

It's On Us K-State Social Media Guide

Campaign: The Center for Advocacy, Response and Education (CARE) at k-state.edu/care and ksucare@k-state.edu, coordinators Jenna Tripodi and Jessica Haymaker – please contact with questions or for more information

Twitter [@KStateCARE](https://twitter.com/KStateCARE)

Instagram [@KStateCAREoffice](https://www.instagram.com/KStateCAREoffice)

Facebook [K-State Center for Advocacy, Response and Education](https://www.facebook.com/K-State-Center-for-Advocacy-Response-and-Education)

YouTube links:

:15 (One student – perfect for Instagram) <http://youtu.be/kVWwLxEyLMg>

:36 (Multiple students) http://youtu.be/ei9k_pkTeVm

:57 (Snyder) http://youtu.be/vDR_PyVkr0s

Tagboard <http://www.k-state.edu/care/itsonus/tagboard.html>

Website: k-state.edu/itsonus – can find links to social media, tagboard, PSA, the pledge, list of activities, information about becoming an active bystander and what defines consent

Centralized hashtags:

#itsonuskstate (unifies K-State's campaign and can be pulled into the tagboard on k-state.edu/itsonus website)

#kstate (our school, our community)

#itsonus (connects our campaign to the national campaign)

Topic hashtags:

#CampusSafety	#Safety	#TheresNoPerfectVictim
#CampusViolence	#SaVEAct	#Victim
#CaptureKState	#SexualAssault	#VictimRights
#CleryAct	#SexualAssaultAwareness	#Victims
#Consent	#SexualConsent	#YesMeansYes
#EveryTwoMinutes	#SexualViolence	#YesAllWomen
#HealthyRelationships	#Survivor	#WhyIStaye
#KnowYourTitleIX	#Survivors	
#Prevention	#TakeAStand	

Facts:

- 1 in 5 women will experience sexual violence while in college
- 1 in 16 men will experience sexual violence while in college
- 92% of sexual assault victims know their attacker
- 72% of campus sexual assaults happen when one or both individuals have been drinking
- 37.8% of college women reported that they were first raped between ages 18-24
- Approximately 6.4% of men commit acts of sexual violence
- 1 in 3 girls in the US is a victim of physical, emotional or verbal abuse from a dating partner
- "Affirmative consent" means affirmative, conscious and voluntary agreement to engage in sexual activity.
- Consent is more than yes or no. It is a dialogue about desires, needs, and level of comfort with different sexual interactions.
- 50% of sexual assaults involve drugs or alcohol
- 35% of drug facilitated sexual assaults involve voluntary use of illicit drugs

Twitter-Ready Tweets

- #itsonuskstate to realize we all have a role to play in stopping sexual assault #prevention
- #itsonuskstate to support survivors of all ages.
- #itsonuskstate to create a culture of consent #YesmeansYes
- #itsonuskstate to support survivors of intimate partner violence #WhyIStayed #WhyILeft
- #itsonuskstate to talk about consent #HealthyRelationships #YesmeansYes
- #itsonuskstate to support survivors of all sexualities.
- #itsonuskstate to end the normalization of sexual and domestic violence #consent #WhyIStayed #WhyILeft
- #itsonuskstate to prevent sexual violence. Take the pledge k-state.edu/itsonus
- Several campuses across the nation are taking part in the #ItsOnUs campaign to end sexual violence. Join #KState community in taking action! #itsonuskstate
- #itsonuskstate to prevent sexual assault. Stop by the @K-State Union and the Rec next week to take the pledge and start the conversation!
- 1 in 5 women and 1 in 16 men will experience sexual violence while in college. #itsonuskstate to combat sexual violence.
- 92% of sexual assault victims know their attacker. Take the pledge at k-state.edu/itsonus
- #itsonuskstate to support survivors of all gender identities.
- #itsonuskstate to talk about intimate partner and sexual violence in our communities.
- #itsonuskstate to expect our systems to hold perpetrators accountable.
- #itsonuskstate to expect our community to hold perpetrators accountable.
- #itsonuskstate to support survivors' voices.
- #itsonuskstate to never blame the victim.
- 72% of campus sexual assaults happen when one or both individuals have been drinking. #itsonuskstate to recognize the signs.

- #itsonuskstate to recognize the dignity and value of each member of the #K-State community, and treat them with the respect they deserve.
- #itsonuskstate to ASK permission and respect a partner's choice.
- #itsonuskstate to UNDERSTAND that non-consensual sex is sexual assault.
- #itsonuskstate to IDENTIFY situations in which sexual assault may occur.
- #itsonuskstate to NOT be a silent bystander, but intervene when consent has not or cannot be given.
- #itsonuskstate to MAKE sexual assault unacceptable at #K-State.
- #itsonuskstate to SUPPORT survivors and never blame the victim.
- I stand with #KState campus leaders in supporting the #itsonuskstate campaign to combat sexual assaults from happening on our campus!

Overview of It's On Us campaign

In September 2014 the White House launched the national It's On Us campaign. The focus of the campaign is to create an environment where sexual assault is never acceptable and empower college men and women to step in as active bystanders to prevent, discourage, or intervene when an act of violence has the potential to occur. It's On Us encourages college students to take a firm stance against sexual violence and join together to support survivors.

Since the launch of the It's On Us campaign by the White House in September 2014 hundreds of colleges and national organizations have partnered with the campaign to address sexual violence in our communities.

In February 2015 K-State officially launched the It's On Us K-State campaign.

The purpose of the It's On Us campaign is to raise awareness about issues surrounding sexual violence and empower college students to be active bystanders. Sexual violence affects thousands in our K-State family, and we all have a part to play in the solution to this problem. This campaign asks that you sign the It's On Us K-State Pledge and take a stand against sexual violence in our community.