

Social Media Takeover

Activity

Resource: Ideas for Action

Grade(s): 1 2 3 4 5 6 7 8 9 10 11 12

What Is it All About?

Take to social media to spread the word about growth and development topics (e.g., self-esteem, sexual violence prevention, harassment, healthy relationships, and consent).

Consider content from the Draw-The-Line and It Starts With You materials.

Why Do It?

Be heard through social media and amplify the message!

How Do We Do It?

Ask for permission to take over the school's social media accounts for a day.

Prepare posts and hashtags ahead of time for approval.

Include photos with your posts (be sure to get consent from anyone in the photos).

Post often, tag influencers, and ask everyone to share.

Consider including hashtags from pre-existing campaigns, such as:

- #WhoWillYouHelp

- #itstartswithyou
- #whiteribbon
- #DrawTheLine
- #ChalkWalk
- #HowIWillChange

Check with adult allies before posting to get up to speed on offensive and oppressive speech.

Consider drafting guidelines for posting to make sure everyone knows the rules of behaviour, and emphasize that offensive posts will not be tolerated and will be blocked and/or reported.

Create a plan in advance on how to respond to offensive posts or victim-blaming comments. Talk to an adult ally or local sexual violence expert on how to best manage these situations, should they come up.

For examples, use the key words “social media campaigns” and “social media activities” to search online for images and videos of a variety of social media activities.

What Else Do We Need?

- Computer, social network
- Photos, posts, hashtags

How Do We Get Creative?

Try different hashtags, photos, and filters.

Have a contest for the most engaging post.

Consider reposting other popular content, such as the “Consent is like a cup of tea” video, or have people make their own version.