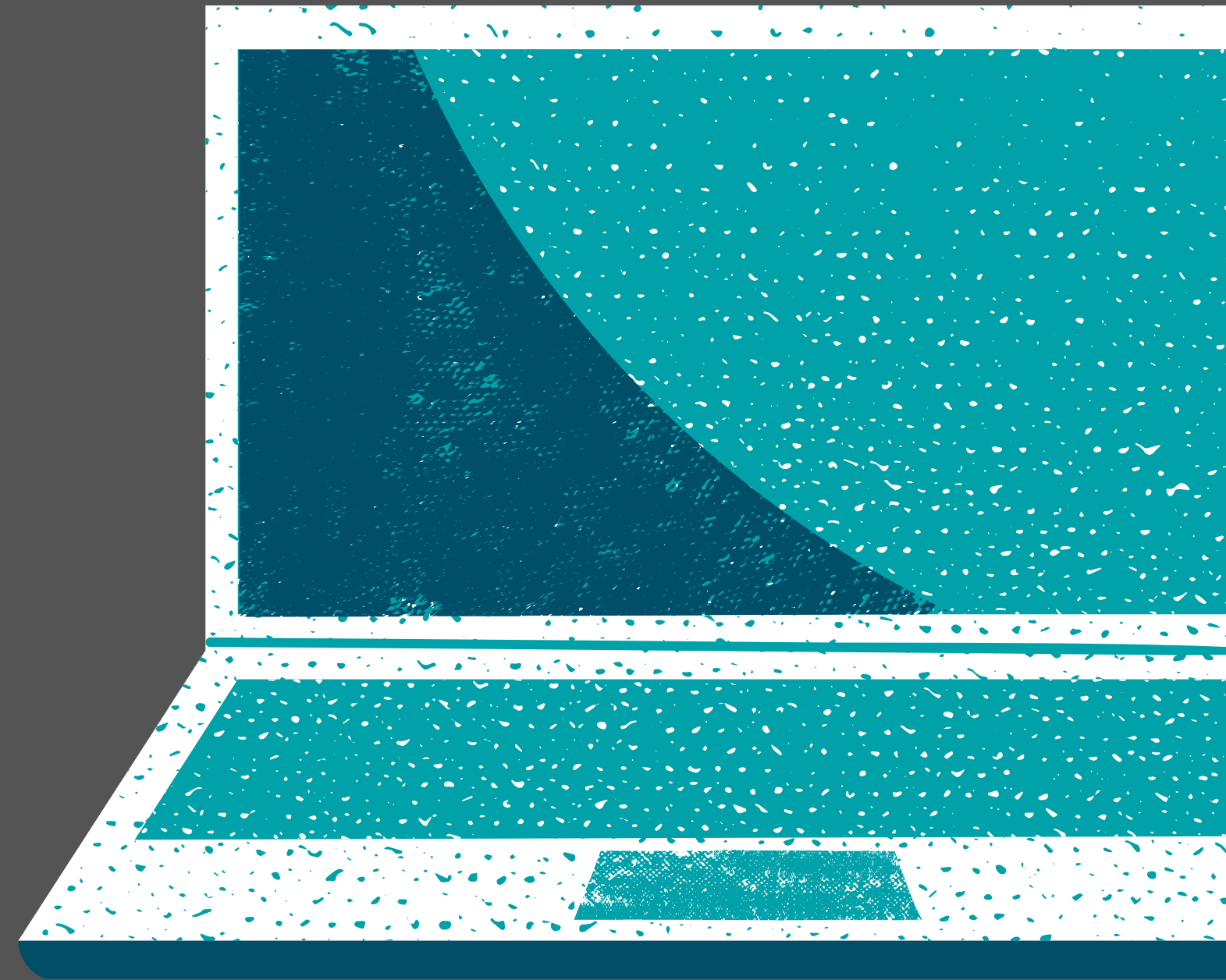
Content:

- GIF's, Graphics, IGTV
- Non uniform, organic unpolished look
- Managed by Community Organizers
- Content gathered by youth



Pivoting during COVID-19

- ***Asking and Listening***
 - *"What are you and your friends missing right now? How can we as a team fill that gap?"*
- ***Youth lead the way as experts***
 - **Pivoted from staff plans and goals**
 - **Let things be imperfect as we figured it out**





We understand these are uncertain times. Close to Home activities are changing, but we are still here and dedicated to bringing the community together.

With physical distancing, survivors could be forced to stay in close quarters with their abusers.

RISE IS HERE 24/7 VIA OUR FREE AND CONFIDENTIAL HOTLINE (855)886-7473

We may not be able to gather, but we are still in this together. You are not alone.

 Instagram Lives

 Things to do

 Local Stories & Highlights

 Action Inspiration



artikoht
😂

janaesargent
Oh my goodness! 😂😂

Instagram Live Hangouts

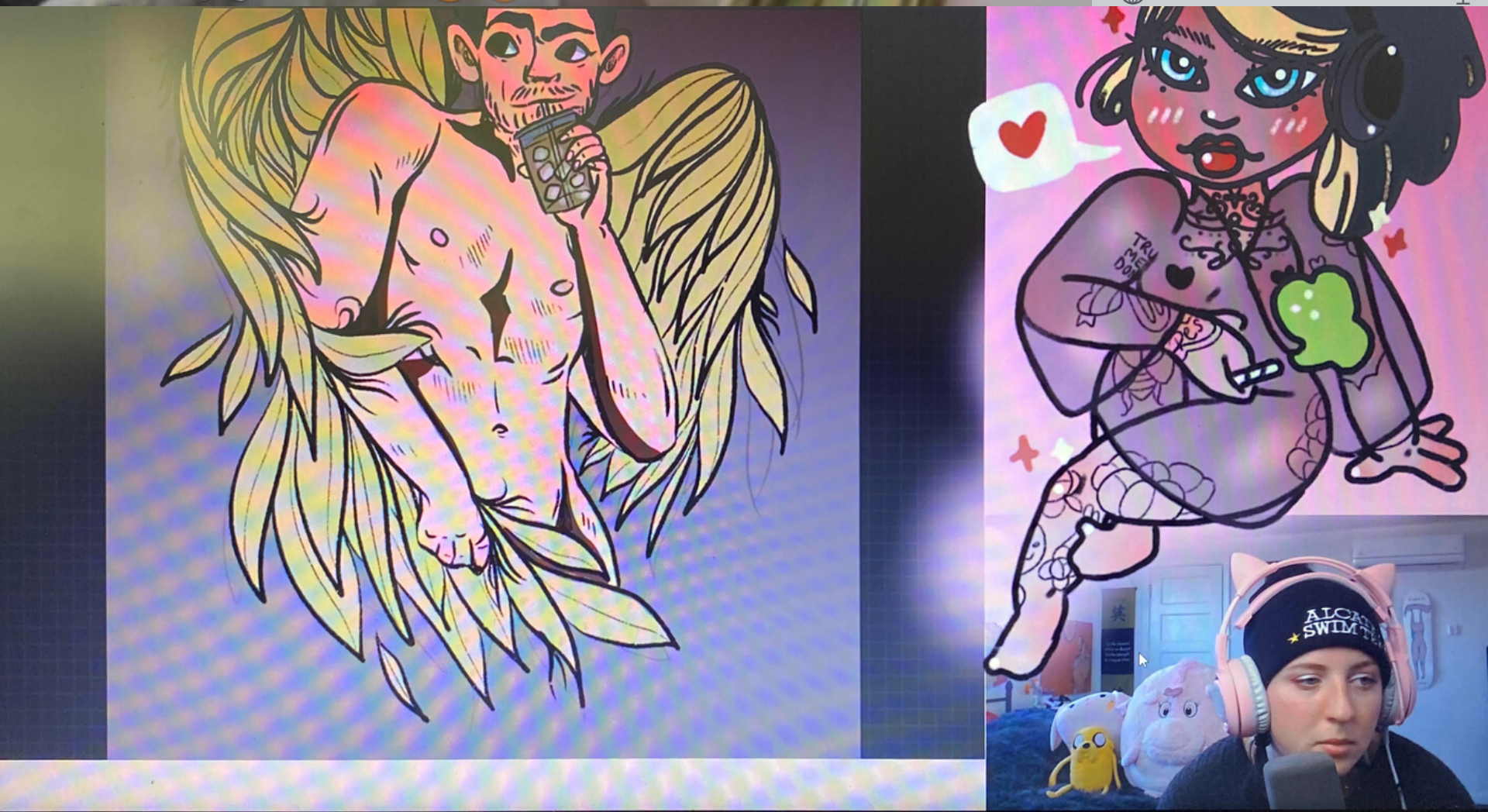
Community-hosted workshops

Anyone can sign up

One-hour streamed from Close to Home Instagram

Hangouts range from fitness to mindfulness, mental health, art, pet care, etc.

No restrictions on hangouts as long as they are positive and community-building



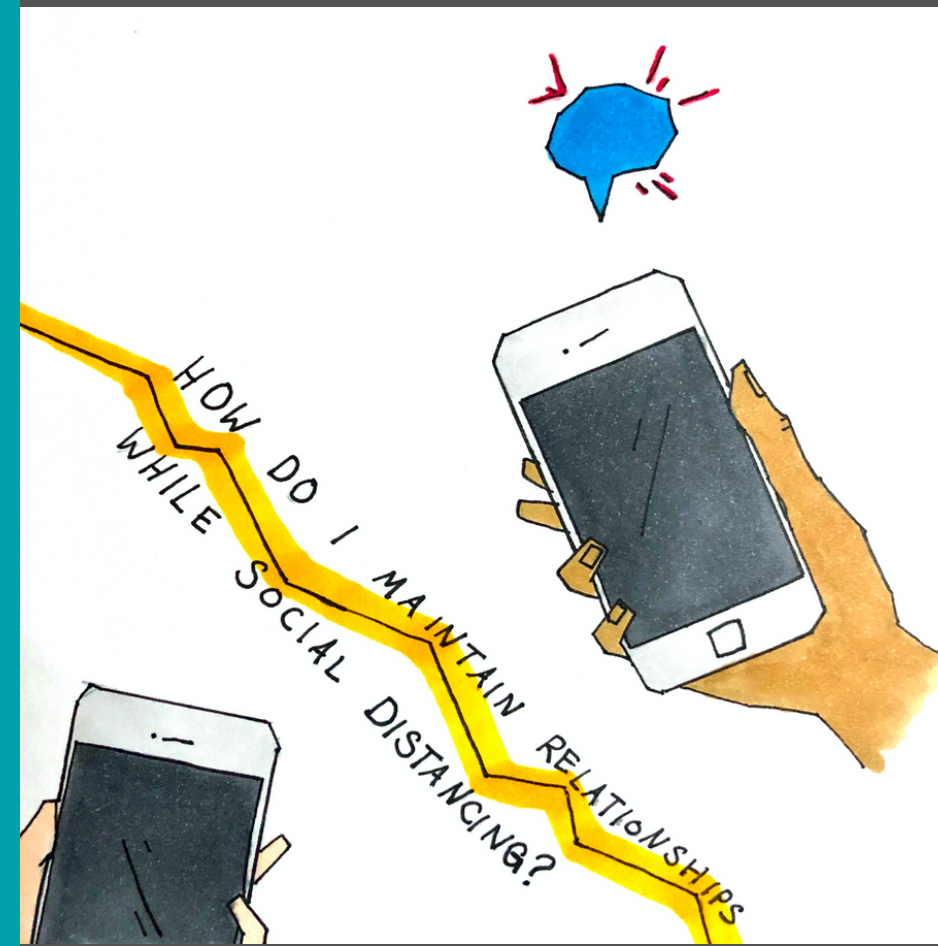
Highlighting Youth Ideas

Ideas generated by youth for friends

Pop culture that fits into the theme of C2H and SAAM, but aren't documentaries

Self-care Sundays- easy ways to take care of mental health while quarantining with families

Creative outlet making graphics & art



self care sunday

Improved mental, physical, and emotional health lies right outside your door

walking!



WHEN POP CULTURE GETS IT RIGHT





Local Stories



Interviews with business owners impacted by COVID-19



Making resources personal- beloved local businesses



Inspiring people to rally together as a community



Ideas for takeout and special deals



Idea pioneered from Adult Volunteer Team

"Our industry isn't built for this...so, let's problem solve! What can we do? How can we survive? We'll transition to production!"



Action Inspiration



Education that's still useful during COVID-19



Youth Action Stories (Wear Teal Day)- wanted to share why SAAM is important to them



How to help people feel connected when they're stuck at home



Combining COVID-19 response with SAAM



TEAL DAY SAAM 2020

”

Sexual assault awareness month serves as a reminder that we, as collective humans, are living in a society where people still aren't 'aware' of the detrimental and normalized danger of sexual assault, and how it affects every member of society. Awareness is the first step to creating change, and this month acts as an opportunity to spark that change, at any level, within our communities.



-Grace

TEAL DAY SAAM 2020

TEAL DAY SAAM 2020



”

Sexual assault can happen to anyone, of any gender, at any age, in any setting. That is why it is so important to spread awareness of it. If we can educate people on setting healthy boundaries and looking for signs before it happens, the violence can be prevented.

-Aisling



TEAL DAY SAAM 2020



”

Sexual assault awareness month is very important to me because sexual assault is way too common, but a lot of people aren't aware of that. I believe that we need to get the statistics out there so we can work on preventing it!

-Sabrina



TEAL DAY SAAM 2020

”

Sexual assault awareness is so important to me because I want us and our future generations to live in a world without the constant fear of being violated, assured that everyone will treat each other and their bodies with the utmost value and respect.



-Hailey

TEAL DAY SAAM 2020

APRIL- SEXUAL ASSAULT AWARENESS MONTH (SAAM)

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
		1- Arti Gearing up for SAAM in the time of COVID	2- Elle Everyday Consent is Normal & Necessary	3- Elle/Hailey When Pop Culture Gets It Right Show: Sex Education	4-	5- May Self care sunday Topic: Take a walk
6- Hollie Livestream calendar for the week	7- All the youths Day of Action- WEAR TEAL Sharing photos of youths in teal and quotes	8- Stories posting	9- How you can support a friend who was sexually assaulted	10- Aisling Post- When Pop Culture Gets It Right Movie: Booksmart	11-	12- Elle Self care sunday Topic: star gazing!
13- Elle April is also STI awareness month - STI vs STD	14- Aisling/Arti Why should you get tested for STIs & Live stream schedule	15- Sabrina How to maintain relationships during quarantine	16- Hollie Call out for hosting livestreams next week- food theme!	17- Post- When Pop Culture Gets It Right Feature:	18- "Pay tribute to the color of sexual violence prevention with a photo or illustration of something teal"	19- Self care sunday Topic:
20- Janae Getting consent in covid (skit video)	21-	22- May Earth Day- specifically how	23-	24- Post- When Pop Culture Gets It Right Feature:	25-	26- Self care sunday
			30- At the End of SAAM Share a snapshot that captures your progress or reflections at the end of the month			

WE ARE HOSTING
VIRTUAL HANGOUTS!

SWIPE TO SEE
THIS WEEK'S
CALENDAR

STREAMING ON CLOSE TO HOME'S INSTAGRAM LIVE

Tues 4/7, 3 pm: Drawing with Aisling
(taking requests!)

Wed 4/8, 1 pm: Meet My Pet Chickens with Elle

Thurs 4/9, 5 pm: Helping a Friend with Daniel

Fri 4/10, 2 pm: Drawing with Sabrina

Behind the Scenes

Calendar filled out the week before

Encouraging graphic design and creativity

Using Canva, SparkPost, and apps like Over

Being patient and understanding when life happens

Posting calendar for livestreams



Content Creation Resources and Tips



C

SPARKPOST



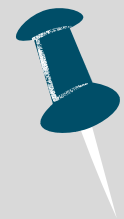
Over



Utilize intentional and genuine partnerships



Follow youth direction and use your skills to empower *them* to create



Don't get hung up on perfection



Experiment, try new things, embrace failures and be flexible

Questions?

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