The #AmINext social media campaign reflect students’ concerns about the possibly of being victims of sexual harassment. Many universities across South Africa have developed sexual harassment policies in response to the high levels of gender-based violence (GBV). However, GBV experienced in institutions of higher education continue to overwhelm media headlines thus questioning universities attempt to address GBV on campus. A more comprehensive response to GBV in higher education is evident, therefore the study aims to determine whether sexual harassment policies in higher education institutions adopt a punitive-reactive approach or preventive-proactive approach. Existing sexual harassment policies available on universities website formed the study’s sample. The policies was content analysed guided by a summative approach involving latent and manifest content analysis. The process was informed with the question: how does policy address prevention of sexual harassment at higher education institutions? Procedures of handling sexual harassment cases seem to outweigh preventive measures. Common themes regarding a punitive-reactive approach include formal and informal reporting procedures, investigative procedures, confidentiality, and disciplinary actions. Communication of sexual harassment policies was a reoccurring theme, however, awareness of policies through communication reflects a deterrent stance. Neglecting preventive measures suggest that the aim of sexual harassment policies are to avoid liability in lawsuit and a quick response to student outrages. The implication of the study findings will be discussed.