

ALL EVENTS LANDING PAGE:

[NOSL.us](https://nosl.us)

# NOSL 22 SOCIAL MEDIA TOOLKIT

## TOOLKIT CONTENTS

In this toolkit you will find:

### #NOSL22 Posters and Assets

Artwork  
Flyers to personalize with event info  
Social media calendar  
Sample content: Instagram 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.

**Tweetchat: July 13th, at 11:00 a.m. PST.**

**Use #NOSL22 and #SafetyIs to join!**

# NIGHT OUT FOR SAFETY & LIBERATION

**AUGUST 2ND, 2022 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?**

**TO ACCESS MORE COMMUNICATIONS SUPPORT  
EMAIL ASHLEY CHAMBERS  
([ASHLEY@ELLABAKERCENTER.ORG](mailto:ASHLEY@ELLABAKERCENTER.ORG))**

Find our NOSL  
2022 partner  
social media  
list to tag your  
posts  
[HERE](#)

Find  
alt-text image  
descriptions of  
the #NOSL21  
poster images  
and graphics  
[HERE](#)

[DOWNLOAD](#)  
[POSTERS](#)  
[HERE](#)

#NOSL22 posters help visualize what safe communities look like. To view and share posters, click link above.

Looking for a #NOSL22 event near you? Visit our [events page](#) to find out if a local organization is hosting one in a neighborhood near you!

ALL ART LANDING PAGE:  
[NOSL.US/ARTWORK](https://nosl.us/artwork)

## Community Artists

# GENDER JUSTICE



Francis Mead  
[@girasoulli](#)



Tesh Silver  
[@astratesh](#)



Mandy Boose  
[@booseyboose](#)



Angelica Frausto  
[@nerdybrownkid](#)



Valeria Olgun  
[@mevaleymevale](#)



Eddie Betts  
[@bettsurevolt](#)



Emma Li  
[@tiger\\_stepmom](#)



Kendrick Daye  
[@KendrickDaye](#)

Find our NOSL 2022 partner social media list to tag your posts [HERE](#)

Find alt-text image descriptions of the #NOSL21 poster images and graphics [HERE](#)

[DOWNLOAD POSTERS HERE](#)

#NOSL22 posters help visualize what safe communities look like. To view and share posters, click link above.

Looking for a #NOSL22 event near you? Visit our events page to find out if a local organization is hosting one in a neighborhood near you!

ALL ART LANDING PAGE:  
[NOSL.US/ARTWORK](https://www.nosl.us/artwork)

## Inside Artists

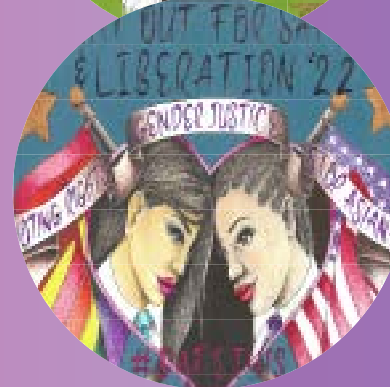
# GENDER JUSTICE



Anthony Sonny



John Marquez



John Marquez



John Marquez



John Marquez



Jose Contreras

### About the Artists:

Each year, The Ella Baker Center for Human Rights commissions both local artists and activists from our community as well as incarcerated artists to create the original artwork for NOSL.

Check out their work at [NOSL.us/ARTWORK](https://www.nosl.us/artwork)

[CLICK TO TWEET](#)

Find our NOSL  
2022 partner  
social media  
list to tag your  
posts  
[HERE](#)

Find  
alt-text image  
descriptions of  
the #NOSL21  
poster images  
and graphics  
[HERE](#)

[DOWNLOAD](#)  
[FLYERS](#)  
[HERE](#)

#NOSL22 posters help visualize what safe communities look like. To view, share posters, and customize click link above.

Looking for a #NOSL22 event near you? Visit our events page and click the link below to find out if a local organization is hosting one in a neighborhood near you!

ALL ART LANDING PAGE:  
[NOSL.US/EVENTS22](https://nosl.us/events22)

## Promotional Flyers

GENDER JUSTICE



Click here to download  
and edit your Night  
Out for Safety and  
Liberation event flyer!  
[#NOSL22](#)

ALL EVENTS LANDING PAGE:

[NOSL.us](http://NOSL.us)

# SOCIAL MEDIA CALENDAR

## 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.

### Tweetchat:

July 13th, at 11:00 a.m. PST.

August 2nd, at 11:00 a.m. PST.

Use #NOSL22 and #SafetyIs to join!

**There are 50 events taking place this year for Night Out for Safety and Liberation—**

**Learn more about who we are and join us: [www.nosl.us](http://www.nosl.us) #NOSL22**



Themes:	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
		7/5	7/6	7/7	7/8	7/9	7/10
#SafetyIs... What is NOSL? What is it's history? Why is it important.	7/11	7/12	7/13 TweetChat	7/14	7/15	7/16	7/17
What does Gender Justice??	7/18	7/19	7/20	7/21	7/22	7/23	7/24
What's your vision for a safe and healthy future	7/25	7/26	7/27	7/28	7/29	7/30	7/31
#SafetyIs Promote your NOSL event!	8/1	8/2 NOSL TweetStorm					

# SAMPLE CONTENT



**WEEK 1:**  
**JULY 11 - JULY 15**

**THEME:**  
**#SAFETYIS... WHAT IS NOSL?**  
**WHAT IS IT'S HISTORY?**  
**WHY IS IT IMPORTANT?**

## TWITTER

**Night Out for Safety and Liberation** is an alternative to the police-run national #NightOut #NationalNightOut where we come together to reimagine what #SafetyIs outside of prisons and policing. #NOSL22

[CLICK TO TWEET](#)

**Neighborhood police partnerships do not keep our communities safe,** #SafetyIs community care and accountability. #NightOut #NOSL22

[CLICK TO TWEET](#)

**What is safety to you?** Freedom from harm, illness, violence, poverty? Let's redefine what #SafetyIs #NOSL22 [www.NOSL.us](http://www.NOSL.us)

[CLICK TO TWEET](#)

**#SafetyIs a liberated world in which** #PhilandoCastile #BreonnaTaylor #GeorgeFloyd #MaKhiaBryant #TonyMcDade #DajuanArmstrong and #DaunteWright would still be alive. #NOSL22 [www.NOSL.us](http://www.NOSL.us)

**On Night Out for Safety and Liberation,** we redefine what #SafetyIs. #NOSL22 [www.NOSL.us](http://www.NOSL.us)

## INSTAGRAM

**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 #NOSL22 <http://www.nosl.us>

**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](http://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](http://www.NOSL.us) to find a NOSL event near you.

USE POSTER BY EMMA LI  
TAG @tiger\_stepmom  
[CLICK TO DOWNLOAD IMAGE](#)

USE POSTER BY ANGELICA FAUSTO  
TAG @nerdybrownkid  
[CLICK TO DOWNLOAD IMAGE](#)

# SAMPLE CONTENT



**WEEK 2:  
JULY 18 - JULY 22**

**#SAFETYIS: GENDER JUSTICE  
HOW DO YOU DEFINE  
GENDER JUSTICE?**



## TWITTER

**#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, regardless of gender identity, we all will be safer and stronger. [www.NOSL.us](http://www.NOSL.us) #NOSL22

[CLICK TO TWEET](#)

**What does Gender Justice look like** in the face of increased criminalization of Trans, LGBTQIA2 community, and pregnant people? #NOSL22

[CLICK TO TWEET](#)

**From Anti-trans legislation to the overturning of #RoeVWade,** gender justice requires our collective efforts. How will you define #SafetyIs and play a role in achieving equality?

[CLICK TO TWEET](#)

**Now more than ever, we must persevere and educate others on gender equality + reproductive justice. 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 #NOSL22. RT if you agree!**

**This past year we are seeing increased attacks and criminalization of our bodies and genders.** #SafetyIs Reproductive rights, access to reproductive care, and bodily autonomy! #NOSL22 [www.NOSL.us](http://www.NOSL.us)

USE POSTER BY TESH SILVER  
TAG @astratesh  
[CLICK TO DOWNLOAD IMAGE](#)

## INSTAGRAM

**True liberation leaves no one behind.** As an organization operating within the backdrop of a broader movement, we share the belief that when all Black people get free, especially those who have been historically marginalized within Black liberation movements, such as women, queer people, transgender and gender non-conforming people, and those separated by incarceration, everybody gets free.. Join us this year for #NOSL22 <http://www.nosl.us>

**#SafetyIs:  
Reproductive Justice  
Gender justice  
Racial justice  
Health justice**

It is a fundamental human right and we must stand in solidarity against hate. #NOSL22 Visit [www.NOSL.us](http://www.NOSL.us)

**When we care for each other, we redefine what #SafetyIs** This past year we are seeing increased attacks and criminalization of our bodies and genders. We must do our part to heal each other and educate each other in order to empower each other against hate. Check out our Gender Justice resources at [www.NOSL.us](http://www.NOSL.us). #NOSL22

USE POSTER BY KENDRICK DAYE  
TAG @kendrickdaye  
[CLICK TO DOWNLOAD IMAGE](#)

# SAMPLE CONTENT



**WEEK 3:**  
**JULY 25 - JULY 29**

**THEME:**  
**WHAT IS YOUR VISION FOR A  
SAFE AND HEALTHY FUTURE?**

## TWITTER

**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? #NOSL22 [www.nosl.us](http://www.nosl.us)  
[CLICK TO TWEET](#)

**What does a Night Out for Safety and Liberation mean to you?** RT & tell us what #SafetyIs to you #NOSL22 [www.NOSL.us](http://www.NOSL.us)  
[CLICK TO TWEET](#)

**We are who we've been waiting for and we know what's best for us.** #SafetyIs what we build together. #WeKeepUsSafe #NOSL22 [www.NOSL.us](http://www.NOSL.us)  
[CLICK TO TWEET](#)

**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](http://www.NOSL.us)

**#SafetyIs mutual aid and showing up for our communities!** #SafetyIs caring for our planet and sharing the land. #SafetyIs community food banks and gardens! #NOSL22 [www.NOSL.us](http://www.NOSL.us)

## INSTAGRAM

**#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](http://www.NOSL.us) #NOSL22

**#SafetyIs mutual aid and showing up for our communities!** #SafetyIs caring for our planet and sharing the land. #SafetyIs community food banks and gardens! #NOSL22 [www.NOSL.us](http://www.NOSL.us)

**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](http://www.NOSL.us) #NOSL22

USE POSTER BY MANDY BOOSE  
TAG @booseyboose  
[CLICK TO DOWNLOAD IMAGE](#)

USE POSTER BY VALERIA OLGUN  
TAG @mevaleymevale  
[CLICK TO DOWNLOAD IMAGE](#)



ALL EVENTS LANDING PAGE:

[NOSL.us](https://nosl.us)

# LIVE: TWEETCHAT

## Tweetchat:

July 13th,  
at 11:00AM PST.

August 2nd,  
at 11:00AM PST.

**Use #NOSL22 and**  
**#SafetyIs to join!**



**Share pictures and more from  
you NOSL event on all SM  
platforms using #NOSL22**



**The questions below will be posted from [@ellabakercenter](https://twitter.com/ellabakercenter) on twitter.  
Please be prepared to respond using:  
**#SafetyIs** and **#NOSL22****

**Q1:** What is Night Out for Safety and Liberation? Why must we redefine what #SafetyIs? #NOSL22

**Q2:** How are you and your community creating a culture of care and accountability during this time when we have seen an increase in the criminalization of Trans, LGBTQIA2 community, and pregnant people?

**Q3:** To create a safe and healthy community, we must divest from what harms us and invest in what heals us. If you could divert money away from the criminalization of our bodies and gender identities, what kind of community resources would you fund? #SafetyIs #NOSL22

**Q4:** 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?

**Q5:** What does safety mean to you and your community? #SafetyIs #NOSL22

# TAG NOSL22 ARTISTS



## TWITTER:

Emma Li  
@tiger\_stepmom

Kendrick Daye  
@KendrickDaye

## WEBSITE:

Emma Li  
tigerstepmom.com

Valeria Olgun  
valeriaolguin.com

Mandy Boose  
booseybaby.com

Francis Mead  
illustratedtruths.com

Tesh Silver  
astratesh.com

Eddie Betts  
linktr.ee/bettsurevolt

Kendrick Daye  
kendrickdaye.com

## INSTAGRAM:

Emma Li  
@tiger\_stepmom

Valeria Olgun  
@mevaleymevale

Mandy Boose  
@booseyboose

Francis Mead  
@girasoulll

Tesh Silver  
@astratesh

Angelica Frausto  
@nerdybrownkid

Eddie Betts  
@bettsurevolt

Kendrick Daye  
@KendrickDaye

ALL ART LANDING PAGE:  
<http://NOSL.US/ARTWORK>