

July 12, 2024

BE
LOVE
day

SOCIAL MEDIA KIT 2024

We are so excited that you are joining us for Be Love Day on July 12, 2024!

In this toolkit, you will find a few template options that we encourage you to share with your various social platform communities.

Feel free to use the ones provided or create your own. Below are our social media handles as well as hashtags that we will use throughout Be Love Day.

King Center Social Media Handles:

Instagram: @thekingcenter

Twitter: @thekingcenter

Facebook: <https://www.facebook.com/thekingcenter/>





OVERVIEW OF DR. KING'S VISION OF THE BELOVED COMMUNITY FYI:

For Dr. King, the Beloved Community was not a lofty utopian goal to be confused with the rapturous image of the Peaceable Kingdom, in which lions and lambs coexist in idyllic harmony.

Rather, The Beloved Community was for him a realistic, achievable goal that could be attained by a critical mass of people committed to and trained in the philosophy and methods of nonviolence.

Dr. King's Beloved Community is a global vision, in which all people can share in the wealth of the earth. In the Beloved Community, poverty, hunger, and homelessness will not be tolerated because international standards of human decency will not allow it.

Racism and all forms of discrimination, bigotry, and prejudice will be replaced by an all-inclusive spirit of sisterhood and brotherhood. In the Beloved Community, international disputes will be resolved by peaceful conflict-resolution and reconciliation of adversaries, instead of military power.

Love and trust will triumph over fear and hatred. Peace with justice will prevail over war and military conflict.





KEY MESSAGES

- BE LOVE seeks to accurately define and unleash the true power of love in order to advance and unite humanity. The campaign has a three-pronged call to action: (1) BE LOVE (2) Build Community and (3) Create a more just, humane, equitable, and peaceful world.
- The BE LOVE campaign's mission is to inspire humanity to embody the true definition of love while building and choosing community over chaos
- As such, the campaign urges supporters to: (1) Sign up for the King Center's Nonviolence365® virtual training at TheKingCenter.org (2) Take the BE LOVE pledge, and (3) Support and collaborate with local organizations standing against all forms of oppression - racism, social injustice, economic inequity, etc. - to help realize the ultimate goal of creating the Beloved Community
- Finally, BE LOVE is also working to implement national policies and practices aimed at eradicating hate, violence, and the long-standing, oppressive systems thwarting the progress of creating The Beloved Community. The campaign also encourages supporters to petition their local representatives to take the pledge and join in the fight for justice.



INFLUENCER TOOLKIT

Hashtag Bank:

#BeLove, #BeLoveDay, #BeLoveDay2024, #TakeThePledge, #EndHousingInsecurity
#ShiftingTheCulturalClimate #EndRacism, #StopTheBullying, #Vote

Personal Video Script/Caption #1:

This year I am joining @TheKingCenter and the #BelovedCommunity on our journey to #BeLove. So, join me on July 12th, as we explore this courageous answer to injustice.
#BeLoveDay #TakeThePledge

Personal Video Script/Caption #2:

@TheKingCenter's #BeLove campaign is more than just a day, it's a lifestyle. Join us on July 12th, as we explore the power of learning to Be Love.
#BeLoveDay #TakeThePledge

Personal Video Script/Caption #3:

Join me and @TheKingCenter on #BeLoveDay as we work to (#StopTheBullying/ #EndRacism/ prioritize #EndHousingInsecurity), through the transformative power of learning to #BeLove.
Join us July 12th, for a day of strategic action!
#TakeThePledge

INFLUENCER TOOLKIT

PRODUCT POST/VIDEO CAPTION

Get ready to join the movement to #BeLove this #BeLoveDay by snagging some swag from @thekingcenterbookstore.

This year we are tackling some big issues that have plagued our society, from housing insecurity to increased bullying. Join us on July 12th @TheKingCenter as we #ShiftTheCulturalClimate.





SOCIAL MEDIA POSTS

Hashtag Bank:

**#BeLove, #BeLoveDay, #BeLoveDay2024, #TakeThePledge, #EndHousingInsecurity
#ShiftTheCulturalClimate #EndRacism, #StopTheBullying, #Vote**

Post Example #1:

This year I am joining @TheKingCenter and the #BelovedCommunity on our journey to #BeLove. So, join me on July 12th, as we explore this courageous answer to injustice.

#BeLoveDay #TakeThePledge

Post Example #2:

@TheKingCenter's #BeLoveDay isn't about weak or passive acts of love, but rather about the transformative power of galvanizing our collective love to #ShiftTheCulturalClimate.

#TakeThePledge

Post Example #3:

Do you want to #ShiftTheCulturalClimate? If so, join me and @TheKingCenter on July 12th for a strategic movement of love. We are learning, engaging, and working to create the #BelovedCommunity.