ANTI-RACISM LIVE

WE AT PEACE ONE DAY ARE DELIGHTED TO HAVE YOUR SUPPORT IN PROMOTING ANTI-RACISM LIVE ON SOCIAL MEDIA.

21 March 2023 **Peace One Day**



WHAT CAN YOU DO?

Social Media is a wonderful tool and a fantastic way to reach millions of people and promote what Anti-Racism Live stands for. Tell everyone what you are doing and keep them up to date with your progress using social media.

WHERE TO START

Post what you're used to posting, with an added flare!

Let everyone know what you're doing to support Peace One Day! Use photos, videos, articles, and other social media posts in conjunction with your own personal message to share details about how you are supporting climate action. Feel free to use some of the Anti-Racism Live designs and photos by following the link at the end of this document! Attention-grabbing text and visuals are best.

WHAT TO WRITE

FACEBOOK:

Post regularly! Utilize the platform to keep your circle up to date on your involvement with Peace One Day. Don't forget to include a link to Anti-Racism Live in the posts! One to two posts a week tend to grab the most attention per post.

Pin it up! Make sure Anti-Racism Live is the first thing on your profile by pinning a post including the Peace One Day website link to the top.

Tell others! Groups are the best way of engaging with people in your circle. People in groups are more likely to participate and watch the Anti-Racism livestream. Another thing about groups is that they can be a way to get the word out about your involvement with people outside of your friend list. They may be very interested and decide to support you!

Keep it interesting. People love to follow a story, so update them regularly with photos, videos, links and blogposts. Share how you feel about Anti-Racism Live, the participants you're most excited about, and your favourite performers that will be featured.

Tag our accounts! Use the #AntiRacismLive hashtag to let everyone know you're supporting.

- Peace One Day
- Jeremy Gilley
- Peace Day

TWITTER:

Keep it short and sweet! With only 280 characters to use, ensuring your tweets are clear and concise is crucial.

A picture says a thousand words. Pictures can be very powerful, so try to include one in your tweets. This will also free up more characters in your tweet.

Hashtag to your heart's desire! Be sure to use hashtags to share your tweets with fellow Peace One Day supporters.

Tag our accounts! Use the #AntiRacismLive hashtag to let everyone know you're supporting.

- @PeaceOneDay
- @JeremyGilley
- @PeaceDay

Creativity is key. Keep your followers engaged, while also telling them about the event! Gear your content towards you following.



INSTAGRAM

Use it as a picture gallery. The best way to post pictures is to include your personal statements in the caption and personalize them to your liking.

Posting personalised thank you photos and videos to people who have also decided to support Anti-Racism Live is a great way to say thank you while also gaining viewership. Show them how important bringing forth new changemakers is for the survival of humanity.

Call to action! It is crucial to make it clear how your following can support Peace One Day. Make sure to put the link to our website in your bio.

Tag our accounts! Use the #Anti-RacismLive hashtag to let everyone know you're supporting.

- @peaceoneday_official
- @jeremeygilleypod
- @internationaldayofpeace

Tell your story using Stories. Instagram Stories are a great way to bring attention to your profile as well as other posts that your following can engage with. Reshare our posts on your story, post videos of yourself talking about the event, and make sure to use Peace One Day's stickers by searching 'Peace One Day' in the IG stories GIFs and stickers feature!

TIKTOK:

Keep it short and sweet. TikTok videos are viewed, on average, for less than 7 seconds. Short highlights work best to garner the most attention.

Use Peace One Day's stickers and GIFS by searching 'Peace One Day' while creating a post using TikTok's GIFs and stickers feature in their editor!

Duet our posts! Peace One Day posts short versions of all of our videos, feel free to duet them and tell your story.
Tag our accounts! Use the #AntiRacismLive hashtag to let everyone know you're supporting.

- @peaceoneday
- @jeremygilleypod



YOUTUBE:

YouTube can be utilized for long-form videos and even short videos using YouTube Shorts. Tag our accounts and use the #AntiRacismLive hashtag to let everyone know you're supporting.

- Peace One Day





WHAT TO POST

PHOTOS:

Pictures are a great way to engage supporters in your post. 21 March will be an exciting event! Our graphics offer key insights on what the event will entail and the inspiration behind the event. Whether it is educating your followers on the event, encouraging them to join, or telling them why you are passionate about Anti-Racism Live, our graphics can help!

DON'T FORGET TO MENTION:

Peace One Day is hosting the Anti-Racism Live event; however, our goal is always to bring awareness to 21 March and other Peace events. Peace One Day's goal is to make 3 billion people aware of Peace Day by 2025. Your support will play a key role in this awareness and the future of world! This is why Peace One Day is passionate about Anti-Racism Live and protecting humanity.

As always, saying thank you to your supporters goes a long way!

To download graphics please follow the link below:

Anti-Racism Live 2023 Graphics