

# MEN CAN STOP VIOLENCE

## "THAT GUY" ACTIVATION TOOLKIT

# WELCOME!

This “That Guy” Activation Toolkit will help amplify your critical message, engaging men to be part of the solution to preventing and ending sexual assault.

It’s Sexual Assault Awareness Month (SAAM) and in these pages you will find:

- Sample social media posts
- Hashtags
- PSA viewing discussion questions to bolster you and your organization’s important awareness building activities.

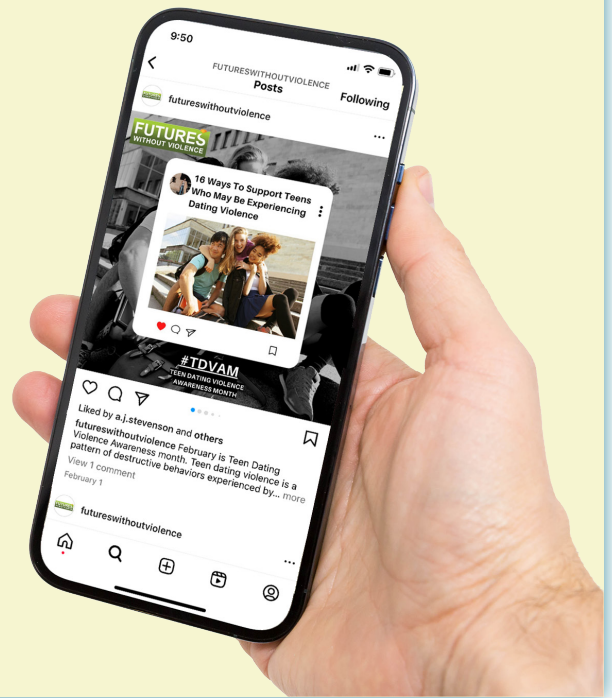
**The core call-to-action for this “That Guy” effort is to have all people take the Men Can Stop Violence pledge found on [www.MenCanStopViolence.org](http://www.MenCanStopViolence.org).**

Thank you for partnering with us in this critical work!

## SOCIAL MEDIA SAMPLE POSTS

During April SAAM - Our goal is to work with you in generating interest in the campaign and driving people to take the pledge at [MenCanStopViolence.org](http://MenCanStopViolence.org).

**SPREAD THE WORD:**  
Please feel free to adapt these posts or use as is when reaching out to your supporters!



# INSTAGRAM/FACEBOOK/TWITTER

## Post 1

:08 Ever said, "Hey Baby?"

Your intention may be sweet, but terms of endearment with people you don't even know can be received as uncomfortable or even threatening. Head to [MenCanStopViolence.org](http://MenCanStopViolence.org) to take a pledge promoting respect and non-violence.

## Post 2

:08 She's asking for it

Clothing is not an invitation. Sexual Violence can start long before you think it does. But you can be part of the solution! Go to [MenCanStopViolence.org](http://MenCanStopViolence.org) and take the pledge for respect and non-violence.

## Post 3

:08 Ever see a man mistreating a woman

Most men don't mistreat women. Stand up and speak out against harassment and abuse! Sexual violence can start long before you think it does, don't be that guy. Go to [MenCanStopViolence.org](http://MenCanStopViolence.org) - take the "Don't Be That Guy" pledge.

## Post 4

:08 Another Drink?

Drinking is not an excuse for sexual assault. Be part of the solution. Head to [MenCanStopViolence.org](http://MenCanStopViolence.org) to take the pledge against sexual violence.

## **HASHTAGS**

**#mencanstopviolence**

**#SAAM**

**#sexualassaultawarenessmonth**

**#violenceprevention**

**#thatguy**

**#dontbethatguy**

## FOR DISCUSSION - QUESTIONS

The following questions may be useful in sparking conversation around healthy relationships and masculinity specifically as it relates to comments and/or actions that occur in the scenarios expressed in the “That Guy” PSA. This resource may be helpful when viewing the “That Guy” PSA in a group setting.



1. What are your initial reactions after watching the PSA video? What do you think was its main message?
2. Would you say some of the actions described in the PSA are common?
3. Do you find this message motivating to “not be ‘that guy’”? Why or why not?
4. Was there any one aspect or moment in “That Guy” that resonated the most with you? If comfortable sharing, please describe why.
5. What are the social expectations of young men in today’s culture around “hooking up”?
6. What does respectful manhood and masculinity mean to you? What does it look like?