

# Day of Empathy Social Media Toolkit



## 2021 Day of Empathy Promo Posts

Goal:

- Drive text sign ups to Day of Empathy
- Provide a “why” behind participating in Day of Empathy

### PRE-EVENT PROMO POSTS

Graphic: [here](#)

#### POST 1:

- **Facebook/Twitter/IG:**
  - What if we brought together elected officials & communities suffering from mass incarceration to upend our broken justice system & find a better way forward?

That's what #DayOfEmpathy is all about.

Text EMPATHY to 97483 to join us for a day of action across all 50 states.

Graphic: [here](#)

#### POST 2:

- **Facebook/Twitter/IG:**
  - Join us March 2 for a #DayOfEmpathy, as we come together with lawmakers & fellow justice allies to:
    - ✓ Reduce incarceration
    - ✓ Extend job & voting access
    - ✓ Restore dignity to women behind bars

 Text EMPATHY to 97483 to join us for our largest day of action.

Graphics: [here](#)

#### POST 3:

- **Facebook/Twitter/IG:**
  - + 2 million people behind bars
  - + 4.5 million people on parole
  - + \$80 billion spent on mass incarceration each year

On March 2, join us for a #DayOfEmpathy as we bring lawmakers + impacted families together to create a plan for change.

Text EMPATHY to 97483 to join us!

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Graphic: [here](#)

## POST 4:

- **Facebook/Twitter/IG:**
  - Can we get all 50 states + DC to act on criminal justice reform this year?

That's what #DayOfEmpathy is all about.

Join the fight from your home state - text "EMPATHY" to 97483.

FB & Twitter Graphic: [here](#)

IG Graphic: [here](#)

## POST 5:

- **Facebook/Twitter/IG:**
  - We're taking #criminaljusticereform to all 50 states, DC + Canada.

Join us as we fight together to:

- ✓ Reduce incarceration
- ✓ Extend job & voting access
- ✓ Restore dignity to women behind bars

Join the fight from your home state - text "EMPATHY" to 97483.

## DAY OF PROMO POSTS

Graphic: [here](#)

## POST 1:

- **Facebook/Twitter/IG:**
  - TODAY: More than 40,000 people impacted by the broken criminal justice system are meeting with lawmakers in their home state as part of our nationwide #DayOfEmpathy.

Tune in at 5pm EST for a national conversation on the changes we're fighting for.

[thedreamcorps.org/empathysummit](http://thedreamcorps.org/empathysummit)

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Graphic: [here](#)

## POST 2:

- **Facebook/Twitter/IG:**

- TODAY: Tune in at 5pm EST as we discuss ways to bring #criminaljusticereform to all 50 states this year:

@VanJones68

@LouislReed

@TopekaKSam

@hakeemjeffries

@KarenBassTweets

+ fellow advocates for change

#DayOfEmpathy

[thedreamcorps.org/empathysummit](http://thedreamcorps.org/empathysummit)

Graphic: [here](#)

## POST 3:

- HAPPENING NOW: More than 40,000 families & loved ones of people behind bars are meeting with their lawmakers today to bring criminal justice reform to all 50 states.

Tune in at 5pm EST as we discuss the path to lasting change #DayOfEmpathy

[thedreamcorps.org/empathysummit](http://thedreamcorps.org/empathysummit)

Graphic: [here](#)

## POST 4:

- ✓ Reduce incarceration
- ✓ Extend job & voting access
- ✓ Restore dignity to women behind bars

These are common ground reforms we can pass THIS YEAR, if we choose to come together.

Join us TODAY at 5pm EST for a nationwide conversation #DayOfEmpathy

[thedreamcorps.org/empathysummit](http://thedreamcorps.org/empathysummit)

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## **POST 5:**

- TODAY at 5pm EST: Join us for a national conversation on #criminaljusticereform, as we bring together families impacted by mass incarceration, red & blue state lawmakers & a team of advocates fighting for change in 2021.

Tune in! #DayOfEmpathy

[thedreamcorps.org/empathysummit](http://thedreamcorps.org/empathysummit)