

Peaceful Protesters Social Media Kit

Thank you for your support as we prepare for a time of uncertainty following the election. If you choose to protest, we encourage you to do so peacefully and have made it easy for you to encourage others to do the same.

Instructions:

- Each of these social media kits contains a pre-written caption and a series of images geared towards helping individuals prepare for and participate in peaceful protests.
- Simply click on the respective “Folder containing image assets” to download the series of images for your social media posts. From there, you can upload to your preferred social media platform (Instagram is recommended).
- All three of these social media kits direct viewers to a more complete list of resources about peaceful protesting: sandiego.edu/peace/protestertips
- If you have any questions as you post, you can contact Kevin Dobyns, Marketing Coordinator at University of San Diego’s Joan B. Kroc School of Peace Studies. Kdobyns@sandiego.edu

Social Media Kit #1: What to Wear and What to Bring

- Description: A series of images about what to wear and what to bring if you plan to attend a peaceful protest.
- [Folder containing image assets](#)
- Pre-written caption: On Election Day and in the days that follow, you may want to participate in a peaceful protest — as is your right. If you do, refer to these tips about what to wear and bring to the protest to keep yourself and your fellow protesters safe. Information sourced from @physiciansforhumanrights
- [Instagram Example from @krocschool](#)

Social Media Kit #2: Know Your Rights

- Description: A series of images about the rights that individuals have if they choose to participate in a peaceful protest.
- [Folder containing image assets](#)
- Pre-written caption: On Election Day and in the days that follow, you may want to participate in a peaceful protest — as is your right. If you do, refer to these tips about the rights of peaceful protesters to help keep yourself and your fellow protesters safe. Information sourced from @amnestyusa
- [Instagram Example from @krocschool](#)

Social Media Kit #3: Digital Safety Checklist

- Description: A series of images about the steps that individuals should consider to secure their digital footprint.
- [Folder containing image assets](#)
- Pre-written caption: On Election Day and in the days that follow, you may want to participate in a peaceful protest — as is your right. If you do, refer to these tips about



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preparing your phone and adjusting your digital accounts to help keep your sensitive information secure. It's possible that during a protest, your phone could be lost, stolen, or confiscated. Information sourced from @wearehearken and @the.markup

- [Instagram Example from @krocschool](#)