

Social Media Toolkit

LA vs Hate United Against Hate Week 2022

LA vs Hate United Against Hate Week

The United Against Hate Week of Action will occur from *Sunday, November 13th - Saturday, November 19th.*

This week, communities are planning webinars, social media events, screenings, art projects, community dialogues, and meditation gatherings.

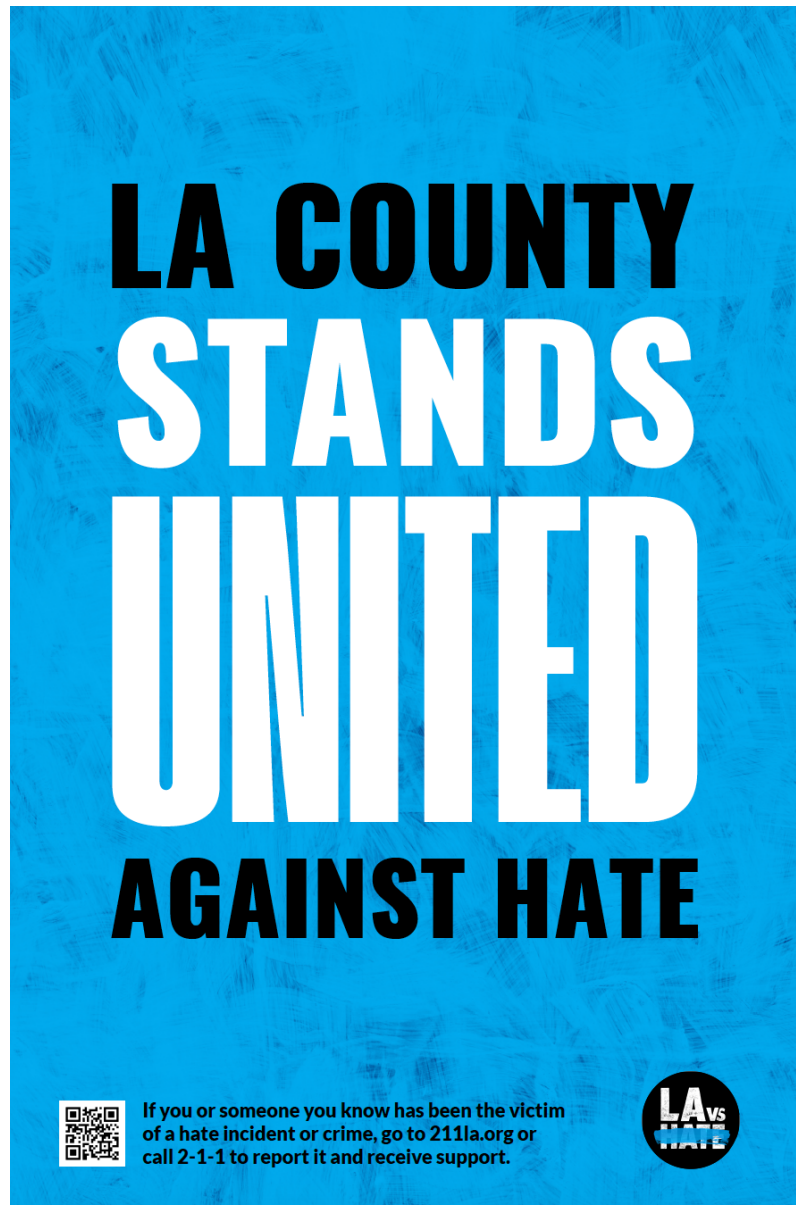
These concrete actions will provide a dynamic way to increase neighborhood engagement and support efforts to stand up to hate in our communities.

The social media toolkit for LA vs Hate United Against Hate Week is open to all participants, and we encourage you to be involved in any way you can.

For more information on how to take action against hate, please visit unitedagainsthateweek.org.

You can also check out all of the events during United Against Hate Week on the [official event calendar](#).

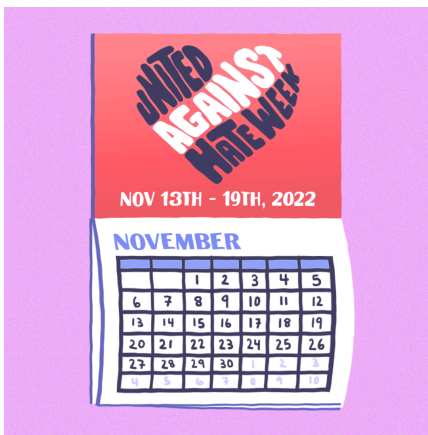
To continue supporting our work of building inclusive and hate-free communities, we invite you to sign the [pledge against hate](#).



Purpose of this Toolkit

To build awareness of LA vs Hate United Against Hate week with partner organizations and community leaders and help drive engagement and action amongst these communities through social media platforms such as Facebook, Twitter, and Instagram.

**NOTE: These images are gifs and will rotate after downloading.*



[Download](#)

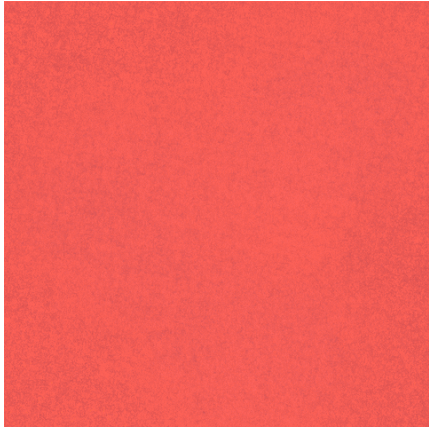
Post Text:

Save the date and stand up against hate on *November 13th - 19th* for [#UnitedAgainstHateWeek!](#)



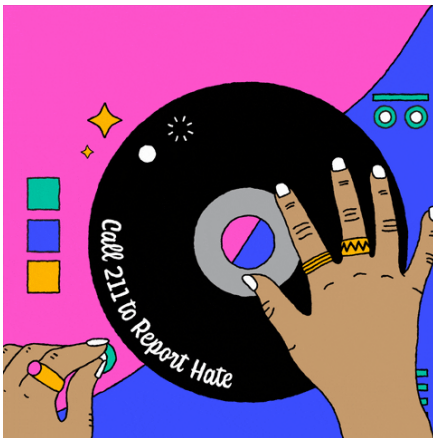
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I am taking the pledge to stand united against hate so we can build a hate-free Los Angeles County! Stand with me for [#UnitedAgainstHateWeek](#)



[Download](#)

I belong! You belong! We are ALL welcomed here! Together we can create a hate-free L.A. Join me on *November 13th - 19th* [#UnitedAgainstHateWeek](#)




[Download](#)

Acts of hate can range from being called derogatory names, a threat of violence, discrimination, racism, sexism, antisemitism, bigotry, and more. Dial 2-1-1 to report hate and get connected to care-coordination services. [#UnitedAgainstHateWeek](#)



[Download](#)

If you see an act of racial harassment, there is something you can do. Safely intervene as a bystander using the 5D's: distract, delegate, delay, direct, and document. Need to report a hate act? Dial 2-1-1 to get connected to help 24/7. [#UnitedAgainstHateWeek](#)

<p>LA^{vs} HATE</p>  <p>REPORT w/ 211</p> <p>Download</p>	<p>I stand against hate because <i>[insert why you stand against hate]</i>. #UnitedAgainstHateWeek</p>
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Twitterstorm: November 15th, 2020, 11 am - 12 pm

Community and organizational partners are encouraged to participate in our United Against Hate Week Twitterstorm.

A Twitterstorm is a spike in Tweet activity surrounding a topic where specific Tweets are retweeted and shared during a specific period.

Step 1 Tweet Text: *[Insert what a hate-free L.A. County looks like to you]*. [#UnitedAgainstHateWeek](#)

Tweet Example: “A hate-free Los Angeles is where I no longer feel judged based on my skin color and who I choose to love. [#UnitedAgainstHateWeek](#) “

Step 2: Repost and like Tweets visible through your timeline and that can be found through the [#UnitedAgainstHateWeek](#) tag.

Step 3: If you have elected officials you want to copy in your Tweet or community partners, please tag them! During a Twitterstorm, you can have multiple Tweets or comment on the different Twitter threads.

Step 4: Have fun!

Take a Pledge Against Hate on Instagram Reels, Stories, and Tik Tok!

Stand up against hate and encourage your community to stand up against hate.

Whether it is on Tik Tok, Reels, or IG Story, snap a quick video on why you stand against hate.

Instructions: Open the social media app of your choice and record your message.

- State: *“I stand against hate because _____, join me and share why you stand against hate #UnitedAgainstHateWeek”*
- Post and share with your followers



LA vs Hate Story Stickers

Show your support with campaign stickers!

The LA vs Hate has a variety of digital stickers you can use as a story highlight. Take a selfie or record a video with your pledge to stand united against hate and share it on your Instagram or Facebook story. Open your story's camera and search “LA vs Hate” within the GIF stickers component.



Stand up against hate with our **United Against Hate Week Pledge Card**.

Download our pledge card and write out what a hate-free Los Angeles looks like to you.

Take a picture of you holding the pledge card and post it on social media using the hashtag **#UnitedAgainstHateWeek**.

[Download Card](#)



#UnitedAgainstHateWeek

Need more digital content to share?

**NOTE: These images are gifs and will rotate after downloading.*



We have more content for you to see! Hate can take many forms, with school bullying being one of them. Check out some of our back-to-school artwork by visiting our digital content library below.

Community partners and organizations across Los Angeles County are encouraged to use LA vs. Hate’s digital content library filled with gifs, mp4s, and artwork that you can share all across your social media. Find images specific to your community and help us raise awareness on stopping acts of hate.

[Digital Content](#)

About LA vs Hate:

The LA vs Hate program is a community-driven approach to empower all residents of LA County to unite against, report, and resist hate. Learn more about Los Angeles County’s efforts to create a hate-free L.A. at lavshate.org.

Are you or someone you know experiencing hate?

In partnership with Los Angeles County’s Human Relations Commission, 211 LA hosts a hotline for individuals who have been victims or witnesses to acts of bullying or incidents motivated by hate or discrimination to connect with services.

By dialing 2-1-1, you’ll get to:

1. Report hate, discrimination, or bullying and receive referrals to support services by dialing 2-1-1 or live chat.

#UnitedAgainstHateWeek

2. Receive follow-up support, referrals, and advocacy from Care Coordinators

About United Against Hate Week:

LA vs Hate United Against Hate Week (Nov. 13-19, 2022) is a call for seven days of local civic action by people in every community to stop the hate and implicit biases that are a dangerous threat to the safety and civility of our neighborhoods, towns, and cities.

United Against Hate was created by civic leaders in direct response to the sharp rise in expressions of hate in our communities. We want to empower local residents to take action in their local communities and alter the course of this growing intolerance.

When cities and their residents work together against hate, we can restore respect and civil discourse, embrace the strength of diversity and build inclusive and equitable communities for all.

Join us! You can post signs, host events, share stories, attend rallies, and connect with schools and neighborhood civic institutions. Nothing is too small, because working united in each community is what will defeat hate in all communities. Learn more at unitedagainsthateweek.org.
