



**#HEREFORTHEMUSIC**

## **Digital Toolkit**

**FOR MUSIC FANS**

Social media-ready content, graphics and messaging for promoting the Here for the Music Pledge and Sexual Violence Prevention and Response Training.



## About #HereForTheMusic

Live music is a place for fun, community, and open expression – **sexual harassment and assault don't belong.**

**We want to live in a world without sexual violence.** We believe in music's power to create change. Modeling the culture we want is part of that, so we are fighting against sexual violence at shows and festivals.

Our **#HereForTheMusic** campaign works to build true **safety with all parties** who come together to create a show or festival: artists, promoters, fans, venue staff, touring professionals, media professionals, and more.

Thank you for helping to spread this important message.

[Learn more](#) about the #HereForTheMusic campaign.

# Using the Digital Toolkit



The #HereForTheMusic **Digital Toolkit** contains **outreach resources** curated by Calling All Crows **for music fans**.

Specifically, you'll find:

- Sample social media posts
- Sample email content
- Sample graphics

This content is intended to help music fans reach out to venues and artists to take the **Here For The Music Sexual Violence Prevention and Response Training** and sign the **Here for The Music Pledge**.

We encourage you to personalize your outreach, but hope this provides an easy way to get started. **We thank you** for your participation in our outreach efforts.

# For Social Media



Help us spread the word to artists, venues, and festivals about **#HereForTheMusic on social media.**

## SAMPLE MESSAGING

@callingallcrows is fighting against sexual violence in the music industry. We have 2 ways for artists and venues to get involved: 1) Sign the Anti-Harassment Pledge. 2) Take the Prevention & Response Training. #HereForTheMusic

Over 75 artists, venues, & festivals have taken the @callingallcrows #HereForTheMusic Sexual Violence Prevention and Response training. Will you join them? Take the training and sign the Anti-Harassment Pledge!

I really love your music and going to your shows. Safety is really important to me. Can you sign the #HereForTheMusic Anti-Harassment Pledge from @callingallcrows, so I know when I go to your show I will be safe?

Your venue is important to our community and the safety of the people who go to shows there is important to us. Can you sign the Anti-Harassment Pledge from @callingallcrows to set the standard and make sure we stay safe?

## FOLLOW & TAG

[@CallingAllCrows](#)

[#HereForTheMusic](#)

[bit.ly/hftmpledge](https://bit.ly/hftmpledge)

# For Email



Help us spread our message and promote the **#HereForTheMusic** pledge and training via email.

## SAMPLE EMAIL TO YOUR TEAM

Hi, my name is [name], and I am writing to you about the [Calling All Crows Here for the Music Campaign](#) to end sexual violence in the music industry. I [am a big fan of your music] or [love seeing shows at your venue]. Being safe is important to me, and I'm writing to tell you about some ways you can be a part of this movement.

### 1. Take the Sexual Violence Prevention and Response Training

Purchase access to the [Sexual Violence Prevention and Response Online Training](#) for your business. Participants of the training learn how to identify potentially harmful behavior, intervene safely/effectively, and build skills/confidence, no matter what your role is. The training has reached 75+ artists, venues, and festivals to date and trained 2000+ people.

### 2. Sign the Anti-Harassment Pledge

Stories of past sexual violence in the music industry have been coming to the surface at an alarming rate. In response, Calling All Crows created the Here for the Music [Anti-Harassment Pledge](#) so that music industry professionals can make a public commitment to taking an active role in making the music industry safe.

Music creates space for fun, community, escape, and open expression—sexual harassment and assault don't belong, even though they're currently pervasive in the music industry. We want to live in a world without sexual violence. We believe in music's power to create change. Modeling the culture we want is part of that, so we are fighting against sexual violence at shows and festivals. The **#HereForTheMusic** campaign works to build true safety with all parties who come together to create a show or festival: artists, promoters, fans, venue staff, touring professionals, media professionals, and more.

If you have any questions, please let me know. Thank you very much for your time and consideration.

# Imagery



Use these graphics with the sample social media and email copy to promote the **#HereForTheMusic** campaign.

## PROMOTIONAL GRAPHICS

A promotional graphic with a brown background. In the top right corner is the 'HERE FOR THE MUSIC' logo. The main text reads 'We are here for the music, *not* sexual violence.' Below this, a smaller line of text says 'The #HereForTheMusic campaign builds true safety within the music industry.' At the bottom, a black box contains the hashtag '#HEREFORTHEMUSIC' in white.

**We are here  
for the music,  
*not* sexual  
violence.**

The #HereForTheMusic campaign builds true safety within the music industry.

**#HEREFORTHEMUSIC**

A promotional graphic with a red background. At the top, a black box contains the text 'SEXUAL VIOLENCE DOESN'T BELONG AT LIVE EVENTS.' Below this, the main text asks 'Will you sign the anti-harassment pledge?' At the bottom, another black box contains the text 'WE ARE #HEREFORTHEMUSIC.' The bottom of the graphic features a black bar with three white crow silhouettes and the text 'calling all crows' on the left, and the 'HERE FOR THE MUSIC' logo on the right.

**SEXUAL VIOLENCE DOESN'T  
BELONG AT LIVE EVENTS.**

**Will you sign the  
anti-harassment  
pledge?**

**WE ARE #HEREFORTHEMUSIC.**

calling all crows

Click each graphic to access the image files.



**#HEREFORTHEMUSIC**



calling all crows