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# Social media in prevention work on campuses



**CALCASA**  
CALIFORNIA COALITION  
AGAINST SEXUAL ASSAULT

# California Coalition Against Sexual Assault

- CALCASA
  - Sixty-four member rape crisis centers
  - Six campus intervention & prevention programs
- PreventConnect
- Campus Grants
- 2013 NSAC



# Social media is (2008)

tools to  
**create** and **share**  
content that encourages the  
**creation** and **sharing**  
of more content.

# Social media is (2013)

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**being online.**

# Trends in social media

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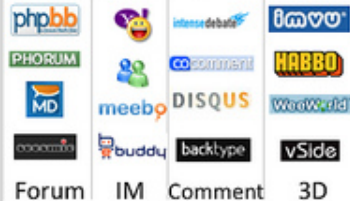
# Social Media Landscape 2009

## Expressing

### Publication



### Discussion



### Aggregation

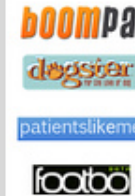


## Networking

### Search



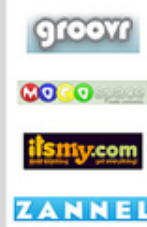
### Niche



### BtoB



### Mobile



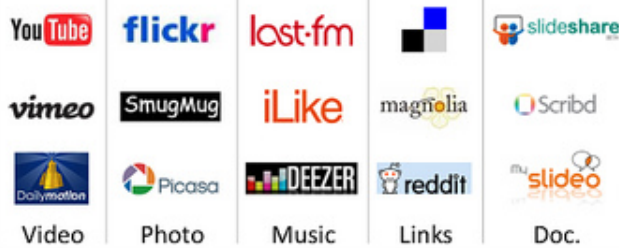
### Tools



## Social Platforms



### Content



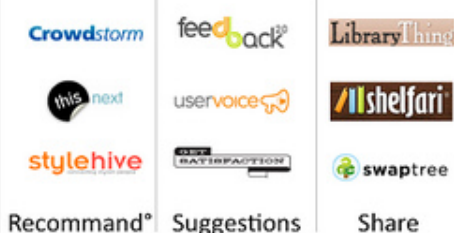
### Social Games



### Casual Games



### Product



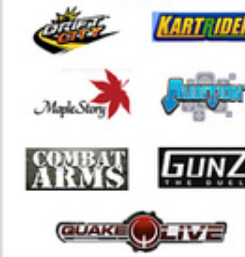
### Place



### Casual MMO



### MOG



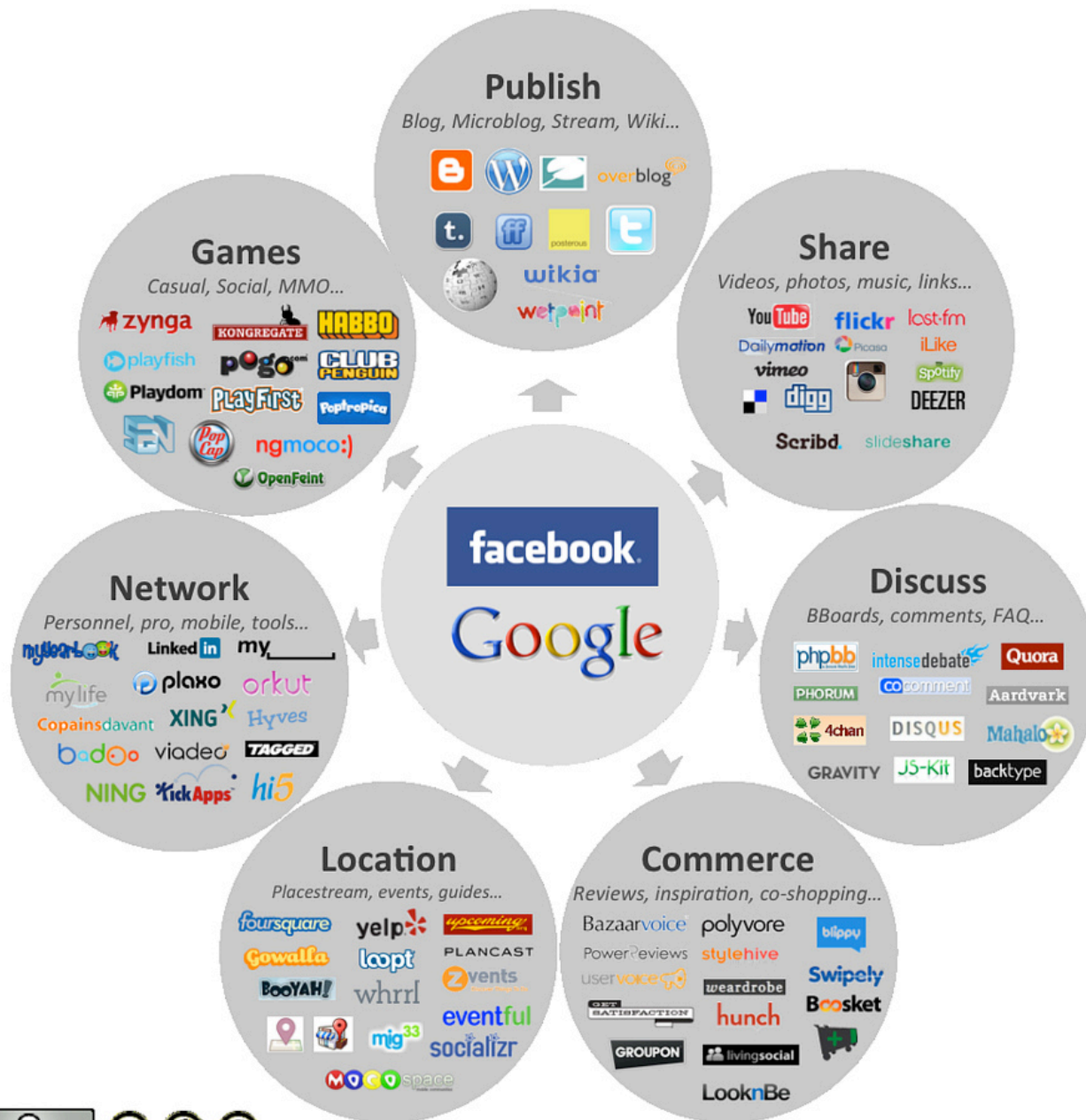
### MMORPG



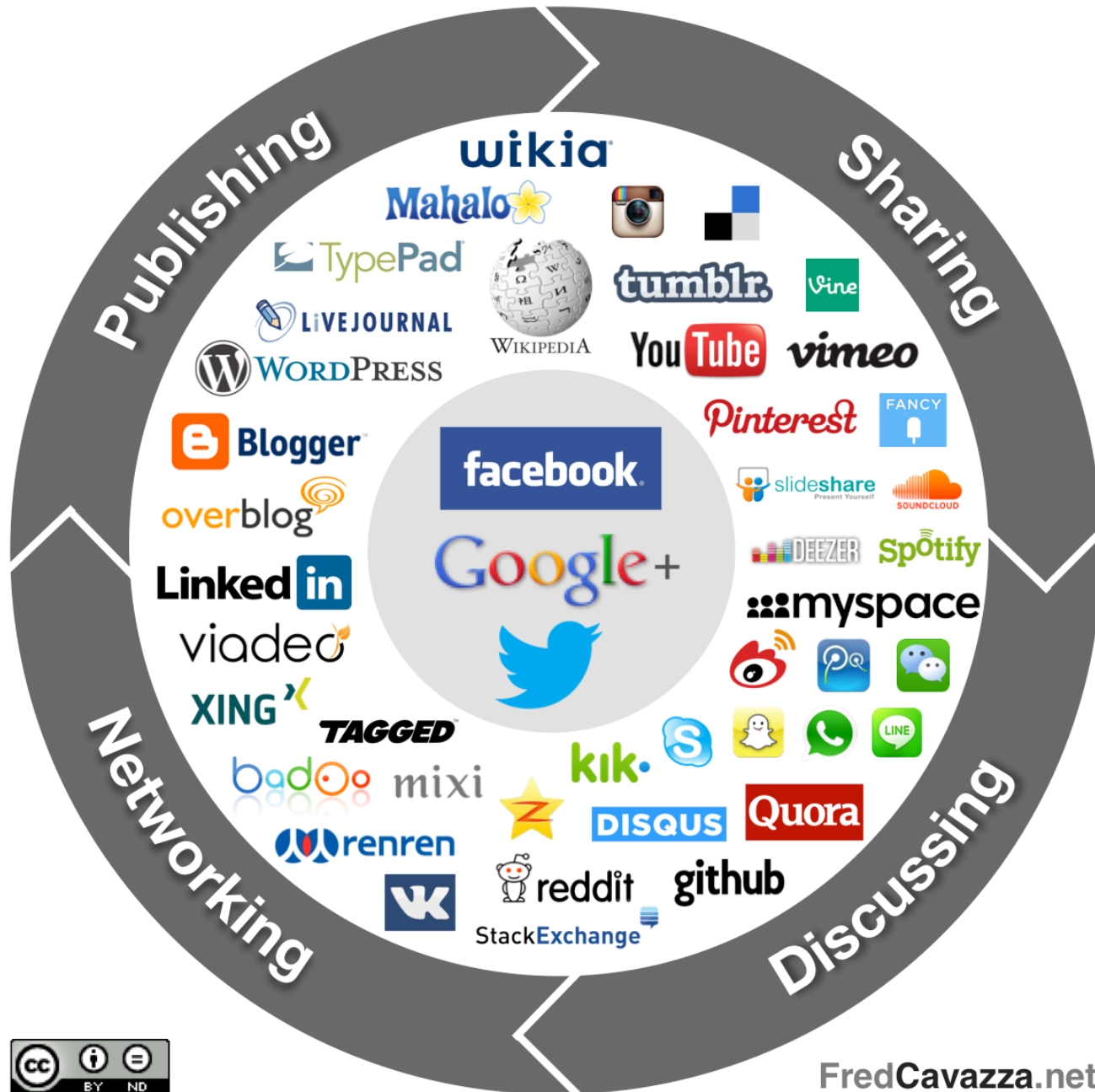
## Sharing

## Gaming

# Social Media Landscape 2011



# Social Media Landscape 2013

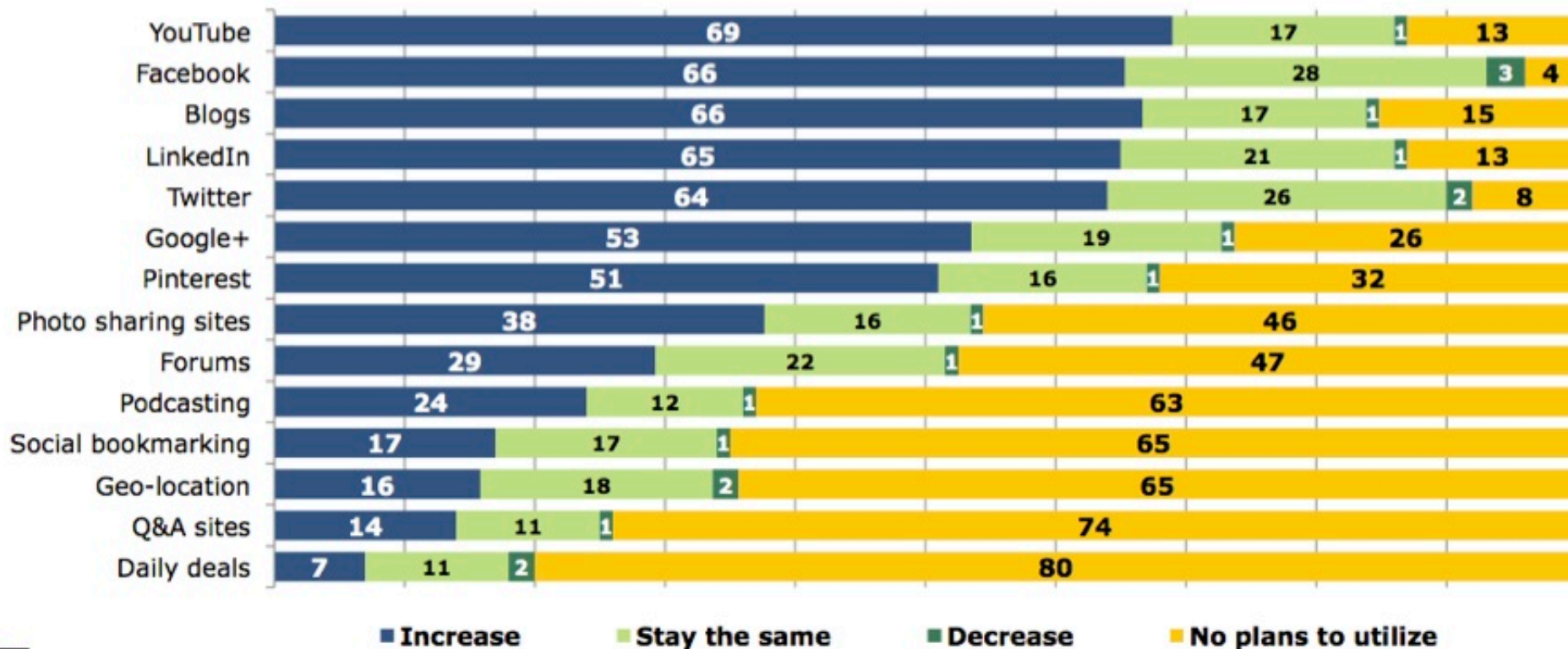




## Marketers' Future Social Media Plans

(% of marketers, indicating how they will change their social media use in the near future)

May 2013



# 2013, by the numbers

- Facebook : 1.1 billion users
- Twitter : 500 million users (200 million active)
- LinkedIn: 225 million users
- Pinterest: 49 million users
- Flickr : 87 million users / 8 billion photos
- Instagram: 100 million users / 4 billion photos

**What are students doing?**

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# Using the internet

- 95% of teens ages 12-17
- 98% of adults ages 18-29
- ...for social networking.
  - 81% of teens ages 12-17
  - 83% of adults ages 18-29

# and Tweeting

- American teens are turning to Twitter
  - 26% in 2012, compared to 12% in 2011
  - Because...
    - Too many adults on Facebook
    - Too easy to over-share on Facebook
    - Too much “drama” associated with Facebook interactions
  - And yet...
    - Over 94% of teens have a Facebook account

**What are campuses doing?**

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# Campuses are doing a LOT

- To engage students for multiple purposes
  - [studentadvisor.com/top-100-social-media-colleges](http://studentadvisor.com/top-100-social-media-colleges)
- Sexual assault prevention is not always one of those purposes

# Social media and prevention

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# Is social media “prevention”?

- Great question
- Raising awareness vs.  
changing ideas, interactions, cultures
- No evidence

# A few examples

- UW Madison EVOC (Y / F / Tw / Tum)
- UNC One Act (Y / F / Tw / Tum)
- UC Irvine CARE / Consent Video

# A few (not campus) examples

- PreventConnect
- NO MORE
- VetoViolence (F / T)
- Futures Without Violence
- SAY NO UNiTE
- Catharsis Productions

**What could you be doing?**

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# Ask students

- What kind of media they use
- How they hear about sports events and other events on campus
- You will probably find
  - Facebook
  - Twitter
  - Other media

# Be a user

- ...before you use.
- Give yourself time to learn
- Remember that you have the message
  - Best case : right message, spread effectively
  - Worst case: wrong message, spread effectively
  - People graduate

# Recognize what you need

- Engagement
- Attention
- Platform

# Manage your expectations

[WhiteHouse.gov/1is2Many](http://WhiteHouse.gov/1is2Many)

VS

[YouTube.com/charts](http://YouTube.com/charts)



# What do I need?

- Commitment
- Social media policy / practices
- Goals, measures, metrics
  - Measure the message, not the medium
- Don't forget your website

# Things that help

- Trust your staff, students
- Make it everyone's job
- Evaluate from the beginning
  - Especially when new things happen

# Specific tips

- The media of NOW
- R selected content
  - Low investment, high frequency
  - 5-10% original, 90-95% cats
- K selected content
  - Low frequency, high investment
  - 50-75% original, 50-25% cats

# Specific tips

- Facebook
  - Make Pages, Not Profiles, Not Groups
  - Facebook metrics
  - A picture is worth a thousand likes
- Twitter
  - Following doesn't always make followers
  - Look for news

# Other resources

- [CDC Social Media Toolkit](#)
- [Socialbrite](#) (non-profit focus)
- These slides at:
  - [preventconnect.org/2013/06/social-media/](http://preventconnect.org/2013/06/social-media/)
- Chad Sniffen:
  - [chad@calcasa.org](mailto:chad@calcasa.org)
  - 916-446-2520 ext. 315