

April is **Sexual Assault Awareness and Prevention Month (SAAPM)**. The goal of SAAPM is for individuals and organizations to raise public awareness about sexual abuse and educate communities on how to prevent it.

Each year, we promote **#SAAPM** and our **#TurnTexasTeal** campaign to honor the 33% of Texans who have experienced some form of sexual violence in their lifetime.

During this Sexual Assault Awareness and Prevention Month, we wanted to provide you with a few simple tools to make your communications and outreach easy – while ensuring that our tone and approach reflect the current state of affairs. We hope you will find this useful in your communications efforts during SAAPM.

In this toolkit, you will find the following:

- A copy of TAASA's social media calendar for the month of April
- Five shareable **#TurnTexasTeal** social media graphics (attached separately)
- National resources for additional ideas
- More sample social media posts
- SAAPM hashtags

National Resources

The National Sexual Violence Resource Center has their own incredible toolkit: <https://www.nsvrc.org/saam>. Additionally, you can find a [downloadable copy of their proclamation](#) for April!

RAINN is the nation's largest anti-sexual violence organization. You can find a variety of useful statistics and information for promoting SAAPM. <https://www.rainn.org/statistics>

More Sample Social Media Posts

For every voice we amplify during **#SAAPM**, we erase the stigma of sexual assault. So **#TurnTexasTeal** this April and speak out about **#SAAPM2024**. You or your organization can repost any of the SAAPM content we share from our TAASA page.

2 in 5 women in Texas have been sexually assaulted. Show solidarity for survivors and **#TurnTexasTeal. #SAAPM**

For **#SAAPM**, we are supporting survivors by sharing stories, wearing teal, and amplifying survivors and survivor advocates during the month of April. Join us and **#TurnTexasTeal**.

Hashtags

#TurnTexasTeal

#SAAPM

#SAAPM2024



SAAPM 2024

Social Media Calendar

April 1st – Announce SAAPM with a post from yourself or your organization. If at an organization share a message from your Executive Director!

April 2nd – Wear Teal Day! - Since 2004, the National Sexual Violence Resource Center has promoted a day dedicated to ending sexual violence against women. Their campaign is ongoing. For more information visit www.nsvrc.org. For complete information regarding SAAM Day of Action, see: <https://www.nsvrc.org/saam>

April 5th – Fun Friday: Spell it out... “SAAPM”! Use objects (flowers, food, art, etc.) to share SAAPM out in the wild and snap a pic!

April 8th – Motivational Monday: Share book Inspiration that keeps you motivated in the work!

April 10th – Tag or highlight a lawmaker in your area who has supported your organization or supported legislation centering survivors.

April 11th – SART Collaborate & Listen – share posts about SARTS from TAASA’s page!

April 12th – Fun Friday: Empowerment Playlist – share a song that inspires, uplifts, or promotes making a positive impact or change in our society. [You can find our playlist on Spotify!](#)

April 15th – Motivational Monday: Amplify a Survivor(s) Story or survivor-centered Organization’s Story

April 18th – SART Collaborate & Listen – share posts about SARTS from TAASA’s page!

April 19th – Fun Friday: Share Words of Affirmation or Encouragement to Survivors

April 21st – National Crime Victims’ Rights (21st – 27th)


April 22nd – How to help past April – What projects, events, or programs are you working on or looking forward to? [as our work does not stop after April!]

April 24th – It’s Denim Day! Take a selfie wearing denim and encourage others to join in! Encourage folks to share WHY they’re wearing denim in their own networks. (<https://denimday.org/why-denim>)

April 25th – SART Collaborate & Listen – share posts about SARTS from TAASA’s page!

April 26th – Fun Friday: Share a compilation video of all the SAAPM activities you have participated in or hosted!

April 29th – One SAAPM takeaway – Share a caption, photo, video, or reel of the impact of this year’s SAAPM!



APRIL 2024

SAAPM Social Media Calendar

SUN	MON	TUE	WED	THU	FRI	SAT
	1 Announce SAAPM with a post from yourself or your organization.	2 Wear Teal Day!	3	4	5 Fun Friday: Spell it out... "SAAPM"!	6
7	8 Motivational Monday: Share book Inspiration that keeps you motivated in the work!	9	10 Tag a lawmaker!	11 SART Collaborate & Listen: share posts about SARTS from TAASA's page!	12 Fun Friday: Empowerment Playlist	13
14	15 Motivational Monday: Amplify a Survivor(s) Story or survivor-centered Organization's Story	16	17	18 SART Collaborate & Listen: share posts about SARTS from TAASA's page!	19 Fun Friday: Share Words of Affirmation or Encouragement to Survivors	20
21 National Crime Victims' Rights Week (21st - 27th)	22 How to Help Past April	23	24 It's Denim Day!	25 SART Collaborate & Listen: share posts about SARTS from TAASA's page!	26 Fun Friday: SAAPM Activity Videos	27
28	29 One SAAPM takeaway - Share a caption, photo, video, or reel of the impact of this year's SAAPM!	30				