San Diego United Against Hate Social Media Toolkit

San Diego Social Media Toolkit
United Against Hate Week 2023

The San Diego United Against Hate Week of Action will occur from ***Sunday, November 12th - Saturday, November 18th.***

This week, communities are planning webinars, social media events, art projects, community dialogues, and educational events.

These concrete actions will provide a dynamic way to increase neighborhood engagement and support efforts to stand up to hate in our communities.

The social media toolkit for United Against Hate Week is open to all participants, and we encourage you to be involved in any way you can.

For more information on how to take action against hate, please visit
https://www.justice.gov/usao-sdca/united-against-hate

Purpose of this Toolkit: To build awareness of United Against Hate week with partner organizations and community leaders and help drive engagement and action through social media platforms such as Facebook, Instagram, and X.

	Save the date and stand up against hate on November 12th – 18th for #SDUnitedAgainstHateWeek!

Download	I am taking the pledge to stand united against hate so we can build a hate-free San Diego. #SDUnitedAgainstHateWeek and #UnitedAgainstHateWeek
Download	I belong! You belong! We are ALL welcome here! Together we can create a hate-free San Diego. Join me *November 12th - 18th*. #SDUnitedAgainstHateWeek and #UnitedAgainstHateWeek
Download	Acts of hate can range from being called derogatory names, a threat of violence, discrimination, racism, sexism, antisemitism, bigotry, and more. #SDUnitedAgainstHateWeek and #UnitedAgainstHateWeek

#SDUnitedAgainstHateWeek

\n**Download**	If you see an act of racial harassment, there is something you can do. Safely intervene as a bystander using the 5D's: distract, delegate, delay, direct, and document. #SDUnitedAgainstHateWeek and #UnitedAgainstHateWeek
\n**Download**	I stand against hate because *[insert why you stand against hate]*. #SDUnitedAgainstHateWeek and #UnitedAgainstHateWeek

Social Media Storm: Tuesday, November 14, 2023, 11am -12pm

Community and organizational partners are encouraged to participate in our United Against Hate Week social media Storm.

A social media storm is a spike in social media activity surrounding a topic. This is accomplished by having specific social media post shared and re-shared during a short, specified time period.

Step 1: Social Media Post: *[Insert what a hate-free San Diego looks like to you]* or post one of the UAHW images from the website #SDUnitedAgainstHateWeek, and #UnitedAgainstHateWeek

Example: "*A hate-free San Diego is where I no longer feel judged based on my skin color and who I choose to love. #SDUnitedAgainstHateWeek and #UnitedAgainstHateWeek***"**

Step 2: Repost and like social media post visible through your timeline and that can be found through the #SDUnitedAgainstHateWeek and #UnitedAgainstHateWeek tag.

Step 3: If you want elected officials, partners of civil leaders to copy your social media post, please tag them! During the social media storm, you can send multiple social media post and also comment on others' post.

Step 4: Have fun!

Take a Pledge Against Hate on Facebook, Instagram Reels, Stories, and Tik Tok!

Stand up against hate and encourage your community to stand up against hate.

Whether it is on Tik Tok, Reels, or IG Story, snap a quick video on why you stand against hate.

Instructions: Open the social media app of your choice and record your message.

- State: *"I stand against hate because _____, join me and share why you stand against hate #SDUnitedAgainstHateWeek and #UnitedAgainstHateWeek"*
- Post and share with your followers

Stand up against hate with our United Against Hate Week Pledge Card.

Download our pledge card and write out what a hate-free San Diego looks like to you.
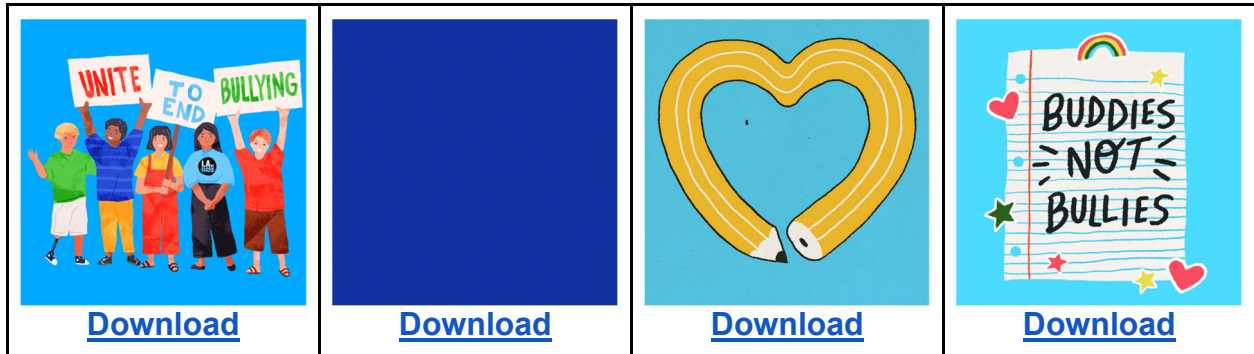
Take a picture of you holding the pledge card and post it on social media using the hashtag **#SDUnitedAgainstHateWeek or** display it outside your work area for others to see.

I stand UNITED AGAINST HATE because:

Download Card

Need more digital content to share?

Download	**Download**	**Download**	**Download**

We have more content for you to see! Hate can take many forms, with school bullying being one of them.

Community partners and organizations across California are encouraged to use LA vs. Hate's digital content library filled with gifs, mp4s, and artwork that you can share all across your social media. Find images specific to your community and help us raise awareness on stopping acts of hate. **Digital Content**

You can also find some San Diego specific content at https://www.justice.gov/usao-sdca/united-against-hate.