

Social Media Guide

Let's Get Consensual: Fall 2019



Hashtags:

#Letsgetconsensual & #wmlgc: Our official campaign-related hashtags. Include this tag on promotion for events, on sharing facts, on prevention messages or department or organization-specific posts.

Our handles:

[@letsgetconsensualwm](#) (Instagram): follow the campaign and reshare our content on your favorite reshare applications

[Let's Get Consensual at William & Mary](#) (Facebook): follow the campaign and share, like/love or comment on our posts.

Partner handles:

Social media allows us to connect and elevate the work of others. Please tag our campaign partners in your content as well!

Health Outreach Peer Educators (HOPE):

[@hopeatwm](#) (Instagram)

[Health Outreach Peer Educators](#) (Facebook)

Someone You Know (SYK):

[@wm_syk](#) (Instagram)

[W&M Someone You Know](#) (Facebook)

The Haven:

[The Haven](#) (Facebook)

Student Assembly:

[@wmstudentassembly](#) (Instagram)

[William & Mary Student Assembly](#) (Facebook)

Amnesty International at W&M:

[@wmamnesty](#) (Instagram)

VOX: Planned Parenthood Generation Action:

[@wm_vox](#) (Instagram)

[W&M VOX: Planned Parenthood Generation Action](#) (Facebook)

W&M Health & Wellness:

[@wellnesswm](#) (Instagram)

[W&M Health & Wellness](#) (Facebook)

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The Campaign at a Glance



<p>August 28th- September 8th</p>	<p>Campaign Kickoff</p> <p>Campaign Lead: Office of Health Promotion</p>	<p>The focus of this part of the campaign is general awareness of Let's Get Consensual. Our goal is to spread the news far and wide. Please encourage your followers to follow our accounts (above) and use our hashtags to increase engagement. Key messages: consent is fun, we all are responsible for giving and receiving consent, W&M has a culture of consent</p>
<p>September 9th - 22nd</p>	<p>Incapacitation & Consent</p> <p>Campaign Lead: HOPE</p>	<p>Sexual violence on college campuses like W&M is inextricably linked to alcohol use. No person is ever responsible for being harmed; instead, our focus is to bring awareness of what incapacitation is and why it is important to understand when someone is impaired by alcohol or drugs, brain injuries or mental health issues and to support them.</p>
<p>September 23rd - October 6th</p>	<p>Contraception & Consent</p> <p>Campaign Lead: The Haven</p>	<p>When we discuss consent, we often ignore other safe sex practices. Contraception is integral to consent - if folks want to use it and what forms will be used. Contraception also invites conversation about sexual desires necessary for healthy consent practices. We also will highlight the contraception available at W&M from free internal and external condoms to emergency contraception.</p>
<p>October 7th - 22nd</p>	<p>Normalizing Consent</p> <p>Campaign Lead: Amnesty Int'l</p>	<p>These two weeks are where we really want every part of W&M involved! We want you demonstrating how your office or organization incorporates consent into your daily work and lives - maybe it's FERPA forms students sign; maybe it's asking folks to stop by your table in Sadler and kindly accepting a no; maybe it's proactive communication about what to expect at your Homecoming events.</p>
<p>October 23rd - November 3rd</p>	<p>Consent in Long Term Relationships</p> <p>Campaign Lead: SYK</p>	<p>Usually consent messages are geared towards folks who have not been intimate before, so we wanted to bring attention to consent in long term relationships. We want to recognize that consent can look and feel different for folks in these relationships, but is no less important. We want to build skills around navigating consent and intimacy when routines get established.</p>

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<p>November 4th - 17th</p>	<p>Understanding Coercion</p> <p>Campaign Lead: Student Assembly</p>	<p>Most people understand the basics around coercion and manipulation into sexual activity. We seek to increase identification of the more subtle forms of coercion that may be built into systems, traditions, and expectations as members of the W&M community. We also want to provide tools for people to combat blatant or subtle coercive tactics.</p>
<p>November 18th - December 8th</p>	<p>Building our Skills</p>	<p>The final weeks of the campaign will emphasize how to talk about consent and equip folks with language and ideas to keep the conversation going. We will explore how to respond when someone is sending nonverbal signals or when someone indicates they are not giving consent. There will be a contest for the sexiest and funniest ways to ask for consent.</p>

Sample Posts

August 28th- September 8th Campaign Kickoff

Instagram: Share the consent culture graphic below with the caption:
(YOUR DEPT/ORGANIZATION) pledges to uphold respect for each person. We all play a role in William & Mary's consent culture. #letsgetconsensual #wmlgc

Facebook: Join the efforts of the community to spread a culture of consent across William & Mary. Let's get consensual - meaning we respect boundaries, honor bodily autonomy and ask and receive consent, always. #letsgetconsensual #wmlgc

Twitter: Share any of the graphics below!
We pledge to respect boundaries, honor bodily autonomy, and ask and receive, always. #letsgetconsensual #wmlgc



Graphics

All linked graphics are square & sized for Instagram. If you need a different size, contact Lindsey Mosvick lbmosvick@wm.edu.



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Style Guide

Want to create your own **Let's Get Consensual #wmlgc** graphics? We recommend using [Canva \(available free!\)](#) to create. Follow this handy guide:

Fonts: Aller Bold & Display (official logo font) - [download & install](#)
Montserrat & **Montserrat bold**

Color palette:

			
PURPLE #6c426a CMYK 61 82 34 17 RGB 108 66 106	TEAL #789F90 CMYK 48 8 34 20 RGB 120 159 144	LAVENDER #ddc5dc CMYK 48 8 34 20 RGB 221 197 220	MINT #d8e3e0 CMYK 10 2 7 4 RGB 216 227 224

Logos to transpose over or into your graphics:

