

# Sexual Assault Awareness Month- Denim Day

## Social Media Toolkit

### History of Denim Day

In 1992, an 18-year-old girl in Italy was raped by her 45-year-old driving instructor, who was later convicted and sentenced to jail. But the Italian Supreme Court overturned the case, citing that the victim's tight jeans implied consent. Women in the Italian Parliament protested by wearing jeans on the steps of the building, sparking a global movement to wear jeans as a means of protesting misconceptions surrounding sexual assault.



### April 26th- Day of Action

- Wear jeans with a purpose to support survivors. Take a photo of yourself or your friend group wearing denim & tag us on social media!
- Educate yourself and others about the realities of sexual violence. Choose one of our sample posts below & share!



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GEORGIA

# Start the Conversation

Here are a few sample social media posts and shareable graphics you can use to spread the word:

- Wear jeans. Support survivors. Educate others. April 26th is #DenimDay; not just an ordinary jeans day
- Every 2 minutes, someone in the US is sexually assaulted. On Denim Day, we stand in solidarity with survivors and support efforts to end sexual violence. #DenimDay
- At least 1 in 5 women experience sexual violence at some point during their time in college. This is #WhyIWearDenim
- DENIM DAY is about bringing awareness to issues of sexual violence, supporting survivors, and educating ourselves and others. Join millions of people across the world in wearing jeans with a purpose- support Sexual Assault Awareness Month (SAAM) in protest against injustice and rape culture!

TAG US @MOSAICGEORGIA SO WE  
CAN SHARE YOUR POST!

## HASHTAGS SUPPORTING DENIM DAY:

#WhyIWearDenim

#SexualAssaultAwareness

#DenimDay

#StandwithSurvivors

#DenimDay2023

#MosaicGeorgia



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# Sample Instagram Post

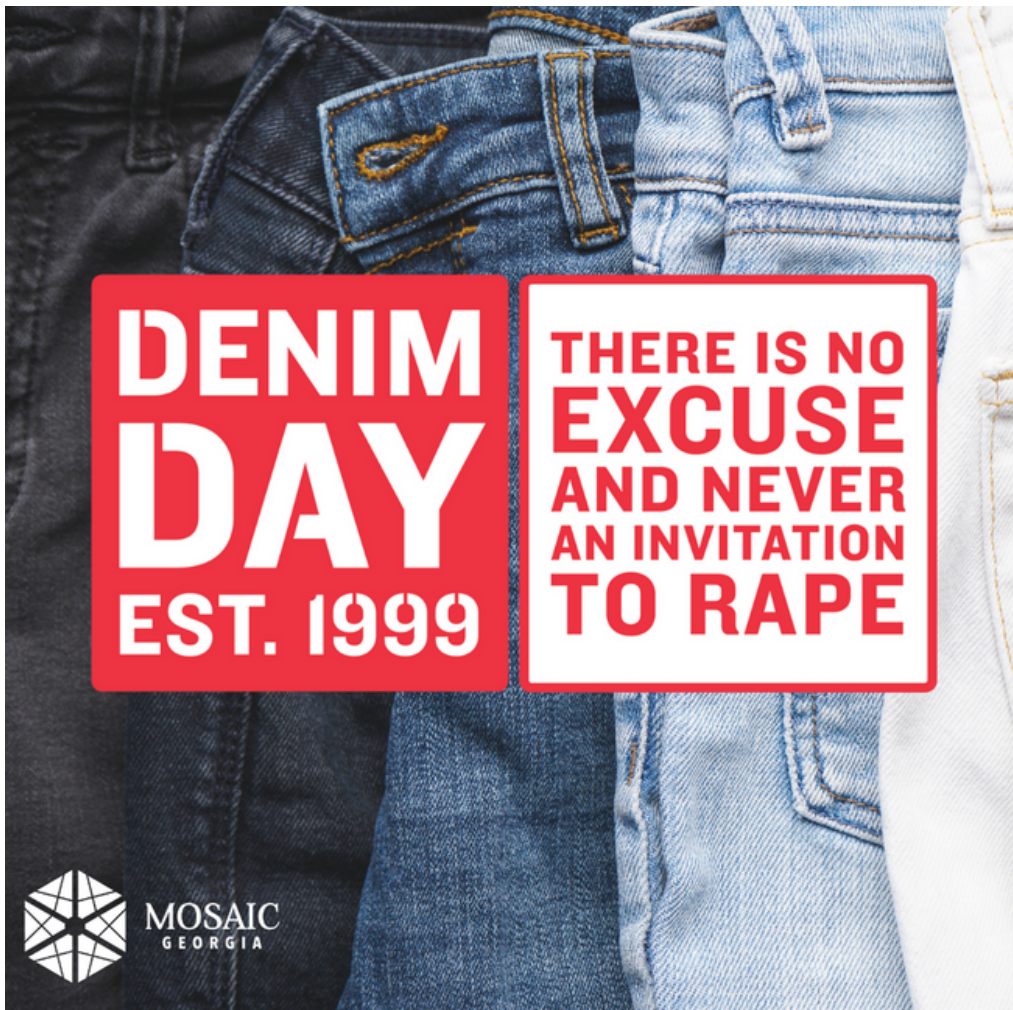


APRIL 26TH

# DENIM DAY



ASK ME WHY I'M WEARING DENIM



**DENIM DAY**  
EST. 1999

**THERE IS NO EXCUSE AND NEVER AN INVITATION TO RAPE**



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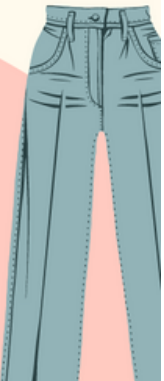
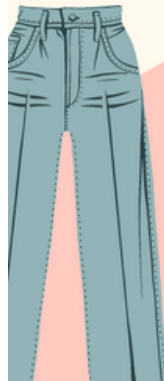
# Sample Instagram Post



April 26th

## #DENIM DAY

In 1992, an 18-year-old girl in Italy was raped by her 45-year-old driving instructor, who was later convicted and sentenced to jail. But the Italian Supreme Court overturned the case, citing that the victim's tight jeans implied consent. Women in the Italian Parliament protested by wearing jeans on the steps of the building, sparking a global movement to wear jeans as a means of protesting misconceptions surrounding sexual assault.



WHY  
I WEAR **DENIM** ON  
APRIL 26TH

[Insert your testimonial on why you wear denim ]

#StandwithSurvivors



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# Sample Instagram Post



# Denim Day ✨

April 26th

BY WEARING DENIM, WE STAND TOGETHER TO SUPPORT SURVIVORS.



# DENIM DAY

**CLOTHING IS NOT CONSENT**

#SexualAssaultAwareness  
#DenimDay



**APRIL 26TH**



# Sample Instagram Post



## Denim Day

April 26th

Not just an ordinary jeans day



#SexualAssaultAwareness

Because it should never matter how tight your jeans are



#DenimDay2023  
#SexualAssaultAwareness



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# Sample Instagram Post



# Sample Instagram Story



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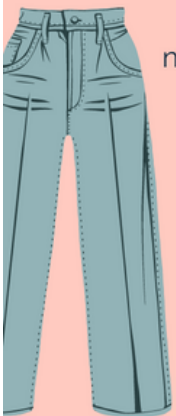


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April 26th

## #DENIM DAY

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**DENIM DAY**

**CLOTHING IS NOT  
CONSENT**

#SexualAssaultAwareness  
#DenimDay



**APRIL 26TH**



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# Sample Instagram Story



## DENIM DAY

APRIL  
26TH

ASK ME WHY  
I'M  
WEARING  
DENIM



## Denim Day

April  
26th

Not  
just  
an  
ordinary  
jeans  
day



#SexualAssaultAwareness



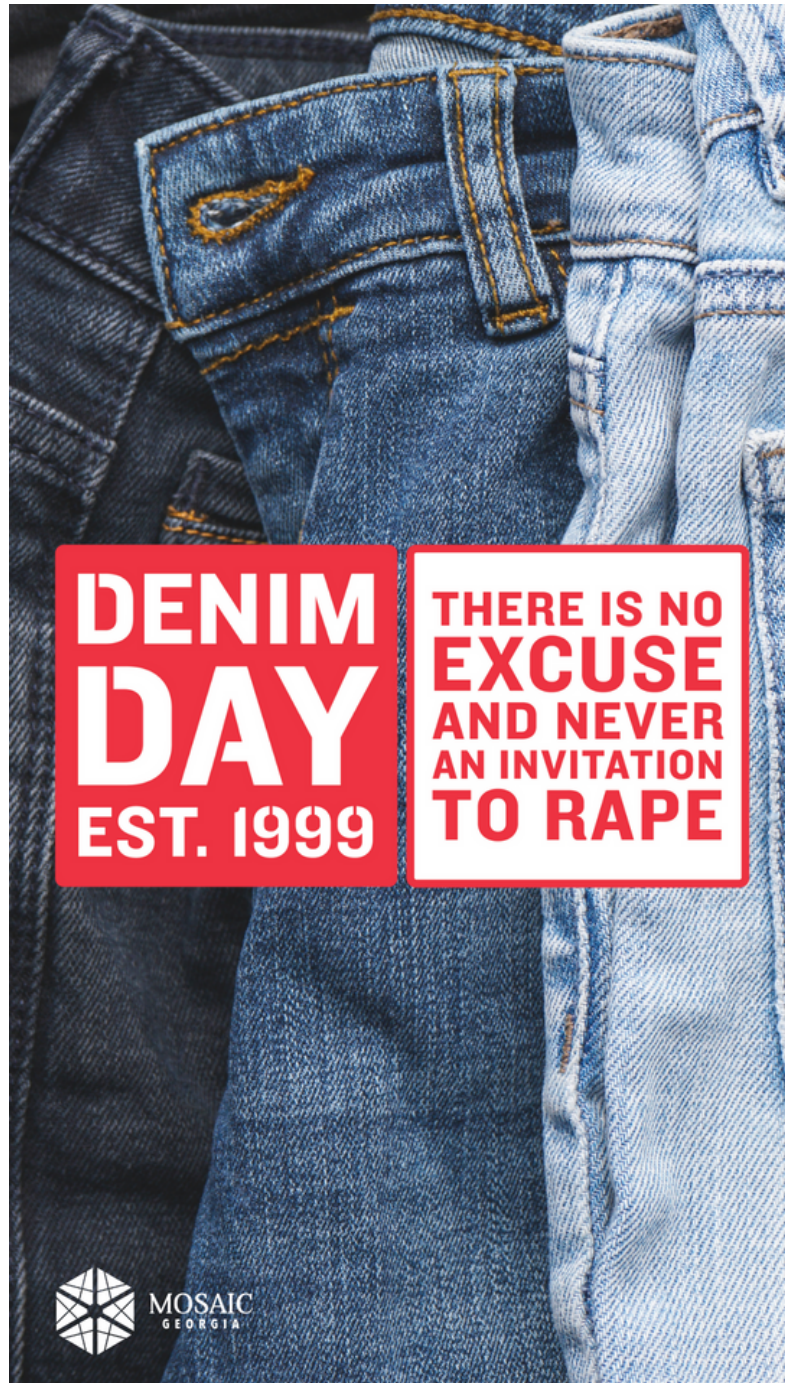
# Sample Instagram Story



WHY  
I WEAR **DENIM**  
ON APRIL 26TH!

[Insert your testimonial on  
why you wear denim ]

#StandwithSurvivors



# Sample Instagram Story




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**Denim Day** ✨

April 26th

BY WEARING DENIM, WE STAND TOGETHER TO SUPPORT SURVIVORS.



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🌻 Because 🌻  
it should never  
matter how tight  
your jeans are



**#DenimDay2023**  
**#SexualAssaultAwareness**



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GEORGIA

# Sample Instagram Story



#WhyIWearDenim  
#SexualAssaultAwareness

