

Tab 1

Social Media Toolkit:

WASHED - A Fight for Environmental Justice



This toolkit is designed to help you spread the word about the *WASHED - A Fight for Environmental Justice* documentary and the critical issues it addresses. Your support can help amplify the voices of the Shiloh community and bring awareness to the broader struggle against environmental racism.

Key Messages

Short link to documentary - bit.ly/WASHED_Shiloh

1. Highlight the Issue

- “The Shiloh community in Alabama faces devastating flooding due to highway expansion. Discover their fight for justice in *WASHED - A Fight for Environmental Justice*. #EnvironmentalJustice #ShilohRising”

2. Call to Action

- “Watch *WASHED - A Fight for Environmental Justice* and join the movement for change. Share the documentary to raise awareness about Shiloh’s fight against environmental racism. #WatchWASHED #JusticeForShiloh”

3. Amplify Community Voices

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- “Hear directly from the residents of Shiloh, Alabama, as they share their stories of resilience and advocacy in *WASHED - A Fight for Environmental Justice*. #CommunityVoices #ShilohStrong”

Suggested Posts

Facebook / LinkedIn

- **Post 1:**
“Flooding and displacement shouldn’t be the legacy of highway expansion. Watch *WASHED - A Fight for Environmental Justice* to see how the Shiloh community is standing up and fighting back. #EnvironmentalRacism #ShilohRising [http://bit.ly/WASHED_Shiloh]”
- **Post 2:**
“Join the movement for environmental justice. Learn about Shiloh, Alabama’s fight against transportation racism in *WASHED*. Together, we can demand change. #JusticeForShiloh #WatchWASHED [http://bit.ly/WASHED_Shiloh]”

Twitter

- **Tweet 1:**
“Discover the struggle of Shiloh, Alabama, against environmental racism. Watch *WASHED - A Fight for Environmental Justice* and support their fight. #ShilohRising #EnvironmentalJustice [http://bit.ly/WASHED_Shiloh]”
- **Tweet 2:**
“The story of Shiloh is a call to action for us all. Watch *WASHED* and share their fight for justice. #JusticeForShiloh #WatchWASHED [http://bit.ly/WASHED_Shiloh]”

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Instagram

- **Caption 1:**
“A picture of resilience: Meet the Shiloh community and hear their fight for environmental justice in *WASHED*. #EnvironmentalRacism #ShilohStrong [Link in bio]” or http://bit.ly/WASHED_Shiloh
- **Caption 2:**
“Together, we can amplify the voices of Shiloh. Watch and share *WASHED - A Fight for Environmental Justice* today. #CommunityVoices #JusticeForShiloh [Link in bio]” or http://bit.ly/WASHED_Shiloh

Graphics and Images

You can utilize images from our media folder for your post or follow the suggestions below.

WASHED Graphics

- [Media Assets](#)
- [Graphics for Substack & Social](#)
- [Promos & Trailers](#)

Suggested Images:

- **Aerial View of Flooding:** Highlight the impact of the highway expansion.
- **Community Gatherings:** Show unity and collective action.
- **Documentary Stills:** Capture moments from the film that evoke emotion and tell the story.

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Alt Text Descriptions

- **Flooding Aerial View:** “Aerial image showing the Shiloh community inundated by floodwaters due to highway expansion.”
- **Community Gathering:** “Residents of Shiloh, Alabama, gather to discuss the impacts of environmental injustice on their community.”
- **Documentary Still:** “Scene from the documentary *WASHED*, featuring Pastor Tim Williams addressing the community.”

Hashtags

- #EnvironmentalJustice
- #ShilohRising
- #JusticeForShiloh
- #WatchWASHED
- #CommunityVoices

Additional Resources

- **Link to Documentary:** bit.ly/WASHED_Shiloh
- **The People’s Justice Council Website:** ThePeoplesJusticeCouncil.org
- **Arm in Arm Website:** ArmlnArm4Climate.org
- **Arm in Arm Substack Article**

By using this toolkit, you are helping to shine a light on a critical issue and supporting a community in their fight for justice. For more information on the documentary, questions, and or media requests, please send an email to arminarm@thepeoplesjusticecouncil.org.

Thank you for your advocacy and commitment to environmental justice.