

NIGHT OUT FOR SAFETY AND LIBERATION 2019

Social Media Toolkit

August 6, 2019 is Night Out for Safety and Liberation (NOSL). The purpose of NOSL is to redefine and reimagine what #SafetyIs for our communities – beyond crime, policing, and fear.

Safety is a concern shared by all, and this campaign is your opportunity to share what it means for you and your community. Is it access to healthcare, a learning environment free of violence, a positive workplace and living wage, or freedom to just be without fear?

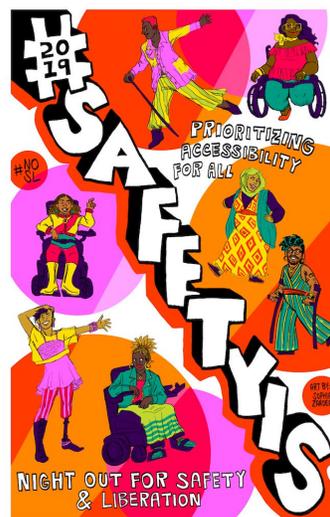
The Night Out for Safety and Liberation Social Media Toolkit contains resources to inform your community and engage in discussions about what safety means for your neighborhood. To access more communications support, resources and templates through our Comms Committee Slack Channel and Canva account, email Terence Long (terence@ellabakercenter.org).

In this toolkit you will find:

- Posters and memes
- Sample social media content, including Facebook posts and tweets. Content is organized by week:
 - [Week 1](#), [Week 2](#), [Week 3](#), [Week of NOSL](#)
- [Partner organization social media list](#)

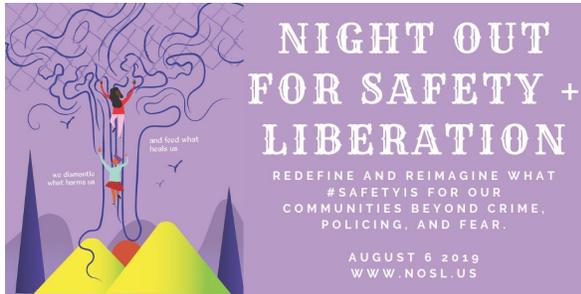
POSTERS

#NOSL19 posters visualize what safe communities look like. To view and share posters, go to [NOSL.us/artwork](https://nosl.us/artwork).



MEMES

Memes communicate compelling messages visually. Email Terence Long (terence@ellabakercenter.org) for access to our Canva templates to create your own with the sample content or your own messages about #NOSL19 and what #SafetyIs for you and your community. [Download NOSL 2019 memes and poster templates here](#). Keep checking the folder as we'll continue to add more leading up to NOSL in August.



SAMPLE CONTENT

Use our NOSL 2019 [partner social media list](#) to tag your posts

Week 1

JULY 14 - JULY 20

What is NOSL?

- What is safety to you? Freedom from harm, illness, violence, poverty? Let's redefine what #SafetyIs #NOSL19 www.NOSL.us
- What does a Night Out for Safety and Liberation mean to you? Tell us what #SafetyIs to you #NOSL19 www.NOSL.us
- On Night Out for Safety and Liberation, we redefine what #SafetyIs. #NOSL19 www.NOSL.us
- Night Out for Safety and Liberation is an alternative to the national #NightOut where we come together to reimagine what #SafetyIs outside of prisons and policing. Join us this year for #NOSL19 <http://www.nosl.us/2019-events>
- On Night Out for Safety and Liberation communities across the country come together for barbeques, block parties, and more to create spaces that are safe for us. Join us. #SafetyIs #NOSL19 <http://www.nosl.us/2019-events>

Call to Join

- Help redefine what #SafetyIs for your community. Host a Night Out for Safety & Liberation event: <http://bit.ly/HostNOSL19> #NOSL19
- Join Night Out for Safety and Liberation—find an event happening in your neighborhood. #NOSL19 #SafetyIs <http://www.nosl.us/2019-events>
- Join us during this year's Night Out for Safety and Liberation! We will be [information on your organizations event type]. Together we will redefine what #SafetyIs #NOSL19 <http://www.nosl.us/2019-events>

Theme 1: Current state of affairs: What does safety look like and feel like in this administration? How has our definition of safety changed?



TWITTER

- Now more than ever, we must reclaim what #SafetyIs in our communities—how have you stayed safe this year? #NOSL19 www.nosl.us
- #SafetyIs: #walkingwhileblack #airbnbwhileblack #sleepingwhileblack #drivingwhileblack #laughingwhileblack, #shoppingwhileblack #golfingwhileblack #grillingwhileblack #waitinginStarbuckswhileblack #existingwhileblack w/out somebody calling cops. #NOSL19 www.nosl.us
- #SafetyIs #Resistance. What are you doing to resist? #NOSL19 www.nosl.us
- More police don't make a neighborhood safe. Help redefine safety & tell us what #SafetyIs in your community. #NOSL19 www.nosl.us
- #SafetyIs keeping families together—not separating them with cages and walls. #NoBanNoWall #NOSL19 www.nosl.us
- #SafetyIs affordable #healthcare for all. #NOSL19 www.NOSL.us
- #ICE doesn't make our communities safer. #SafetyIs keeping families together. #NOSL19 www.NOSL.us



FACEBOOK

- #SafetyIs: [#walkingwhileblack](#) [#airbnbwhileblack](#) [#sleepingwhileblack](#) [#drivingwhileblack](#) [#laughingwhileblack](#), [#shoppingwhileblack](#) [#golfingwhileblack](#) [#grillingwhileblack](#) [#waitingforsomeoneinStarbuckswhileblack](#) [#existingwhileblack](#) without

somebody calling the cops. #NOSL19 www.nosl.us

- Separating children from their parents at the border won't make my community safer. #SafetyIs showing acceptance, respect, and compassion to all people. We must be able to move freely, without fear. Redefine safety on Night Out for Safety and Liberation: #NoBanNoWall #AbolishICE #NOSL19 www.nosl.us
- #SafetyIs affordable, reliable healthcare for all. Public health is a big part of public safety—when everyone can get the care they need to be healthy and whole, we all will be safer and stronger. www.NOSL.us #NOSL19
- Let's not limit our view of safety as the policing of our neighborhoods. We must redefine, reimagine, and determine for ourselves what #SafetyIs. Join us on August 1 for Night Out for Safety and Liberation. #NOSL19 www.NOSL.us

Week 2

JULY 21 - JULY 27

General:

- For Night Out for Safety & Liberation, artists drew their visions of what #SafetyIs—share their artwork: <http://www.nosl.us/artwork> #NOSL19
- ___ organizations are a part of Night Out for Safety and Liberation this year—learn more about who we are and join us: www.nosl.us #NOSL19
- Want to host a Night Out for Safety and Liberation event in your neighborhood? Learn how: www.nosl.us #NOSL19

Theme 2: Accountability doesn't equal exclusion/punishment. How can we hold people accountable for harm, while also holding them in community? How can we hold people in power accountable to us?



TWITTER

- Our justice system doesn't hold people accountable or keep us safe—#SafetyIs restorative justice, not punishment. #NOSL19 NOSL.us
- It's time we stop watching our neighbors and start building community with our neighbors #NOSL19 www.NOSL.us
- Let's hold people in power accountable & demand \$\$ for resources that will keep us truly safe. #NOSL19 #SafetyIs www.NOSL.us
- How do you hold the people in your life accountable when they cause you harm? #NOSL19 #SafetyIs www.NOSL.us

- #SafetyIs more than a conversation. It is living in a community where you have dignity and power. #NOSL19 www.NOSL.us
- #SafetyIs enjoying your community without being viewed or treated as a criminal by police or neighbors #NOSL19. RT if you agree!
- What does safety look like to you? RT your answer. #SafetyIs #NOSL19 www.NOSL.us
- What makes your community a safe place? Let us know how #SafetyIs a priority in your neighborhood. #NOSL19 www.NOSL.us
- #SafetyIs helping your neighbors, not watching them. #NOSL19 www.NOSL.us
- Building safer communities starts with building connections between neighbors. That's what #SafetyIs #NOSL19. www.NOSL.us
- What is your organization doing to make your community safer? Join #NOSL19 and share what #SafetyIs: www.NOSL.us
- #SafetyIs holding our elected officials accountable to our vision for our communities. #BudgetOurValues #NOSL19 www.NOSL.us



FACEBOOK

- What is safety to you? Freedom from harm, illness, violence, poverty? Join us for Night Out for Safety and Liberation on August 7. Let's redefine what #SafetyIs and how we can build up our communities. For event information visit www.NOSL.us #NOSL19
- Right now, our criminal justice system punishes people, and doesn't hold them accountable for harm. #SafetyIs restorative justice: holding people accountable, while also holding them in community. When someone hurts you, how do you hold them accountable? www.NOSL.us #NOSL19
- What makes your community a safe place? Tag an organization redefining what safety and accountability looks like. Then join the conversation and share what you think #SafetyIs using #NOSL19: www.NOSL.us
- #SafetyIs holding our elected officials accountable to our vision for our communities. It's time to demand that people in power #BudgetOurValues #NOSL19 www.NOSL.us

Week 3

JULY 28 - AUGUST 3

General:

- For Night Out for Safety & Liberation, artists drew their visions of what #SafetyIs—share their artwork: <http://www.nosl.us/artwork> #NOSL19
- #NOSL19 is one week away! Is an event happening in your community? Find out: www.nosl.us/events

Theme 3: Dreaming a new world together: When you picture a safe community, what does it look like? What are alternatives to punishment systems that are already in place?



TWITTER

- #SafetyIs a community with well-funded schools and engaged teachers #NOSL19. RT if you agree! www.NOSL.us
- What are some examples of alternatives to police in your community? RT and tag them. #SafetyIs #NOSL19 www.NOSL.us
- We are who we've been waiting for and we know what's best for us. #SafetyIs what we build together. #NOSL19 www.NOSL.us
- #FreedomCities demand that our communities have the resources they need to thrive. #SafetyIs Freedom Cities. #NOSL19 www.NOSL.us
- #NOSL19 is one week away! Join the #NOSL19 tweetchat on 7/31 at 11 am PST and share what #SafetyIs to you.
- #SafetyIs Black and Brown children playing outside. #NOSL19 www.NOSL.us
- #SafetyIs having a living wage job where you feel protected #NOSL19. RT if you agree! www.NOSL.us
- Ever think about how _____ affects your community's safety? It's time to redefine what #SafetyIs. #NOSL19 www.NOSL.us
- #SafetyIs spending community \$\$ on housing and education, not cages and cops #NOSL19 www.NOSL.us
- In #FreedomCities we live with dignity and have the opportunity to thrive. #SafetyIs Freedom Cities. #NOSL19 www.NOSL.us
- #FreedomCities are communities where we have investments in humanity and our planet. #NOSL19 #SafetyIs www.NOSL.us

- What makes a community safe? Freedom from harm, illness, violence, poverty? Let's redefine what #SafetyIs. #NOSL19 www.NOSL.us
- RT and tag an organization that redefines what #SafetyIs in your community. #NOSL19 www.NOSL.us
- On Night Out for Safety and Liberation, start a conversation with your community about what #SafetyIs: www.NOSL.us #NOSL19
- We are redefining and reclaiming what #SafetyIs—join us: www.NOSL.us #NOSL19
- Are you attending a Night Out for Safety & Liberation event? Tag your photos #SafetyIs and #NOSL19 to be featured on our social media platforms.



FACEBOOK

- Feeling safe is important to all of us, and #SafetyIs a very personal thing. What makes you feel safe in your community? How are you creating safety for others? Let us know what #SafetyIs to you. Post your own picture and tag it #SafetyIs and #NOSL19. www.NOSL.us
- Night Out for Safety and Liberation is next week—be a part of the movement to redefine what #SafetyIs by joining an event near you, sharing what #SafetyIs for you on social media, or getting together with your neighbors to talk about how you can make your community safer. Learn more and get the tools you need: www.NOSL.us #NOSL19

Week Of

AUGUST 4 - AUGUST 6



TWITTER

Monday, 8/5:

- Join us tomorrow at (location) for #NOSL19 Let's redefine what #SafetyIs: (Event link or www.NOSL.us)
- #NOSL19 is almost here, come to (location event details) tomorrow for (Event details) (Event link or www.NOSL.us)

- Our #tweetchat will start at 11 am PST tomorrow! Don't miss out on this conversation about what #SafetyIs. Follow #NOSL19.
- What are you most looking forward to at this year's #NOSL19? Tell us using #NOSL19 and #SafetyIs!
- RT if you will be at (event location) for #NOSL19 (Event link)
- On #NOSL19, start a conversation with your neighbors about what #SafetyIs using our discussion guide: www.NOSL.us

Tuesday, 8/6:

- Today is the day! We can't wait to see you at (event location and time). #NOSL19 (Event link)
- Join us today at (location / time / event link) if you believe everyone deserves to know what #SafetyIs. #NOSL19 www.NOSL.us
- Are you attending a Night Out for Safety & Liberation event? Share your photos with us! #SafetyIs #NOSL19
- We're about to get started! Come to (Event Location) right now for (____) #NOSL19 (Event Link)
- Tweet your photos of #NOSL19 events, to be featured on @ellabakercenter's social media!



FACEBOOK

- The day is finally here! Don't miss out, come to (event location and time) for (event description) #NOSL19 (Event Link)
- We're just getting started. It's not too late to join us at (event location). Help us redefine what #SafetyIs. #NOSL19
- Come out for (event details) right now at (event location and time). Bring a friend (insert event link). #NOSL19 #SafetyIs
- Are you at a #NOSL19 event? If so, make sure to post your pictures using #NOSL19 and #SafetyIs for a chance to be featured on the Night Out for Safety and Liberation Facebook page!



INSTAGRAM & SNAPCHAT

Instagram and Snapchat allow you to capture Night Out for Safety and Liberation events and activities, which you can customize and share with your networks.

Leading up to NOSL, post a selfie on Instagram holding a sign expressing what #SafetyIs to you. On the day of NOSL, share photos from NOSL events with the hashtags #NOSL19 and #SafetyIs.

This year we will have custom Snapchat filters available. Email norma@ellabakercenter.org to find out how to get a Snapchat filter!