



2021 WALK AGAINST HATE

Social Media Toolkit

Thank you for participating in ADL's 2021 Walk Against Hate! Use these suggested social media posts and graphics to encourage your friends and family to join your Walk Against Hate team or to donate to the cause. Share your photos, your stories, and your motivation for moving with us.

Please tag [@Anti.Defamation.League](#) (Facebook), [@ADL_National](#) (Instagram), [@ADL](#) (Twitter) and your ADL Region in your posts. Consider using the #WalkAgainstHate hashtag so you can join in the virtual celebration. Add a frame to your facebook profile picture using one of the options below:

[Frame A](#) (with date)





[Frame B](#) (without date)



CLICK HERE FOR [SOCIAL GRAPHICS](#)

HASHTAG TO USE: **#WALKAGAINSTHATE**



SAMPLE SOCIAL POSTS: IF YOU'RE WALKING VIRTUALLY


Twitter & Facebook

When	Post	Graphic
Before Walk	<p>I'm on the move to fight hate in our community — join me at this year's virtual #WalkAgainstHate on October 10. See you online! www.walkagainsthate.org/</p>	 <p>I'm on the move to fight hate. Join me! October 10, 2021 #WALKAGAINSTHATE</p> <p>WALK AGAINST HATE ADL</p>
Before Walk	<p>This year's #WalkAgainstHate is a tangible step towards a future without racism, hate, antisemitism, and all forms of bigotry. I'm ready to get moving, and I need more people on my virtual team. Join me? [link]</p>	 <p>See you at the virtual starting line on October 10! #WALKAGAINSTHATE</p> <p>WALK AGAINST HATE ADL</p>
Before Walk	<p>Friends, let's get moving! Whether you choose to walk, pedal, stretch, or swim, your voice is needed at this year's virtual #WalkAgainstHate. Join me on October 10! www.walkagainsthate.org/</p>	 <p>I'm speaking out against hate. Join me! October 10, 2021 #WALKAGAINSTHATE</p> <p>WALK AGAINST HATE ADL</p>
Before Walk	<p>The fight against hate begins in our backyard. Proud to join ADL's #WalkAgainstHate virtually from home this year. My family will be [walking/stretching/pedaling] this year as we move toward a future without hate. Donate to our team. [link]</p>	 <p>I'm speaking out against hate. Join me! October 10, 2021 #WALKAGAINSTHATE</p> <p>WALK AGAINST HATE ADL</p>

<p>Day of Walk</p>	<p>I'm joining this year's #WalkAgainstHate virtually [to honor/because] _____. Thank you to all who have supported me, whether it was with a donation or with your kind words. There's still time to support our team with a donation [link]</p>	
<p>Day of Walk</p>	<p>Today, I'm speaking out against hate by joining the #WalkAgainstHate virtually. We all have reasons for speaking out against hate in our communities -- and I'd love to hear yours too. Now let's get moving!</p>	
<p>After Walk</p>	<p>Friends, let's make a commitment to always speak out against hate in our communities. Today, I joined the annual #WalkAgainstHate because _____. Now let's get moving towards a future without hate, racism, antisemitism, and all forms of bigotry.</p>	<p>Post your pictures!</p>

Instagram




When	Post	Graphic
<p>Before Walk</p>	<p>This year's #WalkAgainstHate is a tangible step towards a future without racism, hate, antisemitism, and all forms of bigotry. I'm ready to get moving, and I need more people on my virtual team. Join me? Link in bio.</p>	 <p>See you at the virtual starting line on October 10! #WALKAGAINSTHATE</p> <p>WALK AGAINST HATE ADL</p>
<p>Before Walk</p>	<p>The fight against hate begins in our backyard. Proud to join ADL's #WalkAgainstHate virtually from home this year. My family will be [walking/stretching/pedaling] this year as we move toward a future without hate. Donate to our team. Link in bio.</p>	 <p>I'm speaking out against hate. Join me! October 10, 2021 #WALKAGAINSTHATE</p> <p>WALK AGAINST HATE ADL</p>

<p>Day of Walk</p>	<p>I'm joining this year's #WalkAgainstHate virtually [to honor/because] _____. After a year where many of the forces fueling hate have been all too active, it's more important than ever that we do our part in our communities. Thank you to all who have supported me, whether it was with a donation or with your kind words. There's still time to support our team with a donation [link]</p>	
<p>After Walk</p>	<p>Friends, let's make a commitment to always speak out against hate in our communities. Today, I joined the annual #WalkAgainstHate because _____. Now let's get moving towards a future without hate, racism, antisemitism, and all forms of bigotry.</p>	<p>Post your pictures!</p>

SAMPLE SOCIAL POSTS: IF YOU'RE ATTENDING AN IN-PERSON EVENT



Twitter & Facebook

When	Post	Graphic
<p>Before Walk</p>	<p>I'm on the move to fight hate in our community — join me at this year's annual #WalkAgainstHate on October 10th. See you at the starting line! www.walkagainsthate.org/</p>	

<p>Before Walk</p>	<p>This year's #WalkAgainstHate is a tangible step towards a future without racism, hate, antisemitism, and all forms of bigotry. I'm ready to get moving, and I need more people on my team. Join me? [link]</p>	
<p>Before Walk</p>	<p>Friends, let's get moving! Whether you choose to walk, pedal, stretch, or swim, your voice is needed at this year's virtual #WalkAgainstHate. Join me on October 10 at the starting line! www.walkagainsthate.org/</p>	
<p>Before Walk</p>	<p>Everyone moving in this year's #WalkAgainstHate has a story for why we're speaking out, and I want to hear yours. Join my team. [link]</p>	
<p>Day of Walk</p>	<p>Today, I'm speaking out against hate by [walking/stretching/pedaling] in the #WalkAgainstHate. We all have reasons for speaking out against hate in our communities -- and I'd love to hear yours too. There's still time to support our team with a donation [link]</p>	
<p>After Walk</p>	<p>Friends, let's make a commitment to always speak out against hate in our communities. Today, I joined the annual #WalkAgainstHate</p>	<p>Post your pictures!</p>

	<p>because _____. Now let's get moving towards a future without hate, racism, antisemitism, and all forms of bigotry.</p>	
--	---	--

Instagram

When	Post	Graphic
<p>Before Walk</p>	<p>This year's #WalkAgainstHate is a tangible step towards a future without racism, hate, antisemitism, and all forms of bigotry. I'm ready to get moving, and I need more people on my team. Join me? Link in bio.</p>	 <p>See you at the starting line on October 10! #WALKAGAINSTHATE</p> <p>WALK AGAINST HATE ADL</p>
<p>Before Walk</p>	<p>Everyone moving in this year's #WalkAgainstHate has a story for why we're speaking out, and I want to hear yours. Join my team. Link in bio.</p>	 <p>I'm speaking out against hate. Join me! October 10, 2021 #WALKAGAINSTHATE</p> <p>WALK AGAINST HATE ADL</p>

<p>Day of Walk</p>	<p>Today, I'm speaking out against hate by [walking/stretching/pedaling] in the #WalkAgainstHate. We all have reasons for speaking out against hate in our communities -- and I'd love to hear yours too. There's still time to support our team with a donation. Link in bio.</p>	
<p>After Walk</p>	<p>Friends, let's make a commitment to always speak out against hate in our communities. Today, I joined the annual #WalkAgainstHate because _____. Now let's get moving towards a future without hate, racism, antisemitism, and all forms of bigotry.</p>	<p>Post your pictures!</p>