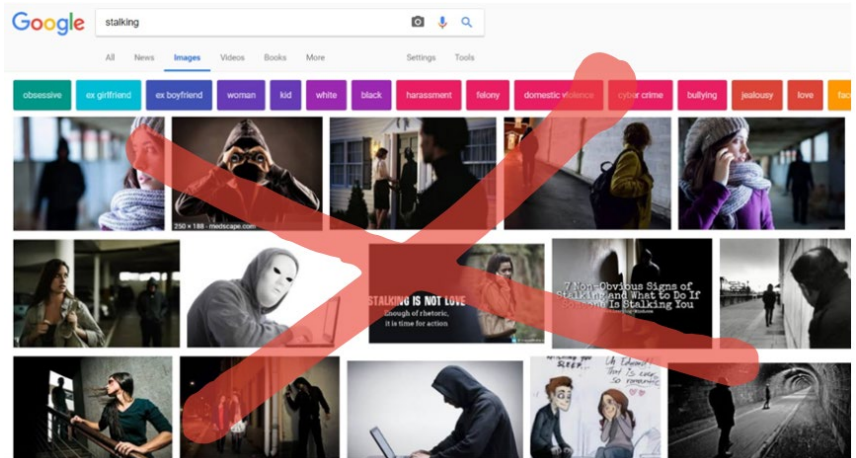# STALKING TRAINING & EVENT PROMOTION GUIDE

Thank you for hosting an event to enhance your community's identification of and response to stalking. Review this guide for tips on how to promote your event without inadvertently contributing to myths and misconceptions about stalking. You can also use our customizable event flyer and check our social media for more examples of images that we recommend using. We appreciate your care and attention as you spread awareness of stalking!

Avoid the Faceless Stalker

What does a stalker look like? An image search for "stalking" often results in a hooded, faceless, male stranger who tends to be following or surveilling their victim. While stranger stalkers do exist, the vast majority of victims know their stalkers, and stalkers use a wide variety of tactics to surveil, monitor, harass, intimidate, and sabotage victims. Avoid images that re-enforce the myth that stalkers are anonymous strangers choosing random targets. When victims' lived experiences of stalking don't match our collective preconceptions about what a stalker looks like, victims and responders are less likely to accurately identify the victimization, name it as "stalking," and/or appropriately safety plan.

Show Stalking Behaviors

It can be challenging to visually communicate "stalking" without leaning into the tropes that we want to avoid, and some stalking behaviors are easier to visually represent than others. Consider images that imply or show excessive contact, threats, property damage, and/or surveillance. These images may or may not include people at all. Specific search terms like "texting," "social media," "binoculars," or "camera" will generally be more helpful than "stalking."

Show Fear Realistically

Since fear is a key component of stalking, you may want to show victims who appear to be scared. Avoid images that evoke horror movies, sexualize the victim, and/or that are silly and overly posed. Instead, look for images that are realistic. Search terms like "serious" or "stressed" will likely be more fruitful than search terms like "victim," "violence," or "fear." Also consider images of victims experiencing stalking behaviors.
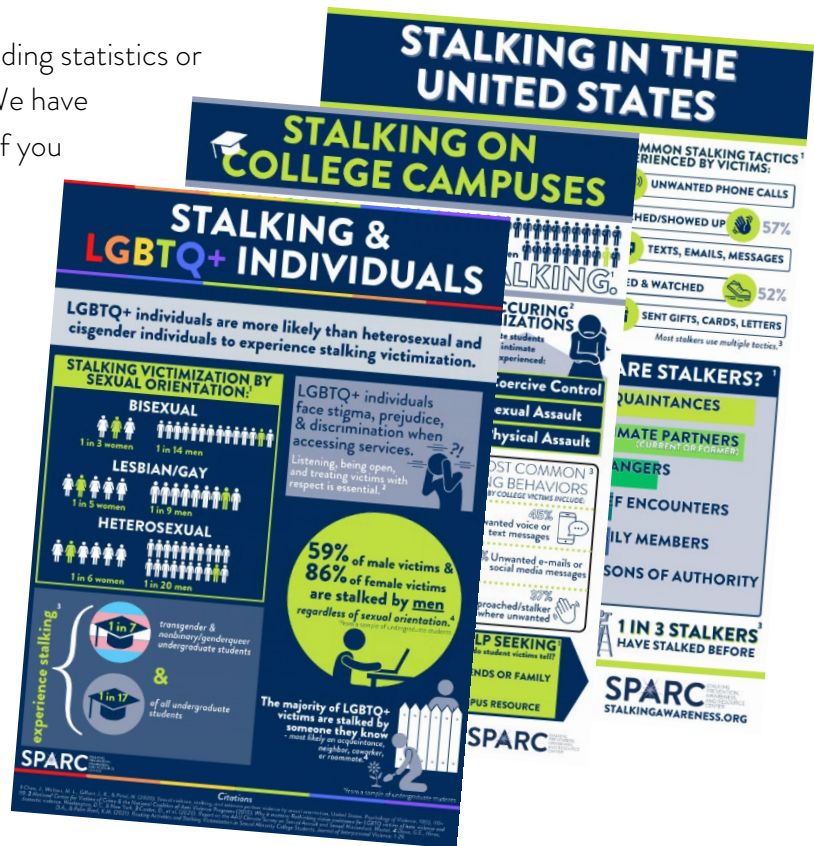
Show Diversity and Reflect your Community

When depicting stalking victims and survivors, diversify gender, race, size, age, clothing, and other characteristics to encompass a variety of people's lived experiences. While certain populations experience higher rates of stalking, anyone can be a victim of stalking. Women are more likely than men to be victims, but stalking is under-reported by all genders.

Consider choosing images that reflect the realities of your community to make the training more relevant and relatable. For example, if you primarily serve Latinx victims, you may want to choose images of Latinx people. If your program is in a hot desert, don't choose a picture of a victim in the snow. Stalking can and does happen everywhere and to every type of person.

Go Beyond Images

In addition to images, also consider including statistics or infographics to engage your audience. We have data points for a variety of populations. If you don't see anything you want to use in our fact sheets and infographics or on our social media, reach out to us to see how we can help at info@stalkingawareness.org.

It's important that promotional materials reflect the realities of stalking. This helps the audience recognize that a wide range of behaviors can be part of stalking and a wide range of individuals can be victims and offenders. Make sure your event promotion materials are inclusive and defy the stereotypes!

SPARC | 1000 Vermont Avenue NW, Suite 1010 | Washington, DC 20005 | (202) 558-0040