“It’s On Us” Social Media Package

This package is meant to focus as an aid for advertising and spreading awareness of the It’s On Us Campaign via social media networks. Below are sample social media posts specifically tailored to the University of Iowa vision of the It’s On Us Campaign. Feel free to copy or alter these posts for your organizations specific lens.

UIowa It’s On Us website: http://itsonus.org.uiowa.edu/

It’s On Us Pledge site: http://itsonus.org/

Presidential Launch video link: http://www.whitehouse.gov/blog/2014/09/19/president-obama-launches-its-us-campaign-end-sexual-assault-campus

It’s On Us PSA link: http://www.youtube.com/watch?v=wNMZo31LziM

Official Hashtags: #whyisigned #ItsOnUs #bethesolution

Facebook Posts

We suggest you change your profile picture to the It’s On Us Iowa logo.

(1) When it comes to sexual assault, it is our responsibility to do something to prevent it. Go to itsonus.org.uiowa.edu to find out what you can do on to help end sexual assaults on our campus. #bethesolution

(2) It's On Us; let's be part of the solution, not the problem. "It's On Us asks everyone -- men and women across America -- to make a personal commitment to step off the sidelines and be part of the solution to campus sexual assault." http://www.whitehouse.gov/blog/2014/09/19/president-obama-launches-its-us-campaign-end-sexual-assault-campus

(3) UISG, GPSG, and the President’s Student Advisory Committee on Sexual Misconduct are asking everyone to create an environment, be it a dorm room, a party, a club or a sports team, or the greater college campus, where sexual assault is unacceptable and survivors are supported. Raising awareness. Holding ourselves and each other accountable. Looking out for someone who cannot consent. http://itsonus.org.uiowa.edu/

(4) The It's On Us pledge is a commitment to being part of the solution to end the problem of sexual assault and violence on our campus. Simply go to itsonus.org and take the pledge. You can show your support for ending sexual assaults by tweeting with #ItsOnUs and attending campus workshops and events centered on how you can be part of the solution.

(5) It's On Us invites everyone to step up and realize that the solution begins with us. It’s a declaration that sexual assault is not only a crime committed by a perpetrator against a victim, but a societal problem in which all of us have a role to play. http://www.youtube.com/watch?v=wNMZo31LziM
Twitter Tweets

(1) Stopping sexual assault is the responsibility of all of us. Take the pledge to be part of the solution at itsonus.org #ItsOnUs
(2) Step off the sidelines. Let’s #bethesolution not the problem at itsonus.org #ItsOnUs #whyisigned
(3) Sign the pledge to take responsibility for ending sexual assault at itsonus.org #whyisigned #bethesolution
(4) Take the pledge and help prevent sexual assault @uiowa itsonus.org.uiowa.edu #ItsOnUs #bethesolution
(5) You can prevent sexual assault @uiowa, attend campus workshops and events and find out more itsonus.org.uiowa.edu #ItsOnUs #whyisigned
(6) It’s on all of us to stop sexual assault. I took the pledge to be a part of the solution and you can too at itsonus.org #ItsOnUs
(7) Everyone has a role to play in stopping sexual assault. I took the pledge to be part of the solution at itsonus.org Join me! #ItsOnUs

Instagram

The UIowa specific It’s On Us logo will be available on the UISG website and at itsonus.org.uiowa.edu.