Freedom Summer 2022 Social Media Toolkit

Thank you for your interest in the My Brother’s Keeper Alliance’s Freedom Summer 2022! In June, the MBK Alliance issued a national call to action for communities to create safe spaces for boys and young men of color during the summer months. Freedom Summer 2022 is an opportunity for individuals, community organizers, and organizations to develop creative ways to keep our children engaged and safe this summer.

Herein, you will find pertinent information about Freedom Summer 2022, including:

- How to uplift your local Freedom Summer 2022 initiative
- Templatized language to spread the work about Freedom Summer 2022
- The hashtags, pages and other social graphics The MBK Alliance is using (and encourages you to use) to promote Freedom Summer 2022

As you create safe spaces and share them with your network, tag us! Throughout the summer, we will amplify the work of several communities and organizations who are participating in Freedom Summer 2022 on our social channels.

Connect with Us:

Facebook: @MBKAlliance

Instagram: @mbk_alliance

Twitter: @MBK_Alliance
We’ve compiled a list of the official hashtags of Freedom Summer 2022. Please use these within your Freedom Summer 2022 social posts, so our team can follow and amplify the dynamic work you’re doing within your community!

<table>
<thead>
<tr>
<th>#FreedomSummer2022</th>
<th>#WeAreMBK</th>
</tr>
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<tbody>
<tr>
<td>#MBKAlliance</td>
<td>#MBKCommunities</td>
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Please use your Freedom Summer 2022 social posts to:

- Highlight and celebrate a program that is providing a safe space this summer
- Highlight youth impacted by an organization’s Freedom Summer 2022 endeavor
- Amplify the #FreedomSummer2022 movement

Sample language for social posts:

Example #1:

This summer, we’re doing our part to curb youth violence by creating safe spaces in our community. We joined @MBKAlliance’s #FreedomSummer2022! We invite you to join us in developing creative ways to engage our boys and young men of color. #FreedomSummer2022

Example #2:

When provided the right opportunities and resources, boys and young men of color are destined for greatness. That’s why we joined #FreedomSummer2022! We believe they are beautiful, brilliant, capable and dynamic - and we pledge to do our part to create safe spaces for them to thrive this summer.

Example #3:

Communities across the country experience an uptick in youth violence during the summer months. This year, we’re taking up space with and for our Black and Brown boys! We joined @MBKAlliance’s #FreedomSummer2022! Over the next several weeks, we’re creating a safe
space for our boys through seasonal programming. Stay tuned to learn more about what we’re planning this summer.

Social Graphics

[Click here to download social graphics]