



DEFINE THE LINE MARKETING GUIDE

Ideas, suggestions and inspiration.



MARKETING IDEAS

1. Write a blog
2. Share a video
3. Social media campaign
4. Share Define the Line posts
5. Email marketing campaign

BLOG POST IDEAS

- Why you love the Define the Line harassment training
- Why every company should have a harassment training
- How to pick the right harassment training for your team
- What makes Define the Line a different training approach



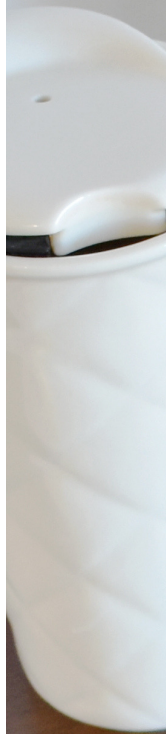
SHARE A VIDEO

You don't have to be a youtube star to create great videos, you just have to be yourself. Here are just a few ways you can start a video.

"Have any of you ever had to sit through a really outdated and boring harassment training? Me too! I'm so excited to share with you all about a new way to train employees on harassment prevention..."

"I am so excited to tell you all about this amazing harassment prevention training. *List a few things you really like about Define the Line.* The training is called Define the Line and I'm excited to offer you all 10% off your order..."

If you're up for it, you could share a story. Maybe it's about your first experience with harassment training, how you've been an active bystander, or, if you're comfortable, you can share a story about your own experience with workplace harassment.



SOCIAL MEDIA CAMPAIGN

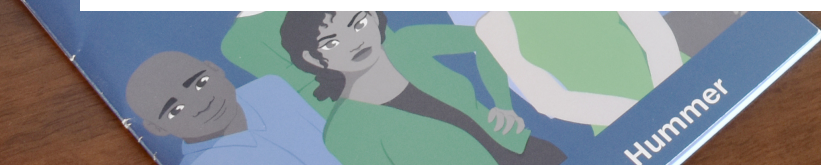
We love using social media to connect with people. Here are some ideas to get your audience engaged in a conversation about workplace harassment, Define the Line, and more!

Ask a question about whether a certain statement, question, or action is harassment. Some of our favorites are:

- Are hugs in the workplace okay?
- Is saying "you look hot today." harassment?
- Workplace harassment is _____. (fill in the blank).
- Name a word or phrase that people use to harass or bully that you can't stand!

Share some statistics about workplace harassment. Many of these come from one of our favorite documents the EEOC 2016 Report (yes, we know we're nerds and we're totally fine with it!).

- 1 in 3 women ages 18 - 34 have been harassed at work.
- 90% of people experiencing sexual harassment will NEVER file a claim.
- 24% of men, and 11% of women say flashing someone is NOT sexual harassment.
- Women are nearly 3x more likely than men to report experiencing sexual harassment.



SOCIAL MEDIA SHAREABLES

Here are just a few of our favorite social media posts. We like to use the repost app to, well, repost instagram posts. We also use buffer to schedule posts in advance and if you use the web browser extension it makes sharing content super easy!

"For decades we've had the same type of harassment training. And, sure, it's helped businesses avoid lawsuits, but it hasn't helped people who have dealt with inappropriate behavior."

- Nikki Larchar



"With the magnitude of questions we received from our business community, and the personal stories that have flooded our conversations, we feel that it is our obligation to provide a better approach to harassment training."

- Tina Todd



"Giving victims or bystanders more power in a sexual harassment scenario made me really excited. We need to do whatever we can to empower those people and change the negative culture we have surrounding victims of sexual harassment."

- Moriah Hummer

@definethelinecomic

**1 in 3 women
1 in 5 men**

have experienced sexual harassment in the workplace.



EMAIL TEMPLATES

We could go on and on about how easy email marketing can be. Here's a template you can use to introduce Define the Line to your audience.

Hi NAME,

I'm excited to announce a partnership with the co-founders of Define the Line. Their team has come up with a **fresh and innovative approach to sexual harassment training**, and they are truly revolutionizing the way we educate employees on harassment prevention. I love their use of the comic book format which makes learning easy. And the built-in activity sheets are a great way for employees to reflect on what they would actually do if they see or hear something inappropriate in the workplace.

Through my partnership with Define the Line I'm able to offer you a special 10% off discount*. I highly recommend previewing one of the scenarios included in the comic book. You can check it out here: <https://www.definethelinecomic.com/definetheline-sampler>

To get 10% off your online order, you can use my special discount code: INSERT CODE.

Together we can create change and help eliminate workplace harassment.

Yours truly,
YOUR NAME
CONTACT INFO

This is an affiliate discount code, which means if you purchase, I will receive an affiliate commission. Regardless, I only recommend products and services that I personally believe will add value to my readers. I am disclosing this in accordance with the Federal Trade Commission's 16 CFR, Part 255: "Guides Concerning the Use of Endorsements and Testimonials in Advertising."

DESCRIPTIONS

We've put together some quick and easy ways to communicate with your audience about Define the Line. Feel free to get creative and put your own spin on these:

Tagline

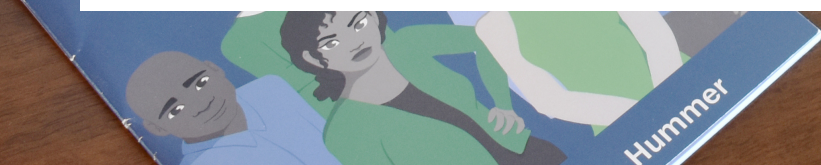
- Define the Line is revolutionizing harassment prevention training.

Short Description

- Define the Line is a comic book training tool that's revolutionizing workplace harassment training. They're on a mission to empower employees to speak up, define the line, and help end workplace harassment.

Long Description

- Define the line is a comic book training tool that helps employees know what they can do and say when faced with inappropriate behavior at work. With a focus on empowering employees, Define the Line is changing how we train and educate employees. Within the pages of the comic book, employees are taken through 6 realistic scenarios each with their own accompanying activity sheet. Within the pages, employees are asked to reflect on how they would handle similar situations, to identify the resources they have available to them, and how they can speak up to help eliminate workplace harassment and inappropriate behavior.



AFFILIATE DISCLAIMERS

The FTC has rules that affect affiliate marketers. In a nutshell, you should be telling your audience that you'll receive money if they purchase Define the Line. This is a great resource to learn more: <https://www.ftc.gov/tips-advice/business-center/guidance/ftcs-endorsement-guides-what-people-are-asking>

This disclaimer is ideal for websites, blog posts, and email marketing campaigns:

Disclosure of Material Connection: This is an affiliate discount code, which means if you purchase, I will receive an affiliate commission. Regardless, I only recommend products and services that I personally believe will add value to my readers. I am disclosing this in accordance with the Federal Trade Commission's 16 CFR, Part 255: "Guides Concerning the Use of Endorsements and Testimonials in Advertising."

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IMAGES

