

Social Media Toolkit

LA vs Hate United Against Hate Week 2023

LA vs Hate United Against Hate Week (Nov. 12-18, 2023) is a call for local civic action by people in our community to stop the hate and implicit biases that are a dangerous threat to the safety and civility of our neighborhoods, towns, and cities. We want to empower 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 civil discourse, embrace the strength of diversity and build inclusive and equitable communities for all. Join us! Learn more at www.unitedagainsthateweek.org.

Purpose of this Toolkit

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



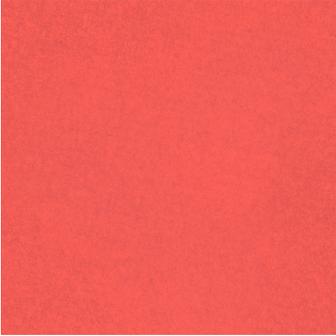
English GIF / Static [Download](#)
Spanish GIF / Static [Download](#)

Building strong communities means looking out for each other. If you see or experience an act of hate, harassment or bullying, there is something you can do. Dial 211 or go to LAVsHate.org to get support. [#UnitedAgainstHateWeek](#) [#LAVsHate](#)



[Download](#)

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](#) [#LAVsHate](#)

 <p style="text-align: center;">Download</p>	<p>I belong! You belong! We are ALL welcomed here! Together we can build community and create a hate-free L.A. Join me on <i>November 12-18th</i> #UnitedAgainstHateWeek #LAvsHate</p>
<p style="text-align: center;">LA vs HATE</p>  <p style="text-align: center;">REPORT w/ 211</p> <p style="text-align: center;">Download</p>	<p>I stand against hate because <i>[insert why you stand against hate]</i>. #UnitedAgainstHateWeek #LAvsHate</p>

Need more digital content to share? [Visit LA vs Hate Digital Content Library](#) to check out all our GIFs*.

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

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Community partners and organizations across LA 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.

Twitter

Community and organizational partners are encouraged to stand up to hate via Twitter. Share a personal statement about why you stand against hate. Below are the simple steps to show your support:

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

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](#) [#LAvsHate](#)”

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

Step 3: If you have elected officials or community leaders that you want to copy in your Tweet or community partners, please tag them!

Step 4: Have fun!

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

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](#) [#LAvsHate](#)”
- 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 #LAvsHate**.



[Download Card](#)

About LA vs Hate:

LA vs Hate is a program of the Los Angeles County Commission on Human Relations, one of the oldest civil rights organizations in the nation. LA vs Hate a community-driven approach to empower all residents of Los Angeles County to unite against, report, and resist hate. LA vs Hate also supports people and communities as they heal from the trauma of hate.

We are inspiring you to stand up to hate, build an understanding about what constitutes hate, and learn how to report hate to 211LA.

Visit LAvsHate.org for more information.

#UnitedAgainstHateWeek