

2026 Sexual Assault Awareness Month (SAAM) Social Media Toolkit

Theme: 2026's SAAM campaign focuses on consent as the foundation for healthy relationships and the prevention of sexual violence including talking with our kids about respecting boundaries, speaking up when something doesn't seem right, and knowing where to find support for sexual assault survivors.

Weekly Themes:

- **Kick-Off (April 1-3):** Healthy relationships begin with consent.
- **Week 1 (April 6-10):** Prevention starts with what we teach our kids.
- **Week 2 (April 13-17):** Consent is an ongoing conversation.
- **Week 3 (April 20-24):** Speak up when something doesn't seem right.
- **Week 4 (April 27-30):** Support for sexual assault survivors is near you.

Hashtags: #SAAM2026 #EndSexualViolence #Consent

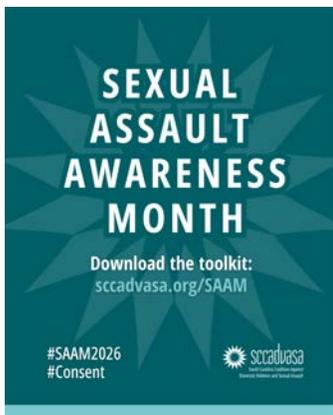
Graphics: All images can be accessed via this [Shared Folder](#). Images have been inserted below for suggested placement with ALT text provided. Spanish content options will also be included.

For More Info or Social Media Assistance: Email communications@sccadvasa.org.

Sample Posts (You can also share this content directly from SCCADVASA's [social media platforms](#)):

Kick-Off (April 1-3): Healthy relationships begin with consent.

- Preventing sexual violence is possible. This Sexual Assault Awareness Month (#SAAM2026), we'll focus on consent as the foundation of healthy relationships. Download the SAAM toolkit to learn more: sccadvasa.org/SAAM #EndSexualViolence #Consent





[ALT 1: Teal graphic with text “Sexual Assault Awareness Month – Download the toolkit: sccadvasa.org/SAAM” #SAAM2026 #Consent SCCADVASA logo]

[ALT 2: A young woman with long brown hair smiles and looks over her shoulder as a man with dark hair pulled back kisses her on the forehead with text “Healthy relationships begin with consent.” #SAAM2026 SCCADVASA logo]

[ALT 3: A young man and woman embrace and smile while riding the subway with text “Healthy relationships begin with consent.” #SAAM2026 SCCADVASA logo]

- Prevenir la violencia sexual es posible. Este Mes de Concientización sobre la Agresión Sexual (#SAAM2026, por sus siglas en inglés), nos enfocaremos en el consentimiento como base de las relaciones saludables. Descargue el kit de herramientas de SAAM para obtener más información: sccadvasa.org/SAAM #SAAM2026 #FinALaViolenciaSexual #Consentimiento



[TEXTO ALTERNATIVO: Una mujer joven de cabello largo y castaño sonríe y mira sobre su hombro mientras un hombre de cabello oscuro recogido la besa en la frente; la imagen incluye el texto: “Las relaciones saludables comienzan con el consentimiento” junto con el logo de SCCADVASA]

- Consent means respecting boundaries and never making assumptions about what your partner is ready to do. If someone seems unsure, stays silent, doesn’t respond, or says “maybe,” they aren’t giving consent. #SAAM2026 #EndSexualViolence #Consent



[ALT 1: Teal graphic with text “Consent is: Freely given, Reversible, Required every time” with checkmarks beside each item #SAAM2026 #Consent SCCADVASA logo]

[ALT 2: Teal graphic with text “Silence does not equal consent. Maybe does not equal consent.” #SAAM2026 #Consent SCCADVASA logo]

- El consentimiento significa respetar los límites y nunca hacer suposiciones sobre lo que su pareja está dispuesta a hacer. Si alguien parece inseguro, permanece en silencio, no responde o dice “tal vez”, no está dando su consentimiento. #SAAM2026 #FinALaViolenciaSexual #Consentimiento



[TEXTO ALTERNATIVO 1: Gráfico en color turquesa con el texto: “El consentimiento es: otorgado libremente, reversible, requerido en todo momento” con marcas de verificación junto a cada frase]

[TEXTO ALTERNATIVO 2: Gráfico en color turquesa con el texto: “El silencio no es consentimiento. ‘Tal vez’ no es consentimiento”].

Week 1 (April 6-10): Prevention starts with what we teach our kids.

- Make a commitment to talk early and often with the young people in your life about consent. It’s important that we teach our kids to understand and respect boundaries, know what healthy (and unhealthy) relationships look like, and recognize that consent is required every time. #SAAM2026 #EndSexualViolence #Consent



[ALT 1: A woman with long blonde hair sits with her teen daughter and looks down and smiles with text “Talk early and often.” #SAAM2026 SCCADVASA logo]

[ALT 2: A teen son with curly hair embraces his dad and looks over his shoulder while smiling with text “Teach consent early. Talk often.” #SAAM2026 SCCADVASA logo]

[ALT 3: A woman with long brown hair laughs and hugs her teen son who wears a blue shirt with text “Teach consent early. Talk often.” #SAAM2026 SCCADVASA logo]

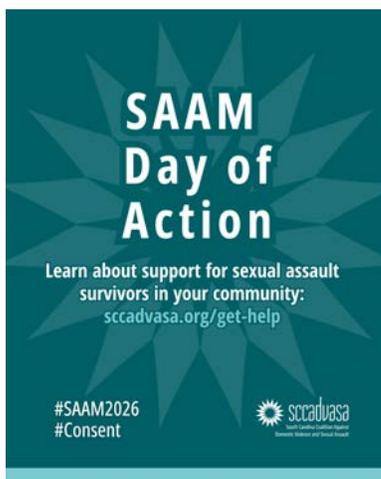
- Comprométase a hablar sobre el consentimiento con frecuencia y desde una edad temprana con los jóvenes en su vida. Es importante que enseñemos a nuestros hijos a comprender y respetar los límites, saber cómo son las relaciones saludables (y no saludables), y reconocer

que el consentimiento es obligatorio en todo momento. #SAAM2026 #FinALaViolenciaSexual #Consentimiento



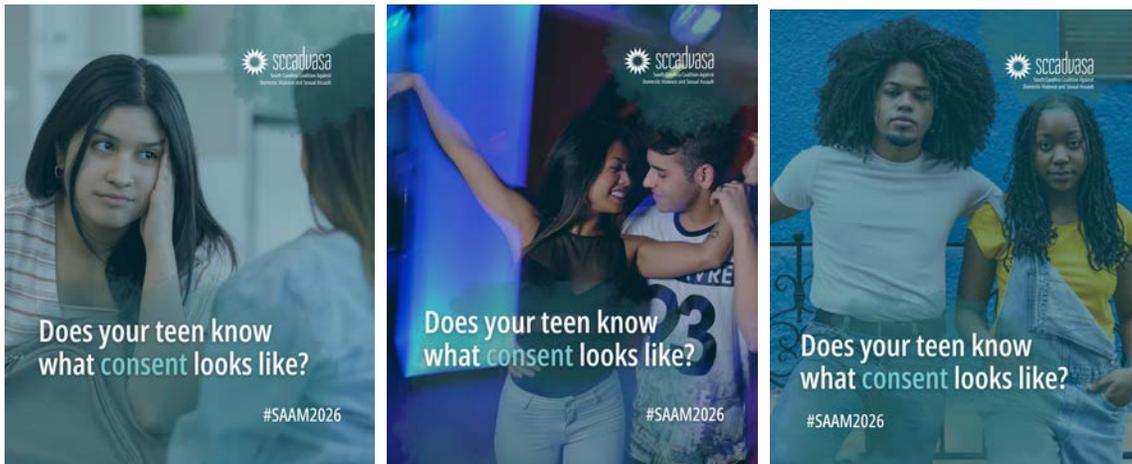
[TEXTO ALTERNATIVO: Una mujer de cabello largo castaño ríe mientras abraza a su hijo adolescente, quien viste una camiseta azul con el texto: “Enseñe sobre el consentimiento desde temprano. Hable con frecuencia”].

- *Tuesday, April 7* – SAAM Day of Action: On today’s #SAAM2026 Day of Action, show your support for survivors by wearing teal, the color of sexual violence prevention. Take the time to visit sccadvasa.org/get-help to learn about the organizations in your community that support sexual assault survivors. #EndSexualViolence #Consent



[ALT: Teal graphic with text “SAAM Day of Action – Learn about support for sexual assault survivors in your community: sccadvasa.org/get-help” #SAAM2026 #Consent SCCADVASA logo]

- Talking to teens about sex-related topics can be awkward, but studies show that young people who talk with their parents about relationships, consent, and respecting boundaries are more likely to make healthy choices. #SAAM2026 #EndSexualViolence #Consent



[ALT 1: A teen girl with long dark hair holds her hand to her head and talks to her mom with text “Does your teen know what consent looks like?” #SAAM2026 SCCADVASA logo]

[ALT 2: A young couple stands and smiles with arms around each other while dancing with text “Does your teen know what consent looks like?” #SAAM2026 SCCADVASA logo]

[ALT 3: A young man in a white t-shirt and jeans leans against an iron fence outside a bright blue house with a young woman in a yellow t-shirt and overalls, with text “Does your teen know what consent looks like?” #SAAM2026 SCCADVASA logo]

- Hablar con adolescentes sobre temas relacionados con el sexo puede resultar incómodo, pero los estudios muestran que las personas jóvenes que hablan con sus padres sobre relaciones, consentimiento y respeto de los límites tienen más probabilidades de tomar decisiones saludables. #SAAM2026 #FinALaViolenciaSexual #Consentimiento



[TEXTO ALTERNATIVO: Una mujer joven y un hombre están de pie, sonriendo y abrazándose; el texto dice: “¿Su adolescente sabe cómo identificar el consentimiento?”]

- When we think about preventing sexual violence, we often focus on what women and girls should and shouldn't do. However, preventing sexual violence also starts with what we teach our sons. This #SAAM2026, speak with the young men in your life about respecting boundaries and make sure they know that consent is required every time. #Consent #EndSexualViolence



[ALT 1: A man sits on a couch and speaks to his teenage son wearing a white t-shirt while placing a hand on his shoulder with text “Preventing sexual violence starts with what we teach our sons.” #SAAM2026 SCCADVASA logo]

[ALT 2: A dad wears a blue button-down shirt and sits beside his teenage son wearing a white long-sleeved shirt and jeans with text “Preventing sexual violence starts with what we teach our sons.” #SAAM2026 SCCADVASA logo]

Week 2 (April 13-17): Consent is an ongoing conversation.

- Consent is an ongoing conversation between partners about what they want to experience. It means stopping when someone says no or changes their mind and never making assumptions about what your partner is ready to do. #SAAM2026 #EndSexualViolence #Consent



[ALT 1: A man with short dark hair and a beard wears a red t-shirt and carries a woman with long dark hair and glasses on his back with trees in the background and text “Do you like it when I do that?” #SAAM2026 SCCADVASA logo]

[ALT 2: A woman with long dark hair and red lipstick laughs with a man with short dark hair and a beard wearing a patterned buttoned-down shirt and text “Do you like it when I do that?” #SAAM2026 SCCADVASA logo]

[ALT 3: A woman with brown curly hair wears an orange shirt and hugs her female partner from behind while kissing her cheek with text “Do you like it when I do that?” #SAAM2026 SCCADVASA logo]

- Open communication with your partner about boundaries is key to a healthy, consensual relationship. Just because your partner says yes to one thing, doesn’t mean they’ve consented to going further. Consent is required every time. #SAAM2026 #EndSexualViolence #Consent



[ALT 1: A man and woman embrace in a kitchen wearing aprons over their clothing while laughing with text “Talking about consent does not ruin the mood.” #SAAM2026 SCCADVASA logo]

[ALT 2: A man with shoulder-length curly brown hair wears a striped shirt and laughs as he hugs a man with short blond hair wearing a white collared shirt with text “Talking about consent does not ruin the mood.” #SAAM2026 SCCADVASA logo]

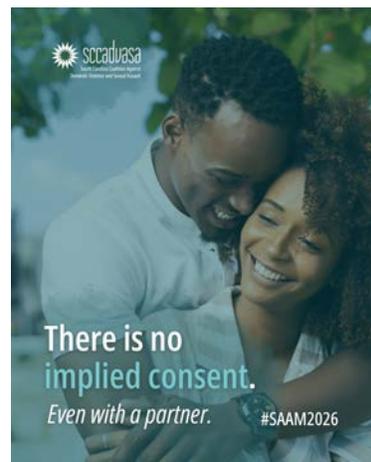
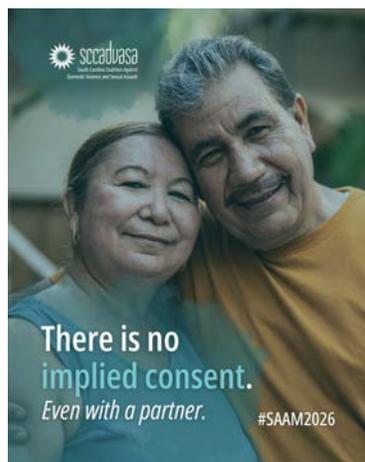
[ALT 3: Teal graphic with text “Consent is required every time.” and an X mark before the quotes “We’ve done it before.” “They were quiet.” “They didn’t say no.” #SAAM2026 SCCADVASA logo]

- La comunicación abierta con su pareja sobre los límites es fundamental para una relación saludable y consensuada. Que su pareja diga que “sí” a una cosa no significa que haya dado su consentimiento para avanzar más. El consentimiento es obligatorio en todo momento. #SAAM2026 #FinALaViolenciaSexual #Consentimiento



[TEXTO ALTERNATIVO: Un hombre y una mujer con delantales se abrazan y ríen; el texto dice: “Hablar sobre el consentimiento no arruina el momento”].

- There’s no such thing as implied consent – even with a partner. Flirting with someone, talking to them, or the absence of ‘no’ are not consent. Consent must be clearly and freely communicated – every time. #SAAM2026 #EndSexualViolence #Consent



[ALT 1: A man with a white mustache wears a brown scarf and smiles while a woman with short white hair and a white sweatshirt who puts her head on his shoulder with text “There is no implied consent. Even with a partner.” #SAAM2026 SCCADVASA logo]

[ALT 2: A woman with her hair pulled back wears a blue tank top and gathers outside of a house and smiles with a man with short gray hair and a brown t-shirt with text “There is no implied consent. Even with a partner.” #SAAM2026 SCCADVASA logo]

[ALT 3: A man and woman wear white while embracing and laughing outside with text “There is no implied consent. Even with a partner.” #SAAM2026 SCCADVASA logo]

- No existe el consentimiento implícito, ni siquiera con una pareja. El coqueteo, la conversación o la ausencia de un “no” no son consentimiento. El consentimiento debe comunicarse de manera clara y libre en todo momento. #SAAM2026 #FinALaViolenciaSexual #Consentimiento



[TEXTO ALTERNATIVO: Una mujer de cabello recogido y camiseta azul sin mangas sonríe frente a una casa junto a un hombre de cabello corto gris; él viste una camiseta marrón con el mensaje: “No existe el consentimiento implícito. Ni siquiera con una pareja”].

Week 3 (April 20-24): Speak up when something doesn’t seem right.

- Last year, the UK’s @Transport for London launched a prevention campaign featuring real stories of people defusing incidents of sexual assault and harassment by making the victim feel supported and encouraged others to “Act Like a Friend” to prevent violence. View the campaign video: <https://www.youtube.com/watch?v=Xw76La8baQU> #SAAM2026 #EndSexualViolence #Consent

- When you see something that doesn't seem right, starting a conversation with the person being targeted while ignoring the perpetrator can provide a distraction and help prevent sexual assault. #SAAM2026 #EndSexualViolence #Consent



[ALT 1: Teal graphic with text “When you see something that doesn’t seem right, start a conversation with the victim while ignoring the perpetrator.” #SAAM2026 #Consent SCCADVASA logo]

[ALT 2: Teal graphic with dialogue circle and text “Hello! It’s been so long since I’ve seen you.” #SAAM2026 #Consent SCCADVASA logo]

[ALT 3: Teal graphic with dialogue circle and text “Weren’t you at the game last weekend?” #SAAM2026 #Consent SCCADVASA logo]

[ALT 4: Teal graphic with dialogue circle and text “I really like your jacket! Where did you get it?” #SAAM2026 #Consent SCCADVASA logo]

- Cuando vea algo que no le parezca correcto, iniciar una conversación con la persona afectada mientras ignora al agresor puede servir de distracción y ayudar a prevenir una agresión sexual. #SAAM2026 #FinALaViolenciaSexual #Consentimiento



[TEXTO ALTERNATIVO 1: Gráfico en color turquesa con el texto: “Cuando vea algo que no parece estar bien, inicie una conversación con la víctima mientras ignora al agresor”].

[TEXTO ALTERNATIVO 2: Gráfico en color turquesa con un globo de diálogo y el texto: “¡Hola! Hace mucho tiempo que no te veía”].

[TEXTO ALTERNATIVO 3: Gráfico en color turquesa con un globo de diálogo y el texto: “¿No estuviste en el partido el fin de semana pasado?”]

[TEXTO ALTERNATIVO 4: Gráfico en color turquesa con un globo de diálogo y el texto: “¡Me gusta mucho tu chaqueta! ¿Dónde la conseguiste?”]

Week 4 (April 27-30): Support for sexual assault survivors is near you.

- It’s easy to think that rape only happens to people we don’t know. The reality is that sexual assault occurs to those we know and love – a daughter, wife, son, friend, or coworker. Help for sexual assault survivors is available near you. Find resources and support by visiting sccadvasa.org/get-help for an interactive map of SCCADVASA member organizations. #SAAM2026 #EndSexualViolence #Consent



[ALT 1: A young woman with long dark curly hair looks away while sitting in front of a wall with graffiti next to friends with text “Sexual violence can happen to anyone. Find support near you: sccadvasa.org” #SAAM2026 SCCADVASA logo]

[ALT 2: A woman with short white hair and glasses sits outside and wears an orange shirt and holds her hand to her face with text “Sexual violence can happen to anyone. Find support near you: sccadvasa.org” #SAAM2026 SCCADVASA logo]

[ALT 3: A young man with short blonde hair and a nose ring wears a black t-shirt in a room with sunlight coming through a window and looks ahead with text “Sexual violence can happen to anyone. Find support near you: sccadvasa.org” #SAAM2026 SCCADVASA logo]

- Most victims who have been sexually assaulted were in an environment they considered safe and were assaulted by someone they thought they could trust. If you've experienced sexual violence, help is available near you. Find resources and support by visiting sccadvasa.org/get-help for an interactive map of SCCADVASA member organizations. #SAAM2026 #EndSexualViolence #Consent



[ALT 1: A young woman with dark hair holds her hand to her face and stares ahead with text “Sexual violence can happen to anyone. Find support near you: sccadvasa.org” #SAAM2026 SCCADVASA logo]

[ALT 2: A young man with brown hair and a beard wears a red shirt and looks ahead with text “Sexual violence can happen to anyone. Find support near you: sccadvasa.org” #SAAM2026 SCCADVASA logo]

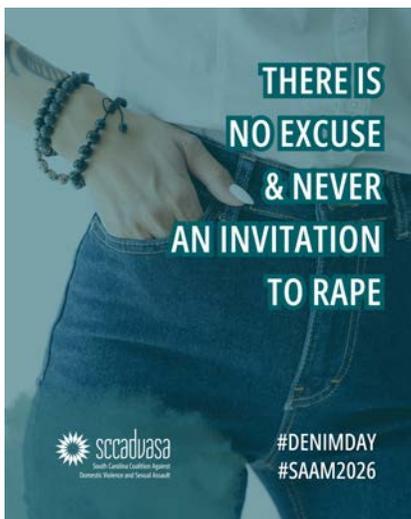
[ALT 3: A woman with short dark curly hair wears a plaid buttoned-down shirt and looks ahead with text “Sexual violence can happen to anyone. Find support near you: sccadvasa.org” #SAAM2026 SCCADVASA logo]

- La mayoría de las víctimas de agresiones sexuales se encontraban en un entorno que consideraban seguro y fueron agredidas por alguien en quien pensaban que podían confiar. Hay ayuda disponible para los supervivientes de agresiones sexuales cerca de usted. Encuentre recursos y apoyo visitando sccadvasa.org/get-help para ver un mapa interactivo de las organizaciones miembro de la Coalición de Carolina del Sur contra la Violencia Doméstica y la Agresión Sexual (South Carolina Coalition Against Domestic Violence and Sexual Assault, SCCADVASA). #SAAM2026 #FinALaViolenciaSexual #Consentimiento



[TEXTO ALTERNATIVO: Una mujer joven con cabello oscuro mira hacia adelante con el texto: “La violencia sexual puede ocurrirle a cualquier persona. Encuentre apoyo cerca de usted en: sccadvasa.org”]

- **Wednesday, April 29 – Denim Day:** There is no excuse and never an invitation to rape. If you are a victim of sexual violence...no matter where you were, how you were dressed, your relationship with the person who assaulted you, or whether you had been drinking, you are not to blame. It’s never too late to ask for help. Find resources and support for survivors by visiting sccadvasa.org/get-help for an interactive map of SCCADVASA member organizations. #WearDenimDay #SAAM2026 #EndSexualViolence #Consent





[ALT: Photo of a woman wearing denim jeans with her hand in her pocket with a bracelet on her wrist with text “There is no excuse & never an invitation to rape” #DenimDay #SAAM2026 SCCADVASA logo]

This project was supported by Grant No. 15JOVW-24-GG-00893-MUMU awarded by the Office on Violence Against Women, U.S. Department of Justice. The opinions, findings, conclusions, and recommendations expressed in this publication/program/exhibition are those of the author(s) and do not necessarily reflect the views of the U.S. Department of Justice.