

Night Out for Safety and Liberation

Social Media Toolkit

August 3rd, 2021 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, email Ashley Chambers (ashley@ellabakercenter.org).

TOOLKIT CONTENTS

In this toolkit you will find:

- #NOSL21 posters and assets
 - Art Drop content
 - Flyers to personalize with event info
- Social media calendar and sample content, including Facebook posts and tweets.
 - We're planning 2 Tweetchats
 - Each week's content corresponds with one of the question themes while also including some general posts, but you can post content from any of the weeks at any time, this is only to support your scheduling.

Use our NOSL 2021 [partner social media list](#) to tag your posts!

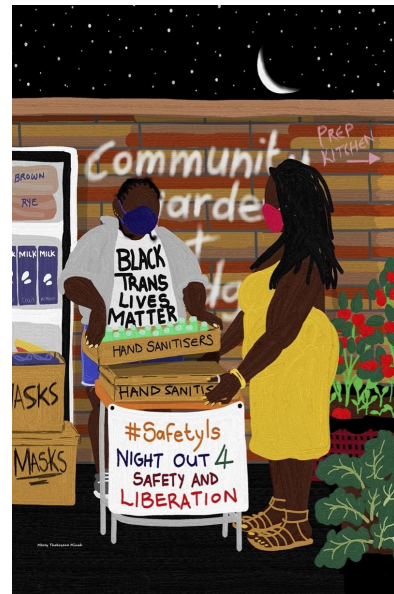
Find alt-text image descriptions of the #NOSL21 poster images [here](#).

#NOSL21 Content Calendar

Themes:	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
#SafetyIs... BLM... solidarity... community, not cops...care, not cages...	7/5	7/6 Art Drop Anniversary of Philando Castile's death	7/7	7/8 Art Drop	7/9	7/10 Art Drop	7/11
What does a safe and just recovery from COVID19 look like?	7/12	7/13 Art Drop TweetChat	7/14	7/15 Art Drop	7/16	7/17 Art Drop	7/18
What's your vision for a safe and healthy future?	7/19	7/20	7/21	7/22	7/23	7/24	7/25
#SafetyIs	7/26	7/27	7/28	7/29	7/30	7/31	8/1
Promote your NOSL event!	8/2	8/3 NOSL! TweetStorm					

POSTERS

#NOSL21 posters help visualize what safe communities look like. In the lead up to NOSL, we will be posting “Art Drops” every Tuesday, Thursday, and Saturday to debut the artwork and build momentum. To view and share posters, go to NOSL.us/artwork (posters will be uploaded online as they are released; please do not share artwork before its drop date).



For this year’s NOSL we will be doing two art-drops a week! **Please share art-work for an artist after the art-drop and not before.**

POSTED:		UPCOMING:	
Tuesday, June 15	M. Erazo	Tuesday, July 6	Amanda Corbett-Ponce
Saturday, June 19	Nellie Vance	Thursday, July 8	Francis Mead
Tuesday, June 22	Mercy Thokozane Minah	Saturday, July 10	Alfonso Aceves
Saturday, June 26	Iman Geddy	Tuesday, July 13	Valeria Olguin
Tuesday, June 29	Kendrick Daye		
Thursday, July 1	Abraham Matias		
Saturday, July 3	Angelica Frausto		

On Twitter and Facebook, we share the posters’ jpeg files; on Instagram, we share the posters in a square format and have various [colors](#) to choose from.

MEMES

Flyers and Zoom Backgrounds communicate compelling messages and vital information visually. Email Ashley Chambers (ashley@ellabakercenter.org) for access to our Canva templates to create your own with the sample content or your own messages about #NOSL21 and what #SafetyIs for you and your community. Change your zoom background for a way to share artwork and start conversations! [Download NOSL 2021 flyer templates and other assets here](#). Keep checking the folder as we'll continue to add more leading up to NOSL in August.



add zoom background

SAMPLE CONTENT:

Week Of

JULY 5 - JULY 11

What is NOSL - and why must we redefine what #SafetyIs? How are you and your community redefining safety and accountability in the face of police violence?



INSTAGRAM/ART DROPS

- Tuesday, July 6 [IMAGE](#) / Caption:
 - Five years ago today, Philando Castile was murdered in front of his girlfriend and her daughter. Since then, our communities have still suffered as countless others have fallen victim to police violence and reform policies have failed to keep us safe. We are grateful for those who have mourned with us and for those who have organized with us; #SafetyIs fighting for our communities. Today we share the artwork of Amanda Ponce, whose hopeful vision holds space for our dreams, ideas, and feelings. #NOSL21 #BlackLivesMatter

- Thursday, July 8 [IMAGE](#) / Caption:
 - Our next art drop is courtesy of Francis Mead. #SafetyIs a world in which Black, Brown, and low-income communities are empowered and cared for so that our children can grow freely. May our resources be as abundant as our love! Let's come together to redefine what safety can be at #NOSL21.
- Saturday, July 10 [IMAGE](#) / Caption:
 - #SafetyIs solidarity between BIPOC and AAPI communities in standing up against hate. The racist violence that we have seen escalate over the pandemic is another symptom of white supremacy seeking to erode our communities. Instead, collective power is key to our vision for a liberated future, and today's art drop by Alfonso Aceves (@kalliarte) uplifts these bonds. Join us on #NOSL21!



TWITTER

- Police brutality against Black people is not new, but it demands that we build an infrastructure of justice beyond policing. #SafetyIs a world in which Black life is treated as sacred. #NOSL21 www.NOSL.us
- #SafetyIs a liberated world in which #PhilandoCastile #BreonnaTaylor #GeorgeFloyd #MaKhiaBryant #TonyMcDade #DjuanArmstrong and #DaunteWright would still be alive. #NOSL21 www.NOSL.us
- We need more justice for #PhilandoCastile #BreonnaTaylor #DjuanArmstrong #MaKhiaBryant and #GeorgeFloyd than the system can deliver. We need a radical new idea of justice. #NOSL21 #SafetyIs www.NOSL.us
- Philando Castile's girlfriend's daughter watched a police officer shoot him five times from the back seat of their car. #SafetyIs a world where Black children live trauma free. #NOSL21 www.NOSL.us

What is NOSL?

- Night Out for Safety and Liberation is an alternative to the police-run national #NightOut where we come together to reimagine what #SafetyIs outside of prisons and policing. Join us this year for #NOSL21 <http://www.nosl.us>
- What is safety to you? Freedom from harm, illness, violence, poverty? Let's redefine what #SafetyIs #NOSL21 www.NOSL.us
- What does a Night Out for Safety and Liberation mean to you? Tell us what #SafetyIs to you #NOSL21 www.NOSL.us

- On Night Out for Safety and Liberation, we redefine what #SafetyIs. #NOSL21 www.NOSL.us

General:

- For Night Out for Safety & Liberation, artists drew their visions of what #SafetyIs—share their artwork: <http://www.nosl.us/artwork> #NOSL21
- 29 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 #NOSL21
- Want to host a Night Out for Safety and Liberation event in your neighborhood? Learn how: www.nosl.us #NOSL21



FACEBOOK

- Night Out for Safety and Liberation is an alternative to the police-run national #NightOut where we come together to reimagine what #SafetyIs outside of prisons and policing. When we care for our communities, we all grow. Join us this year for #NOSL21 <http://www.nosl.us>
- Five years ago today, Philando Castile was murdered in front of his girlfriend and her daughter. Since then, our communities have still suffered as countless others have fallen victim to police violence and reform policies have failed to keep us safe. Police brutality against Black people is not new. But it demands that we build an infrastructure of justice beyond policing. #SafetyIs a world in which Black life is treated as sacred. Join us on August 3rd to re-envision a safe world where #BlackLivesMatter. Visit www.NOSL.us for more information!
- Our criminal (in)justice system is a system of punishment that disproportionately harms Black people. To build a world where #BlackLivesMatter, it is imperative that we rethink safety beyond police and prisons. Join us on August 3rd for Night Out for Safety and Liberation 2021 to redefine what safety looks like. Visit www.NOSL.us to find a #NOSL21 event near you.
- #SafetyIs a world in which Black and Brown children are empowered and cared for, where our communities grow freely with abundance, and we connect through love and trust. We must envision a future beyond police and prisons. Come and build with us at #NOSL21! Visit www.NOSL.us to find a NOSL event near you.

Week Of

JULY 12 - JULY 18

NOSL Launch TweetChat: July 13th, 2021; 12:00 p.m.

Use #NOSL21 and #SafetyIs to participate. Follow @ellabakercenter

Q1: What is Night Out for Safety and Liberation? Why must we redefine what #SafetyIs?

Q2: How are you and your community redefining safety and accountability in the face of police violence?

Q3: What will make you feel safe during the recovery from COVID-19? How has your community shown up for each other and redefined what #SafetyIs during the pandemic?

Q4: When you picture a safe and healthy community, what does it look like? What can we do to get there?

Q5: What does safety mean to you and your community? #SafetyIs

Themes: #SafetyIs a just recovery from COVID-19

What will make you feel safe during the recovery from COVID-19? How has your community shown up for each other and redefined what #SafetyIs during the pandemic?



INSTAGRAM/ART DROPS

- Tuesday, July 13 [IMAGE](#) / Caption:
 - During the #COVID19 pandemic, our communities have come together to support and protect each other. #SafetyIs building the world that we want to see: a just recovery will prioritize keeping all of our community members safe. We cannot go back to business as usual! This artwork by Valeria Olguin (@mevaleymeale) highlights the diversity and resilience of our communities and the bright future we can build together. #NOSL21 www.NOSL.us



TWITTER

- As our communities recover from #COVID19, we must reclaim what #SafetyIs in our communities to ensure we don't return to the old normal—what will make you feel safe going forward? Comment below. #NOSL21 www.nosl.us

- Since last year we've come together as neighbors in the face of uncertainty - let's celebrate our resilience and collective power as we build back with a new vision of what #SafetyIs and can be. #NOSL21 www.nosl.us
- Throughout the #COVID19 pandemic, we've put in work to find sustainable and creative ways to keep our communities safe. How can we carry these structures into the future and redefine what #SafetyIs? #NOSL21 www.nosl.us
- #SafetyIs: Looking out for others and practicing collective care. What other definitions of safety can we envision? Join us for Night Out for Safety and Liberation this year! #NOSL21. www.nosl.us
- The #COVID19 pandemic is not over for everyone, and incarcerated folks are particularly at risk. The virus has shown us that jails and prisons do not keep us safe, #WeKeepUsSafe. #SafetyIs freedom! #NOSL21 #LetThemGo www.nosl.us
- #SafetyIs supporting a just recovery from #COVID19 that doesn't return us to the same inequalities and broken systems. #SafetyIs worker protections, health care, and affordable housing for all. #NOSL21
- More police don't make a neighborhood safe. Help redefine safety & tell us what #SafetyIs in your community. #NOSL21 www.nosl.us
- With continued #COVID19 outbreaks in prisons, it is more clear than ever that the carceral system does not keep us safe. #SafetyIs a world in which our government spends money on healthcare rather than prisons and jails. #BringThemHome #NOSL21



FACEBOOK

- The disproportionate impact of #COVID19 on our communities has demonstrated that #SafetyIs connected to employment, childcare, education, and healthcare. As our country begins to open up, we must not return to the status quo. Instead, we must redefine what #SafetyIs for our communities and hold the government accountable for policies that protect and care for us. Join us at Night Out for Safety and Liberation! #NOSL21 www.NOSL.us
- #SafetyIs affordable, reliable healthcare for all. The pandemic has reinforced that 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. What other ways can we reimagine public safety during the #COVID19 recovery? www.NOSL.us #NOSL21

- The #COVID19 pandemic is not over for everyone, and many in our communities never stopped doing the work of providing for the rest of us to feel safe. We have come together as neighbors in new and incredible ways to support each other, but as many begin to talk of recovery, it's important to make sure those connections remain strong. Together we can envision a new idea of what #SafetyIs that prioritizes our communities and ensures a just recovery for all. Join us at #NOSL21. www.NOSL.us

Week Of

JULY 19 - JULY 25

Themes: We Keep Us Safe

When you picture a safe and healthy community, what does it look like? What can we do to get there?



TWITTER

- We are who we've been waiting for and we know what's best for us. #SafetyIs what we build together. #WeKeepUsSafe #NOSL21 www.NOSL.us
- Black people are not safe in a world with police and prisons. Keeping our communities safe means community care. #WeKeepUsSafe #NOSL21 www.NOSL.us
- We find safety in the communities we create for each other, the resources we give to each other, and the collective care we practice at #NOSL21. RT if you agree! www.NOSL.us
- We are redefining and reclaiming what #SafetyIs by understanding how #WeKeepUsSafe—join us: www.NOSL.us #NOSL21
- Our “justice” system doesn't hold people accountable or keep us safe—#SafetyIs transformative justice, not punishment. #WeKeepUsSafe #NOSL21 NOSL.us
- Building safer communities starts with building connections between neighbors. That's what #SafetyIs. #NOSL21. www.NOSL.us
- It's time we stop calling the cops on our neighbors and start building community with our neighbors #WeKeepUsSafe #NOSL21 www.NOSL.us
- Let's hold people in power accountable & demand \$\$ for resources that will keep us truly safe. #DefundtheSheriff #DefundPolice #NOSL21 #SafetyIs www.NOSL.us
- What makes your community a safe place? Let us know how #SafetyIs a priority in your neighborhood. #WeKeepUsSafe #NOSL21 www.NOSL.us

- What is your organization doing to make a liberated and safe world where #BlackLivesMatter? Join #NOSL21 and redefine what #SafetyIs: www.NOSL.us
- What makes a community safe? Freedom from harm, illness, violence, poverty? Let's redefine what #SafetyIs together. #NOSL21 www.NOSL.us
- RT and tag an organization that redefines what #SafetyIs in your community. #NOSL21 www.NOSL.us



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 here and now? Let us know what #SafetyIs to you. #NOSL2021. www.NOSL.us
- Let's not limit our view of safety as the policing of our neighborhoods. The past year has shown that #WeKeepUsSafe. We must redefine, reimagine, and determine for ourselves what #SafetyIs. Join us on August 3 for Night Out for Safety and Liberation. #NOSL21 www.NOSL.us



INSTAGRAM

- *Come back for content closer to the date!*

Week Of

JULY 26 - AUGUST 1

THEMES: Share what #SafetyIs for you and your organization.

What does safety mean to you and your community? #SafetyIs... #NOSL21



INSTAGRAM

Post your event flyer and include description of activities!



TWITTER

For July 27 only:

- #NOSL21 is one week away! Is an event happening in your community? Find out: www.nosl.us/events

For 7/27 and other dates:

- Next Tuesday on Night Out for Safety and Liberation, start a conversation with your community about what #SafetyIs: www.NOSL.us #NOSL21
- What does safety look like to you? RT your answer. #SafetyIs #NOSL21 www.NOSL.us
- #SafetyIs a community with well-funded schools and engaged teachers #NOSL21. RT if you agree! www.NOSL.us
- #SafetyIs support circles and trauma care for sexual assault survivors #NOSL21 www.NOSL.us
- #SafetyIs spending community \$\$ on housing and education, not cages and cops #NOSL21 www.NOSL.us
- #SafetyIs \$\$ for free mental health resources rather than the criminalization of mental health #NOSL21 www.NOSL.us
- #SafetyIs caring for our planet and sharing the land. #NOSL21 www.NOSL.us
- #SafetyIs more than corporate statements on Black Lives Matter. It is living in a community where we all have dignity and power. #NOSL21 www.NOSL.us
- #SafetyIs enjoying your community without being viewed or treated as a criminal by police or neighbors #NOSL21. RT if you agree!
- #SafetyIs mutual aid and showing up for our communities #NOSL21 www.NOSL.us
- #SafetyIs holding our elected officials accountable to our vision for our communities. #BudgetOurValues #NOSL21 #DefundTheSheriff www.NOSL.us
- When we care for each other, we redefine what #SafetyIs #NOSL21 www.NOSL.us.
- #SafetyIs community food banks and gardens. #NOSL21 www.NOSL.us

Call to Join

- Join us during this year's Night Out for Safety and Liberation! We will be **[fill in with information on what your org is doing for NOSL]**. Together we will redefine what #SafetyIs #NOSL21 <http://www.nosl.us>
- Join Night Out for Safety and Liberation—find an event happening in your neighborhood. #NOSL21 #SafetyIs <http://www.nosl.us>



FACEBOOK

- 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 #NOSL21

Week Of

AUGUST 2 - AUGUST 3

NOSL Twitter Storm:

Q1: What is Night Out for Safety and Liberation? Why must we redefine what #SafetyIs?

Q2: How are you and your community redefining safety and accountability in the face of racism and police violence?

Q3: What will make you feel safe during the recovery from COVID-19? How has your community shown up for each other and redefined what #SafetyIs during the pandemic?

Q4: When you picture a safe and healthy community, what does it look like? What can we do to get there?

Q5: Are you hosting an NOSL event? Let us know! Share out your event location, time, date, and description.

Share pictures and more from your NOSL event on all SM platforms using #NOSL21



TWITTER

Monday, 8/2:

- Join us tomorrow at **(location)** for #NOSL21 Let's redefine what #SafetyIs: **(Event link or www.NOSL.us)**
- #NOSL21 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 #NOSL21.
- What are you most looking forward to at this year's #NOSL21? Tell us using #NOSL21 and #SafetyIs!
- RT if you will be at **(event location)** for #NOSL21! **(Event link)**
- On #NOSL21, start a conversation with your neighbors about what #SafetyIs using our discussion guide: www.NOSL.us

Tuesday, 8/3:

- Today is the day! We can't wait to see you at **(event location and time)**. #NOSL21 **(Event link)**
- Join us today at **(location / time / event link)** if you believe everyone deserves to know what #SafetyIs. #NOSL21 www.NOSL.us
- Are you attending a Night Out for Safety & Liberation event? Share your photos with us! #SafetyIs #NOSL21
- We're about to get started! Come to **(event location)** right now for **(event details/activities)** #NOSL21 **(Event Link)**
- Tweet your photos of #NOSL21 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)** #NOSL21 **(Event Link)**
- We're just getting started. It's not too late to join us at **(event location)**! Help us redefine what #SafetyIs. #NOSL21

- Are you at a #NOSL21 event? If so, make sure to post your pictures using #NOSL21 and #SafetyIs for a chance to be featured on the Night Out for Safety and Liberation Facebook page!