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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
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
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 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
Instagram stories

The first community check-in of April 🌟

How are you going to take care of yourself in order to engage with #SAAM this April?

OR: are you going to engage with Sexual Assault Awareness Month this year?

Be honest 😔 where are you at re: SAAM 2020?

A mix of up, down or the middle. Haven’t been sleeping well these past 2 days either.

Absolutely ⚡️

Our capacity to engage in activism (& sexual violence as a topic in general) can change moment to moment, or day to day.

A lot of folks have been struggling to sleep restfully. Here are some suggestions that may be useful 🧘

Suggestions for aiding in sleep:

Solidify a nightly routine. When we have consistent a ritual, it signals to the body that it’s time to relax & get ready to sleep.

Try a meditation that is aimed at helping sleep. These can be found on @youtube, or apps like @insighttimer and @headspace.

Aromatherapy! Scents like lavender and chamomile can be used to relax the body. If you can, purchasing essential oils or candles might be helpful (though make sure to blow the candle out before you go to bed!)

Try to limit time on screens (phones, computers, TVs) in the evening, as the bright light can keep the brain awake.

WaymakersOC.org
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 included to interact
  - Q&As through Instagram stories (question sticker)

- **Think ahead:** what’s your plan for…
  - Disclosures!! - not a confidential space
  - Inappropriate comments
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

#supportsurvivors
46,866 posts

Related Hashtags: #sexualassaultawarenessmonth #endrapeculture #domesticviolencesurvivor #abuseawareness #enddomesticviolence #childabuseawareness #metoomovement #rainn #sexualviolence #humantraffickingawareness
Questions?
Shared expertise and discussion

- Current emerging issues?
- Challenges or triumphs in your prevention efforts?
Together we’re stronger

Prevention at the Partnership

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