**Option A: Educate on Hazing**

**Timing:** Month of September during “recruiting” season for orgs  
**Key three areas:** Define, Identify, Report  
- Define what hazing is from the UT perspective  
- Identify both common and uncommon means of hazing  
- What are mechanisms to report it if I know it occurs  

**Social Media:** Social Media badging  
- Defined hashtag  
- Utilize FB, Twitter, Instagram if possible

**Strategy**  
**Timeline:** 4 weeks, ending October 1st

**Week 1:** Define hazing in UT terms in short social media friendly bursts  
**Week 2:** Using known resources, or actual examples (without identifiers) of hazing and what it could look like  
**Week 3:** Incorporate Be Vocal, Bystander intervention, the report out pieces and encouraging them to stand up  
**Week 4:** Depth, Spread and outcomes of hazing

**Action Items:**  
- Design Media Badge  
- Identify appropriate hashtag  
- Set up content “plan for the month”

**Option B: Make the Values Based argument**

**Timing:** Month of October, with discussion centered on how this is against UT values  
**Key topical areas:** Define, Identify, Report, overlay against UT values and how it doesn’t represent.  
**Social media:** Similar to Option A  
- PSA style, homegrown video from UT “celebrity”

**Weekly strategy:**  
**Week 1:** Define hazing and how it is contradictory to UT values  
**Week 2:** Identify the actions  
**Week 3:** Challenge the behavior, incorporate Be Vocal, etc.  
**Week 4:** What the negative outcomes look like, why this isn’t good.  
- Close this week with the PSA

**Action Items:**  
- Media Badge  
- Hastag  
- Content plan  
- Identify potential “celebrities” and their script