STRIKE WITH US

STRIKE WITH US MOVEMENT
SOCIAL MEDIA TOOLKIT

Thank you for amplifying Earth Day Live, a three day livestream dedicated to reimagining what a social movement looks like in the digital age. With your help, we reached millions of people, expanding and strengthening the youth-led climate movement.

As our movement continues, feel free to use this toolkit, which will be **updated weekly**. If you have posts, graphics, etc. you would like fellow movement partners to amplify, please email content@strikewithus.org and we'll add it to this social toolkit.

earthdaylive2020.org | #EarthDayLive

DIRECTORY

DIRECTORY

QUICK LINKS

WAYS TO AMPLIFY

SAMPLE POSTS
- JUNE 20TH
- EARTH DAY LIVE

SHARE THIS SOCIAL MEDIA TOOLKIT!

QUICK LINKS

- Strike With Us Website

WAYS TO AMPLIFY

- Follow and amplify the Youth Climate Strike Coalition on Twitter

SAMPLE POSTS

JUNE 20, 2020 / VIEW THE FULL SOCIAL MEDIA TOOLKIT HERE

The Mass Poor People's Assembly & Moral March on Washington is going digital! On June 20th, we will hold the largest digital and social media gathering of poor and low-income people, moral and religious leaders, advocates, and people of conscience in this nation's history. The program will be broadcast on Saturday, June 20th at 10 AM EST and 6 PM EST. It will be rebroadcast on Sunday.

WAYS TO AMPLIFY

- Post on social media using **#PoorPeoplesCampaign!**
- Follow **@UniteThePoor** and amplify the **#PoorPeoplesCampaign** on Twitter!
- Share our posts on **Facebook** and **Instagram**!
- Find your State Campaign's **social media pages** and help amplify their posts!

CROSS-POST

- Go to your Facebook page settings -> click "Crosspost"
- Add Page: **Poor People's Campaign: A National Call for Moral Revival**
- Click "Allow Poor People's Campaign to crosspost their live video to your Page without further approval"
- Send over cross-post link to june20@poorpeoplescampaign.org

SAMPLE POST / VIEW THE FULL SOCIAL MEDIA TOOLKIT HERE

- The movement continues! On 6/20, the #PoorPeoplesCampaign goes digital w/ a mass online gathering to demand that 140 million poor & low-income people across the nation are heard. Our demands must be front & center in this critical election year! Join us: June2020.org!



DOWNLOAD



DOWNLOAD

EARTH DAY LIVE

- Over 500 social and justice organizations came together for #EarthDayLive, a three-day livestream that reached millions. Watch it back and learn more about how we intend to keep the momentum: earthdaylive2020.org/thanks

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SHARE THIS SOCIAL MEDIA TOOLKIT!

strikewithus.org
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