

Social Media Toolkit

Title: Pride Month

For use during week 23. 6/8/20 to 6/14/20

Launch Date: 5/25/2020

Introduction

**Describe content of toolkit.*

**Describe background of topic*

**Describe the source(s) for the toolkit content*

Lesbian, Gay, Bisexual and Transgender Pride Month (LGBT Pride Month) is celebrated every June to honor the 1969 Stonewall riots and works to achieve equal justice and equal opportunity for lesbian, gay, bisexual, transgender, and questioning (LGBTQ+) Americans. In June of 1969, members of Stonewall Inn created an uprising to resist police harassment and persecution. This was one of the few gay bars in New York City. That day was the starting point of the LGBTQ movement.

Today, pride month includes numerous celebrations, parades, picnics, and concerts around the world. This month recognizes the hardships the LGBTQ+ community have had to endure as well as their lasting impacting throughout the years. Some notable events in the last decade include same-sex marriage becoming legalized in all 50 States on June 26, 2015 and military restrictions on gays being repealed on September 20, 2010. President Bill Clinton was the first president to recognize June as Pride month. Note that other events are celebrated throughout the year (not just June).

This toolkit will characterize the importance of pride month as well as commemorate key events throughout the history of the LGBTQ+ movement.

Target audience/high-risk subsets

**Describe target audience: All people*

**Describe high-risk or sub-populations, if appropriate*

- Target Audience
 - All people who are not knowledgeable about the LGBTQ+ community
 - All people who are part of and support the community
- High-risk/Sub-populations
 - BIPOC (Black, Indigenous, People of Color)
 - Trans POC (Trans People of Color)
 - LGBTQ+ youth (risk of homelessness and depression leading to suicide)

Target Audience Needs/Issues/Considerations

**Include considerations that the opposition may provide*

- Opposition may come from people from religious backgrounds, homophobic to transphobic individuals, as well as people who still believe this may be a mental disorder.

Supporting Campaigns

**Include organizations that would have credible information and would be likely to have their own campaigns*

- [United States Airforce Academy](#)
- [United States Department of Veteran Affairs](#)
- [United States Census Bureau](#)
- [United States Department of Defense](#)
- National Institutes of Health Sexual & Gender Minority Research Office <https://dpcpsi.nih.gov/sgmro>
- Human Rights Campaign <https://www.hrc.org/>
- GLAAD <https://www.glaad.org/>
- Gay, Lesbian and Straight Education Network (GLSEN) <https://www.glsen.org/>
- Gay and Lesbian Medical Association (GLMA) <http://www.glma.org/>

- Parents and Friends of Lesbians and Gays (PFLAG) <https://pflag.org/>
- National Center for Transgender Equality <https://transequality.org/>
- Sage: Advocacy and Services for LGBT Elders <https://www.sageusa.org/>
- National LGBT Cancer Network <https://cancer-network.org/>
- The Trevor Project <https://www.thetrevorproject.org/>

References

1. U.S. Census Bureau 2020. *LGBT Pride Month: June 2018*. [online] The United States Census Bureau. <https://www.census.gov/newsroom/stories/2018/lgbt.html> [Accessed 25 April 2020].
2. June is LGBT Pride Month. June is LGBT Pride Month | Youth.gov. <https://youth.gov/feature-article/june-lgbt-pride-month> . Accessed April 15, 2020.
3. NPS.gov. 2020. *History & Culture - Stonewall National Monument (U.S. National Park Service)*. [online] <https://www.nps.gov/ston/learn/historyculture.htm> [Accessed 25 April 2020].
4. Travel.state.gov. 2020. LGBTI family travel tips. https://travel.state.gov/content/dam/NEWTravelAssets/pdfs/LGBTI%20Pocket%20Card-Pride%20Weekend_FINAL.pdf [Accessed 25 April 2020].
5. OutRight Action International. Acronyms Explained. <https://outrightinternational.org/content/acronyms-explained>. Accessed June 1, 2020.
6. Pew Research Center. About one-in-five U.S. adults know someone who goes by a gender-neutral pronoun. <https://www.pewresearch.org/fact-tank/2019/09/05/gender-neutral-pronouns/> Accessed June 1, 2020
7. GLAAD. GLADD media reference guide, 10th edition, October 2016. <https://www.glaad.org/sites/default/files/GLAAD-Media-Reference-Guide-Tenth-Edition.pdf>

Toolkit Content

Please list: Developer(s) Affiliation(s) Title(s)	Karisma Sinha--Northeast Ohio Medical University, medical student																												
Estimated time used to create	3 hours																												
Date submitted	4/15/2020																												
DUE date & TARGET date for release (Monday)	5/25/2020																												
Approvals (Needs at least one reviewer per column—initial appropriate column)	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 50%;">Reviewer</th> <th style="width: 10%;">Date</th> <th style="width: 15%;">Format & language (grammar)</th> <th style="width: 15%;">Social media content</th> <th style="width: 10%;">Public health content</th> </tr> </thead> <tbody> <tr> <td>Amy Lee MD, MPH</td> <td>5/17/2020</td> <td>AL</td> <td>AL</td> <td></td> </tr> <tr> <td>Nelson Isaac Baez, MD, MPH</td> <td>5/28/20</td> <td></td> <td></td> <td>NIB</td> </tr> <tr> <td>Don Allensworth-Davies</td> <td>6/1/20</td> <td></td> <td></td> <td>DD</td> </tr> <tr> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> </tbody> </table>				Reviewer	Date	Format & language (grammar)	Social media content	Public health content	Amy Lee MD, MPH	5/17/2020	AL	AL		Nelson Isaac Baez, MD, MPH	5/28/20			NIB	Don Allensworth-Davies	6/1/20			DD					
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<p>Approvers Instructions</p> <ul style="list-style-type: none"> • Please approve by the target date for release. Approvers may review for more than one review category (e.g. both public health content and social media content). At least one approver is needed per category; two approvers are preferred. • Feel free to add or make edits—there will not be an opportunity for the original student group to make further edits 																													
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Accuracy	Sources of all data are provided (all credible sources) YES or NO																												
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FACEBOOK

Facebook 1	<p>Message: This month we remember the Stonewall riot, which opened the door for millions of LGBTQ Americans to begin pressing for full and equal civil rights</p> <p>https://www.nps.gov/ston/learn/historyculture.htm</p>
Facebook 2	<p>Message: Remember June 26, 2015 when the Supreme Court removed all state bans on same-sex marriage</p> <p>https://share.america.gov/fight-for-gay-rights-in-u-s/</p>

	Infographic	Website	Caption (if provided)	When accessed	Permission
Facebook 3		<p>https://www.usafa.af.mil/News/Commentaries/Article/619633/pride-month-be-you-be-proud/</p>	<p>Pride month: Be you, be proud</p>	<p>4/14/20</p>	<p>Source: United States Airforce Academy</p>
Facebook 4		<p>https://www.pewresearch.org/fact-tank/2019/09/05/gender-neutral-pronouns/</p>	<p>Gender neutral pronouns</p>	<p>6/1/20</p>	<p>Source: Pew Research Center</p>
Facebook 5		<p>https://travel.state.gov/content/dam/NEWTravelAssets/pdfs/LGBTI%20Pocket%20Card-Pride%20Weekend_FINAL.pdf</p>	<p>Travel tips for LGBTI families</p>	<p>4/14/20</p>	<p>Source: United States Department of State: Census Bureau</p>

TWEETS

Twitter best practices

- *Keep it short and simple--although messages can be <280 characters now, keep them short anyway!*
- *Post often--it is recommended to post 3 tweets per day, with different framing to reach diverse populations*
- *Post other relevant content from partners or followers*
- *Use relevant hashtags (maximum of 2 hashtags)*

Tweet 1	Being Gay is #notachoice #LGBTQ
Tweet 2	June is Pride Month!!! #Juneforpride 
Tweet 3	Happy Pride!! So amazing to see everyone coming out to celebrate our rich diversity!!
Tweet 4	Even though there are critical conversations we need to have amongst ourselves, we can never forget that the big battles are not finished. We can never forget that the safety of our children can never be ignored. Everyone deserves love, safety and dignity. #HAPPYPRIDE!! 
Tweet 5	100% LOVE, 100% EQUALITY, 100% LOUD, 100% PROUD, 100% TOGETHER, 100% ME #pride #rainbow 
Tweet 6	Proud to march in solidarity with friends, colleagues and ally's at #pride!! #LoveisLove. 
Tweet 7	Did you know lesbians are less likely to get preventive services for cancer?? #supportthegays #equalhealthforall. https://www.womenshealth.gov/30-achievements/29
Tweet 8	"Say it clear, say it loud! Gay is good, gay is proud" #rememberstonewall #pridemonth
Tweet 9	Today we remember they day when the marriage ban was lifted #june26 #gaymarriage #loveislove
Tweet 10	Learn about LGBTQ Pride Month! https://www.loc.gov/lgbt-pride-month/about/
Tweet 11	Learn about #LGBTQ acronyms https://outrightinternational.org/content/acronyms-explained

INSTAGRAM

Instagram best practices

- Post 3-4 times during the week
- Use varying content (not only picture sharing but include videos and graphics)
- Use relevant hashtags so people can find your content

Instagram 1		<p>Message: Remember this day when “Don’t ask Don’t tell” was repealed.” This allowed military members to be openly gay without repercussions</p> <p>https://archive.defense.gov/home/features/2010/0610_dadt/</p>
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	Infographic	Website	Caption (if provided)	When accessed	Permission
Instagram 2		<p>https://www.loc.gov/item/2005696365/</p>	<p>Gay rights demonstration at the Democratic National Convention, New York City</p>	4/14/20	Source: Library of congress
Instagram 3		<p>https://www.loc.gov/item/prn-17-076/library-of-congress-presents-pride-pop-up-exhibit/2017-05-26/</p>	<p>Pride in the Library Pop-Up Exhibit</p>	4/14/20	Source: Library of Congress
Instagram 4		<p>https://www.patientcare.va.gov/LGBT/docs/va-pcs-lgbt-pride-poster.pdf#</p>	<p>VA takes PRIDE in serving LGBT Veterans</p>	4/14/20	Source: U.S. Department of Veteran Affairs
Instagram 5		<p>https://www.patientcare.va.gov/LGBT/docs/lgbt-health-awareness-poster-2018-508.pdf#</p>	<p>LGBT health awareness week</p>	4/4/20	Source. U.S. Department of Veteran Affairs

RELEVANT HASHTAGS

	Hashtag
Hashtag 1	#LGBTQ
Hashtag 2	#Pride
Hashtag 3	#loveislove
Hashtag 4	#gayandproud
Hashtag 5	#happypride
Hashtag 6	#rainbow
Hashtag 7	#supportthegays
Hashtag 8	#juneformpride
Hashtag 9	#notachoice
Hashtag 10	#rememberstonewall