

Social Media Content Calendar



#WeBelieveSurvivors

Day	Theme	LEARN (infographic Post)	ACT	HEAL (Affirmation & Self Care Activity)
1	We Believe Survivors	Campaign launch + "Why this matters"	Share post + update your bio	<i>Affirmation:</i> "My story matters, even if I never tell it." <i>Activity:</i> List three places or people where you feel safe.
2	What Justice Looks Like	Justice is more than a verdict (scales graphic)	Share what justice means to you	<i>Affirmation:</i> "I define my own justice." <i>Activity:</i> Light a candle, turn on a soft light, and sit quietly for 3 minutes.
3	Myths in the Courtroom	"Why didn't she scream?" carousel	Share/reply to debunk a myth	<i>Affirmation:</i> "I never have to prove my pain." <i>Activity:</i> Cross out myths you've internalized on paper, write truths instead.

4	Memory & Trauma	"Why trauma affects memory" explainer	Repost with a message: "I believe survivors even when memory is messy."	<i>Affirmation:</i> "My mind protects me in the best way it can." <i>Activity:</i> Drink a warm drink slowly while focusing on comfort.
5	Rape Culture in Sports	Sports + silence carousel (locker room culture)	Share or tag a team/league calling for action	<i>Affirmation:</i> "I deserve spaces free from harm." <i>Activity:</i> Watch or read something joyful about women or queer athletes.
6	How to Support a Disclosure	"What to say (and not say)" graphic	Post "If someone tells me, I will listen."	<i>Affirmation:</i> "It's okay to need support. It's okay to receive care." <i>Activity:</i> Text someone who makes you feel safe (or write a message and save it).
7	We Believe - Always	Survivor quote collage	Share your "I believe survivors because..." sign	<i>Affirmation:</i> "I am not alone in this. Others walk beside me." <i>Activity:</i> Make a playlist of music that reminds you of your strength.
8	Why Survivors Don't Report	Reporting barriers + stats	Share reasons survivors don't report	<i>Affirmation:</i> "My reasons are real. My choices are valid." <i>Activity:</i> Create a "No Explanation Needed" list of boundaries.

9	Alcohol & Consent Myths	"Drinking ≠ consent" myth-busting post	Post a message: "Alcohol does not cause rape."	<i>Affirmation:</i> "What happened was not my fault." <i>Activity:</i> Take a walk (inside or outside) without a destination – just for you.
10	From Doubt to Belief	"I used to think... now I know..." community posts	Share your own shift or amplify someone else's	<i>Affirmation:</i> "I'm still learning – and that's powerful." <i>Activity:</i> Write a kind message to yourself in the mirror or journal.
11	Parenting & Prevention	"Raising consent-literate kids" tips	Tag a parent or educator to share resources	<i>Affirmation:</i> "I can break the cycle, one conversation at a time." <i>Activity:</i> Do a 5-minute creative activity (draw, doodle, build).
12	Media Bias	"How headlines hurt" real examples	Comment/tag the media org with suggested corrections	<i>Affirmation:</i> "The media may not see me, but I see myself clearly." <i>Activity:</i> Unplug from news for one hour and do something nourishing.

13	Community Accountability	"What real accountability looks like" carousel	Share your thoughts on non-carceral justice	<p><i>Affirmation:</i> "Accountability is care, not punishment."</p> <p><i>Activity:</i> Make a small comfort meal or snack and eat slowly, without guilt.</p>
14	Survivors are more	"Survivors are more than verdicts" post	Share how you will take care of yourself and your community after the verdict	<p><i>Affirmation:</i> "No verdict defines my worth. I choose healing every day."</p> <p><i>Activity:</i> Write a letter to yourself from your future self — with kindness.</p>