

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](https://twitter.com/EarthDayLive)

DIRECTORY

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QUICK LINKS

- [Strike With Us Website](#)

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- 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!

 <p>Poor People's Campaign A NATIONAL CALL for MORAL REVIVAL</p> <p>MASS POOR PEOPLE'S ASSEMBLY & MORAL MARCH ON WASHINGTON IS GOING DIGITAL</p> <p>On June 20th, we will hold the largest digital and social media gathering of poor and low wealth people, moral and religious leaders, advocates, and people of conscience in this nation's history. A global pandemic is exposing even more the already existing crisis of systemic racism, poverty, ecological devastation, the war economy and militarism, and the distorted moral narrative of religious nationalism. On June 20, the 140 million poor and low-wealth people across this nation will be heard!</p> <p>REPAIRERS OF THE BREACH</p> <p>KAIROS THE CENTER FOR RACE, RELIGIOUS, PEACE, AND SOCIAL JUSTICE</p> <p>Twitter: @UniteThePoor Facebook: @anewppc Website: poorpeoplescampaign.org</p> <p>DOWNLOAD</p>	 <p>MASS POOR PEOPLE'S ASSEMBLY & MORAL MARCH ON WASHINGTON IS GOING DIGITAL!</p> <p>JUNE 20, 2020</p> <p>www.June2020.org</p> <p>REPAIRERS OF THE BREACH</p> <p>Poor People's Campaign A NATIONAL CALL for MORAL REVIVAL</p> <p>KAIROS THE CENTER FOR RACE, RELIGIOUS, PEACE, AND SOCIAL JUSTICE</p> <p>DOWNLOAD</p>
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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!

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