

Start by Believing®



SOCIAL MEDIA TOOLKIT

END VIOLENCE AGAINST WOMEN INTERNATIONAL

Prepared Social Media Infographics

Increase awareness of the Start by Believing philosophy, and its importance, through these eye-opening infographics. All of EVAWI's pre-made infographics can be found on the Start by Believing website:

startbybelieving.org/social-media-graphic



3 SIMPLE RESPONSES TO A DISCLOSURE OF SEXUAL ASSAULT

1. I believe you
2. I'm sorry this happened
3. I am here for you



#StartbyBelieving

Research estimates that women who have been sexually assaulted before their 18th birthday are **twice as likely** to be sexually assaulted again.



Black, M.C., Basile, K.C., Breiding, M.J., Smith, S.G., Walters, M.L., Merrick, M.T., Chen, J., & Stevens, M.R. (2011). The National Intimate Partner and Sexual Violence Survey (NISVS): 2010 Summary Report. Atlanta, GA: National Center for Injury Prevention and Control, Centers for Disease Control and Prevention.

5-20%
of sexual assault victims
report to law enforcement.

Friends and family play a critical role in determining whether victims will access services.



For review, see Lonsway, K.A., & Archambault, J. (2012). The 'Justice Gap' for Sexual Assault Cases: Future Directions for Research and Reform. Violence Against Women, 18 (2), 145-168.

Post Your Pledge

to Start by Believing

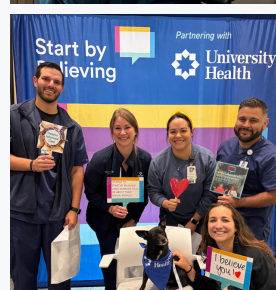
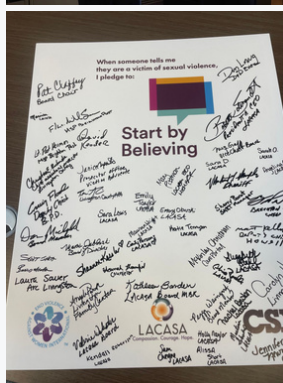
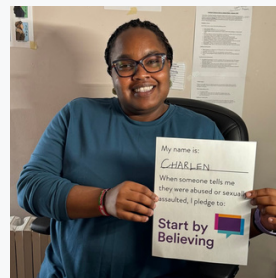


The Pledge:

When someone tells me they were sexually assaulted or abused, I pledge to:

- ✓ Start by Believing
- ✓ Support survivors on the road to justice and healing
- ✓ Help end the silence

Sign the pledge



Reflection Worksheet

Why You Start by Believing

Use this reflection worksheet to help you or your team come up with captions for Start by Believing Day.

Why do you think it is important to Start by Believing when someone discloses they have been sexually assaulted or abused?

How could or has Start by Believing impacted you or the people you work with?

Quick Captions

Start by Believing Campaign

You can use and alter these captions in anyway for your own Start by Believing Day promotion.

Captions to Inform & Educate:

If someone tells you they were sexually assaulted or abused, here are three things you can say:

- I believe you.
- I'm here for you.
- How can I help?

Join me April **[day, year]**, for #StartbyBelieving Day.

Most victims of sexual assault, domestic violence, stalking, and child abuse do not report the crime. Many never tell anyone.

It's time to end the cycle of silence. Join me April **[day, year]**, for #StartbyBelieving Day.

Start by Believing is more than just a personal pledge.

It encourages individuals, organizations, and communities to communicate the critical message to survivors: "We hear you, we support you, and we will Start by Believing."

Sign the pledge at startbybelieving.org/pledge

Start by Believing is a public awareness and action campaign designed by End Violence Against Women International (EVAWI) to end the cycle of silence and change the way we respond to sexual assault, domestic violence, stalking, and child sexual abuse.

I am joining thousands of people across the world who have made a personal commitment to #StartbyBelieving.

Social Media Tips

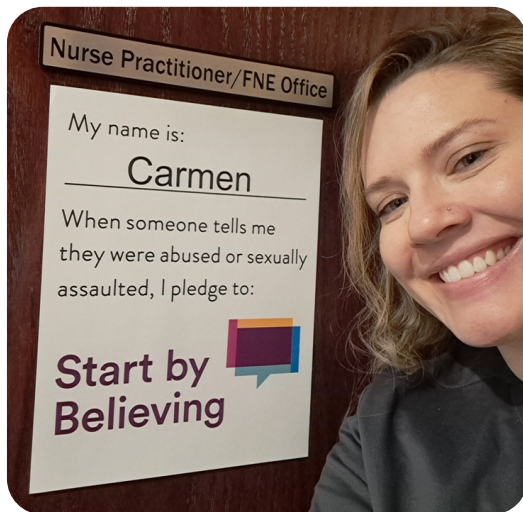
Click on the image to download or get taken to our social media page.

Hashtag

Use #StartbyBelieving on all your posts.

Start by Believing Placard

Take a pledge selfie with the Start by Believing Placard



Get the Graphics



Download the pre-made graphics for your Start by Believing Campaign.

Tag EVAWI:



**Start by
Believing**

