

Building Engagement On Your Campus

The #ItStopsNow campaign promotes a zero tolerance approach to sexual harassment and violence in third-level education: here are some of the ways you can promote our campaign in your institution.

Be a social media champion

Follow, share, and comment on our campaign to generate vital support for equality.

You'll find us on **Twitter** (@ItStopsNow_EU) and **Facebook** (@ItStopsNowEU), where we'll be posting videos, photos, blogs, articles, stories and much more throughout the campaign.

Use the **#ItStopsNow** hashtag to join the conversation, and invite your followers, friends and colleagues to get involved. Tag your institution, its leaders and societies, and your local political representatives to let them know just how important an issue this is for you.

Make the campaign visible on your campus

Share our campaign material to spark the action needed to ensure gender rights and safety on campus.

Pin our **posters** on noticeboards and in public spaces around your campus to raise awareness of the campaign. Circulate our campaign **stickers** which students can wear, post on notebooks and laptops, or share around campus to build support.

Install our **campaign mural** on your campus to create an important talking point and show your institution's support in ending sexual violence and harassment. Visit our **website** (www.itstopsnow.org) to download the posters and artwork you'll need.

Encourage students, staff and supporters to share their stories, and **take and post selfies** and photos in front of the mural and posters or wearing our stickers throughout the campaign.

Engage your college media

Start a conversation in your institution by sharing stories and developments across student media.

Write an article for your college's newspaper or magazine. It can be an opinion piece, an interview, a feature on relevant research, or a guide to your college's supports and services for students affected by sexual violence or harassment – take a look at our content guide for ideas.

Pitch an interview with your **college radio** station to discuss the campaign or record vox-pops with students to hear their perspectives on issues of equality, consent, misogyny, and more.

Add regular **news and campaign updates** to your institution's website, and include a link to the #ItStopsNow website, to keep students and staff posted on the campaign's development and impact.

Run events and activities

Find creative ways of engaging with students and staff on sexual harassment and violence issues.

Invite the #ItStopsNow campaign team to **run a stand or give a presentation at college events** or campus activities like SHAG Week or Mental Health Awareness Week.

Host workshops, talks and seminars on consent, bystander initiatives, reporting mechanisms and more to increase staff and student understanding on these important issues: ask student representatives and experts within your institution, such as researchers or lecturers, as well as guest speakers, to take part.

Launch short **surveys** in your institution to better understand your staff and student's attitudes to sexual violence, harassment and equality issues: run these before and after the #ItStopsNow campaign to explore how perspectives have changed with increased knowledge and awareness.

Use **awareness days** – such as International Day for the Elimination of Violence against Women (25 November) or International Human Rights Day (10 December) – to host events, release reports or policies, and maximise social media opportunities which support the campaign.

Get your college's societies involved

Ensure the full student community is represented and engaged in the campaign.

Share the link to the campaign with your institution's societies and **encourage them to get involved**. Women from ethnic minority backgrounds, women living with disability and the LGBTQ+ community are most likely to be affected by sexual violence and harassment, so ensuring that all student voices are involved and represented in the campaign is essential.

Check what **events and initiatives** the societies will be running throughout the year to see how these could incorporate the 'It Stops Now' campaign.

Contribute to **blogs, podcasts and social media** content led by your societies to spread the word about the campaign even further.

Encourage societies to invite their members to take photos, share their stories, and use the #ItStopsNow hashtag to join the drive to end sexual harassment and violence.

Share supports and information

Ensure your staff and students know where to go and how to respond when support is needed.

Make sure students and staff know where they can turn for support if they've been affected by sexual violence and harassment. Share the appropriate **campus supports and services** on your institution's website and social media, and make contact details easily available.

Publish your institution's **policies and procedures** around addressing sexual harassment and violence, and promoting equality. If these are lacking, raise this with the appropriate leadership.

Use our campaign **Toolkit** – due in 2019 – to introduce models of best practice, suggested resources, campaign ideas, staff training and student workshops and programmes to create zero tolerance zones in third level institutes.