START BY BELIEVING
SOCIAL MEDIA TOOLKIT

Bring SBB to your community!
Pledge Templates for Social Media

Facebook, LinkedIn, and Twitter: https://bit.ly/3hvMBwv
Instagram: https://bit.ly/3fEKUvf

Sample Post

I am Neo, a member of the United States Air Force, a victim advocate and a friend. I will always be there to support victims of sexual violence. I will Start by Believing.
Generic Template

Facebook, LinkedIn, and Twitter: https://bit.ly/2Bjel1i
Instagram: https://bit.ly/2NcWtNH

Sample Post

The first Wednesday in April is Start by Believing Day!
Prepared Social Media Infographics

Bring awareness to the Start by Believing philosophy, and its importance, through these eye-opening infographics.

Gallery: [https://www.startbybelieving.org/social-media-posts/](https://www.startbybelieving.org/social-media-posts/)

Sample Post

Of **100** rapes committed
an estimated **5-20** are reported to police

**0.4-5.4** are prosecuted

**0.2-5.2** result in a conviction

**0.02-2.8** in incarceration

#STARTBYBELIEVING
Profile Displays

Start by Believing Day is the first Wednesday in April. Share your excitement with these profile images!

Facebook Banner: https://bit.ly/32hb1DU

Facebook Profile Picture: https://bit.ly/38fZqsQ
Hashtags & Tagging

Here are some of our recommended hashtags:

#StartbyBelieving
#WhyIStartbyBelieving
)#IStartbyBelieving
#EveryResponseMatters
#MyResponseMatters

When mentioning another agency or organization, be sure to tag them!

And be sure to share your efforts with us:

Facebook: @StartbyBelieving
Twitter: @SBB_EVAWIntl
Instagram: @evawintl

Other Resources

Action Kits: https://www.startbybelieving.org/resources/#campaignmaterials


Pledge Page: https://www.startbybelieving.org/pledge/

Submit Campaign: https://www.startbybelieving.org/submit-your-campaign/

SBB Day Information: https://www.startbybelieving.org/start-by-believing-day/