



2025 User Guide

Thanks for using the Be a Better Human campaign created by the Flinders University Student Association!

We're glad you will be spreading awareness of gender-based violence on campus and continue changing the culture for the better.

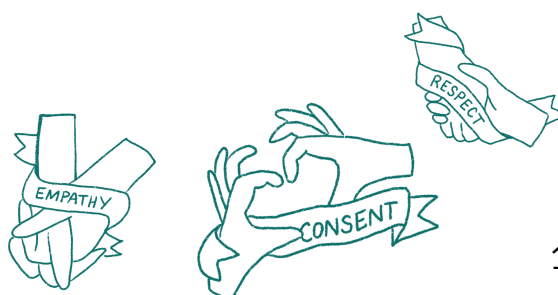
You are welcome to use the campaign materials copyright free following the terms and conditions noted [in this document](#).

If modifying or adapting any of the content for your own use, you must attribute FUSA and Flinders as the creators of the campaign. These modifications could include updating QR Codes or website redirects to your own reporting and supporting resources, or including your own university's name to localise the campaign (must ensure Flinders and FUSA remain attributed as the creators).

Content available:

- Posters (29.7cm x 42cm)
- Social Media assets (1080px x 1350px Grid and 1080px x 1920px Story)
- Digital Screens (1920px x 1080px and 1600px x 900px)
- Email banners (700px x 1400px)
- DL Flyer (99mm x 210mm)
- All iconography, fonts and links used in campaign (eg. consent, respect and empathy assets on this page)

Files are in pdf, png or ai file format. Please edit and download as needed following the terms and conditions.



The following information outlines how to use the campaign on your campuses:

Posters:

- Print as A4, A3, or A1 on glossy or matte paper
- Place in designated pairs when applicable (all posters except “it’s ok to say no”, which does not have a pair)
- Place in high traffic areas, such as Student Hubs, bus stops, thoroughfares and in places where incidents can occur (bathrooms, campus bars, student accommodation)

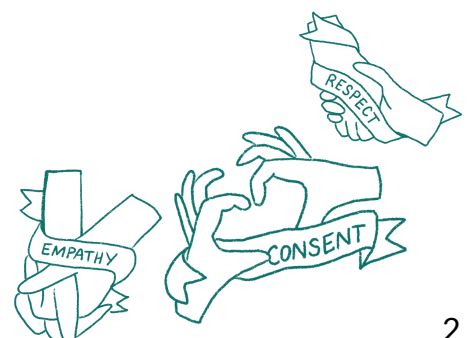
Social Media:

- Instagram Grid assets can be posted in carousels of 5-10 slides in the order listed on next pages
- Posts can be scheduled in any order after the first “Be a Better Human” campaign introduction post
- Space out content to continue building on the campaign, for example a BABH themed social media take over spanning 1 week or 1 post every fortnight to last a semester.
- Post story assets to Instagram stories at same time as grid assets
- Caption should expand on graphics content when applicable
- Include call to action in caption expanding on resources discussed in post

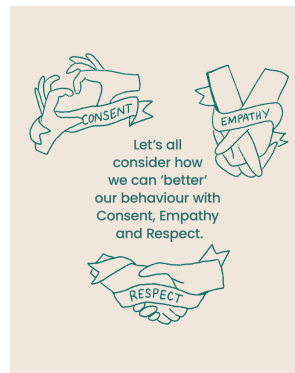
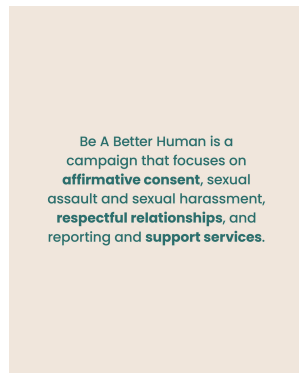
Social Media mock up



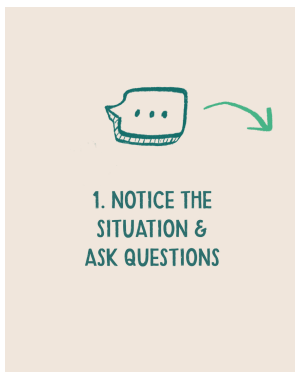
Poster mock up



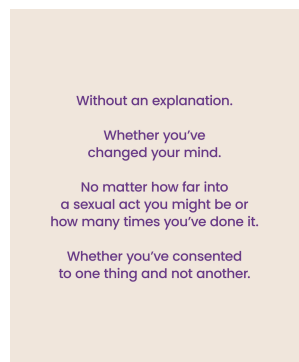
Be a Better Human (campaign introduction)














Be a Legend and Call It Out









It's OK to Say No



With Consent vs. Without Consent

 <p>WITH CONSENT</p>  <p>WITHOUT CONSENT</p> 	 <p>WITH CONSENT</p> <p>THE PRESENCE OF A VOLUNTARY AND MUTUAL, ONGOING AND ENTHUSIASTIC YES.</p>	<p>WHEN THE VERBAL AND PHYSICAL CUES A PERSON IS GIVING YOU SHOW THAT THEY ARE COMFORTABLE, CONSENTING AND KEEN.</p>	<div>  <p>CAN SOUND LIKE</p> <p>"Can I kiss you?" "What do you want to do?" "Would you like to...?" "Keep going" "Yes yes yes" "That feels good"</p> </div> <div>  <p>CAN LOOK LIKE</p> <p>Affirmative gestures Smiling Nodding Listening Proactively asking for consent</p> </div>
 <p>WITHOUT CONSENT</p> <p>THE ABSENCE OF A VOLUNTARY AND MUTUAL, ONGOING AND ENTHUSIASTIC YES IS A NO.</p>	<p>WHEN THE VERBAL AND PHYSICAL CUES A PERSON IS GIVING YOU SHOW THEY ARE UNCOMFORTABLE, NOT CONSENTING AND RELUCTANT.</p>	<div>  <p>CAN SOUND LIKE</p> <p>"No" "Stop" "Leave me alone" "Not tonight" "I feel uncomfortable" Silence</p> </div> <div>  <p>CAN LOOK LIKE</p> <p>Crossed arms Avoiding contact Freezing Intimidating someone Tricking someone Bullying someone Coercing someone Pressuring someone</p> </div>	 <p>LEARN MORE BABH.EDU.AU</p> 

It's OK to Report it

<p>IT'S OK TO REPORT IT</p> 		<p>YOU DESERVE TO FEEL SAFE AND SUPPORTED</p>	<p>Whether you have experienced or witnessed sexual assault or sexual harassment at Flinders, YOU CAN REPORT IT!</p> 
 <p>Reporting is the first step in a safe, supportive and inclusive process. It does not initiate a formal complaint.</p>	<p>ON CAMPUS HELP Flinders University Safety; students.flinders.edu.au/safety</p> <p>IMMEDIATE HELP Flinders Security: (08) 8201 2880</p> <p>IN CASE OF AN EMERGENCY Call 000 or report to your local police station</p>	<p>REGARDLESS OF WHETHER YOU REPORT AN INCIDENT, THERE ARE SUPPORT SERVICES AVAILABLE TO YOU.</p> 	 <p>LEARN MORE FUSA.EDU.AU/BABH</p> 