WE GOVERN

SOCIAL MEDIA TOOLKIT

It Doesn't Get More Real Than This.

A global pandemic, sustained violence against Black lives, brazen attacks by white supremacists, climate catastrophe, and pervasive economic injustice are evidence that our systems are failing us.

Our systems are failing all of us, especially Black, Indigenous, queer, and trans people, immigrants and refugees, those with disabilities, elders, and young people who are saying--*and have been saying for generations*--that **we all deserve better.**

We can choose to be together differently. And we can start now.
We can engage one another and our communities with mutual care.
We can reimagine collective systems where we are all safe and well.
We can build the kind of governance we know is possible.

THIS is how #WeGovern.

Our actions add up to the world we're building. ***Join us*** *in committing to these agreements as a path toward what's possible:* www.we-govern.org

Definition of Governance

We define **governance** as *the process by which people determine the norms and rules that guide people's everyday life and behavior*, including:

- How we choose to live together,
- How we choose to recognize and uphold each other's well-being and freedom,
- How we choose to use our resources together,
- How we choose to build systems and structures that reflect our shared values, and
- How we choose to care for the land, which provides us everything we need.

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#WeGovern Core Beliefs:

The world we envision is only possible if we operate from mutual care, based on the beliefs that:

- The well-being, dignity, respect, and agency of the most vulnerable are indicators of the success of a community and its governance.
- Each generation shares in the responsibility for the care and well-being of generations before and after, our elders and our children.
- All beings are connected, including Mother Earth.

HOW CAN I USE THIS TOOLKIT?

Short answer: However you choose! The conversations, images, and ideas we share with each other in person and on social media are the building blocks of our campaign for a better way of being together. This is how #WeGovern, including:

- Share this content with family and friends who you'd like to join our growing community. Either copy and paste from our recommended Twitter, Facebook and Instagram posts below or write your own!
- Use the #WeGovern hashtag when posting so we can form a strong, and visible, online community
- Stay tuned for upcoming #WeGovern events you can take part in at www.we-govern.org
- Upload any of the below shareable images and combine it with your favorite caption on either Twitter, Facebook or Instagram
- Visit www.we-govern.org to learn more about what this community stands for, and how you can get involved.

** Important note: If you choose to share this content on Instagram you will need to add the link to your bio, because the platform does not support the use of hyperlinks in captions. You can do this by clicking "Edit Profile" and then adding www.we-govern.org to your Instagram Bio or Linktree.

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HASHTAG:

Collectively using the following hashtag will help make sure more people see this campaign on social media!

#WeGovern

SUGGESTED TWITTER POSTS:

- We're imagining a new way to govern. One where we all play a role in building a world where every person feels safe, valued, cared for, and inspired to participate. When #WeGovern, we all thrive. Join us? We-Govern.org

- **THREADED TWEET:**
  - 1/5:How #WeGovern is up to every one of us, and there's hope in remembering that the choices we make add up to the world we're building:
  - 2/5:When #WeGovern, we engage one another and our communities with mutual care
  - 3/5:When #WeGovern, we reimagine collective systems where we are all safe and well.
  - 4/5:When #WeGovern, we create the kind of governance *we know* is possible.
  - 5/5:THIS is how #WeGovern, are you with us? Sign on to reimagine a better way of being together: we-govern.org

- **THREADED TWEET:**
  - What is governance? We define it as *the process by which people determine the norms and rules that guide people's everyday life and behavior*:
  - How we choose to live together is how #WeGovern,
  - How we choose to recognize and uphold each other's well-being and freedom is how #WeGovern,
  - How we choose to use our resources together is how #WeGovern,
  - How we choose to build systems and structures that reflect our shared values is how #WeGovern, and
  - How we choose to care for the land, which provides us everything we need is how #WeGovern. Add your voice: we-govern.org

- Our greatest hopes are possible when #WeGovern, together. Add your name at: We-Govern.org

- It's time for the governance we need--and deserve. The choices we make every day can make this possible. It's time #WeGovern, together. Learn more here: We-Govern.org

- We all deserve better than this. When #WeGovern, we can build it. Will you join us? We-Govern.org

- The way we choose to be together *is* how #WeGovern. Learn how you can create the change you want to see in the world: We-Govern.org

SUGGESTED FACEBOOK POSTS:

- We're imagining a new way to be together. One where we all play a role in building a world where every person feels safe, valued, cared for, and inspired to participate. When #WeGovern, we all thrive. Join us? We-Govern.org

- Last year, we witnessed the near collapse of our collective systems--the systems that should be sustaining us when we need them most. Today, we are seeing plainly what Black and Indigenous folx have been saying for generations: these systems were not designed for us. **But we can choose to be together differently, and we can start right now.** We can engage one another and our communities with mutual care. We can reimagine collective systems where we are all safe and well. We can build the kind of governance that we know is possible. **This is how #WeGovern. Will you join us?** We-Govern.org

- Our greatest hopes are possible when #WeGovern, together. Join us? We-Govern.org

- It's time for the governance we need. We can all do well and we can all BE well. The choices we make every day can make this possible. It's time #WeGovern, together. Learn more here: We-Govern.org

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- What is possible when #WeGovern, together?
  <> We can reimagine collective systems where we are all safe and well.
  <>We can engage with one another, our communities, and our natural world with mutual care.
  <> We can build the kind of governance we know is possible.
  <> We can choose to be together differently… **and we can start right now.**
  This is how #WeGovern, together. Will you join us? We-Govern.org

- When #WeGovern, we:
  - See every other person as a fellow human being with the same value, rights, and worth as ourselves.
  - End cycles of harm and violence by using care in seeking justice with those who have been harmed.
  - Keep ourselves safe, and we hold ourselves and each other accountable.
  - Strive for the well-being of all people as the foundation for a thriving community. If this sounds good to you, join us in creating the change we want to see in the world at: We-Govern.org

- The way we choose to be together *is* how #WeGovern. Learn how you can create the change you want to see in the world: We-Govern.org

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  - How we choose to use our resources together is how #WeGovern,
  - How we choose to build systems and structures that reflect our shared values is how #WeGovern, and
  - How we choose to care for the land, which provides us everything we need is how #WeGovern. Add your voice: We-Govern.org

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SUGGESTED INSTAGRAM POSTS:

- We're imagining a new way to be together. One where we all play a role in building a world where every person feels safe, valued, cared for, and inspired to participate. When #WeGovern, we all thrive. Join us? We-Govern.org

- Last year, we witnessed the near collapse of our collective systems--the systems that should be sustaining us when we need them most. Today, we are seeing plainly what Black and Indigenous folx have been saying for generations: these systems were not designed for us. **But we can choose to be together differently, and we can start right now.** We can engage one another and our communities with mutual care. We can reimagine collective systems where we are all safe and well. We can build the kind of governance that we know is possible. **This is how #WeGovern. Will you join us?** We-Govern.org

- What is governance? We define it as *the process by which people determine the norms and rules that guide people's everyday life and behavior, including*:
    - How we choose to live together
    - How we choose to recognize and uphold each other's well-being and freedom
    - How we choose to use our resources together
    - How we choose to build systems and structures that reflect our shared values
    - How we choose to care for the land, which provides us everything we need

Sound good? Add your name at: We-Govern.org

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    - Strive for the well-being of all people as the foundation for a thriving community.

If this sounds good to you, join us in creating the change we want to see in the world at: We-Govern.org

- It's time for the governance we need. We can all do well and we can all BE well. The choices we make every day can make this possible. It's time #WeGovern, together. Learn more here: We-Govern.org

- The way we choose to be together *is* how #WeGovern. If you agree, join us in creating the change you want to see in the world: We-Govern.org

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SHAREABLE GRAPHICS:

(The below images are previews, to download correct sizes for Twitter, Instagram and Facebook click here and then hold-down or right-click each image you choose to your device for sharing)

Posting 1:



Posting Group 2:





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Posting Group 3:



THE WORLD WE ENVISION IS ONLY POSSIBLE IF WE OPERATE FROM MUTUAL CARE, BASED ON THE BELIEFS THAT:

1. THE WELL-BEING, DIGNITY, RESPECT, AND AGENCY OF THE MOST VULNERABLE ARE INDICATORS OF THE SUCCESS OF A COMMUNITY AND ITS GOVERNANCE.

2. EACH GENERATION SHARES IN THE RESPONSIBILITY FOR THE CARE AND WELL-BEING OF GENERATIONS BEFORE AND AFTER, OUR ELDERS AND OUR CHILDREN.

3. ALL BEINGS ARE CONNECTED, INCLUDING MOTHER EARTH.

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1. EACH PERSON SEES EVERY OTHER PERSON AS A FELLOW HUMAN BEING WITH THE SAME VALUE, RIGHTS, AND WORTH AS THEMSELVES.

2. ALL HUMAN BEINGS HAVE INHERENT VALUE, EVEN WHEN THEY CAUSE HARM AND ARE NOT YET ABLE TO HOLD THEMSELVES ACCOUNTABLE.

3. WE HONOR THE PRESENCE OF EVERYONE, AND ENSURE ALL LABOR IS SEEN, VALUED, AND RECOGNIZED.

4. ALL PEOPLE HAVE THE RIGHT, OPPORTUNITY, RESPONSIBILITY, AND AUTHORITY TO PARTICIPATE IN GOVERNANCE.

5. OUR GOVERNANCE IS DECENTRALIZED SO THAT DECISIONS ARE MADE IN AND WITH COMMUNITY.

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1. WE SHARE OUR RESOURCES IN CONSISTENT, FAIR, AND JUST WAYS.

2. WE STRIVE FOR THE WELL-BEING OF ALL PEOPLE AS THE FOUNDATION FOR A THRIVING COMMUNITY.

3. PEOPLE HAVE WHAT THEY NEED AND SHARE WHAT THEY HAVE--ADEQUATE AND NUTRITIOUS FOOD, HOUSING, QUALITY EDUCATION, RELIABLE HEALTHCARE, MEANINGFUL WORK, AND TIME WITH FAMILY AND FRIENDS.

4. WE AFFIRM THAT THE EARTH SUSTAINS US, AND THAT THE NATURAL WORLD HAS RIGHTS.

5. LANDS, WATERS, NATURAL RESOURCES ARE COLLECTIVE, PART OF OUR COLLECTIVE CULTURAL HERITAGE, AND WE STEWARD THEM FOR ALL BEINGS AND FUTURE GENERATIONS.

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WE KEEP
EACH
OTHER
SAFE
WE-GOVERN.ORG


1. WE KEEP OURSELVES SAFE, AND WE HOLD OURSELVES AND EACH OTHER ACCOUNTABLE.
2. OUR HEALTH AND SAFETY ARISE FROM MUTUAL CARE, A JUST SOCIETY, AND THE INTERRUPTION OF VIOLENCE BEFORE IT HARMS OTHERS.
3. WE END CYCLES OF HARM AND VIOLENCE BY USING CARE IN SEEKING JUSTICE WITH THOSE WHO HAVE BEEN HARMED.
4. WE MEND OUR PAST AND CURRENT WRONGS, SO THAT THE RECONCILIATION BETWEEN PEOPLE CAN CREATE A MORE HARMONIOUS AND THRIVING FUTURE.
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THE WAY WE CHOOSE TO BE TOGETHER IS HOW
#WEGOVERN.
JOIN US: WE-GOVERN.ORG
WE-GOVERN.ORG

WHO IS #WeGovern?:

These principles were collaboratively written by healers, leaders, artists, and storytellers across the United States.

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#WeGovern is led by Resonance Network