

## #SIXNINETEEN LAUNCH

### Social Media Toolkit

#### ABOUT

In response to the deaths of George Floyd, Breonna Taylor, Tony McDade, and countless other Black people who have been killed at the hands of vigilantes or law enforcement, millions have taken to the streets with a clear and distinct call to end police violence and to defund police. Combined with COVID-19 and four years of Trumpism, Black communities are demanding: justice; accountability; a divestment from policing; and an investment in healthy, sustainable communities.

To honor our ancestors and to lay a path to freedom for future generations, **we are calling for the SIX NINETEEN mobilization on Juneteenth weekend, June 19–21, 2020**, at home, in your community, or in Washington, D.C.

Use this Social Media Toolkit to spread the word about  
#SixNineteen mobilizations & demands!

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#### HASHTAGS TO USE

#SixNineteen  
#DefendBlackLives  
#BlackLivesMatter  
#DefundPolice

**CALL TO ACTION**

Join the #SixNineteen weekend of action in front of the White House or in your communities: [www.sixnineteen.com](http://www.sixnineteen.com)

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**GRAPHICS**



[Click here for Square Graphic for Instagram and Twitter](#)

[Click here for Instagram Story Graphic](#)



[Click here for Twitter Banner](#)

[Click here for Facebook Banner](#)

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## SAMPLE TWEETS + POSTS

### TWITTER

Juneteenth is a day that honors Black freedom & Black resistance.

This Juneteenth is a rare moment for our communities to proclaim in one voice that Black Lives Matter. #SixNineteen [www.sixnineteen.com](http://www.sixnineteen.com)

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DEFEND. BLACK. LIVES.

Join in on Juneteenth weekend in front of the White House, in your homes, or in your communities to show our power and shout our demands. #SixNineteen sign-up: [www.sixnineteen.com](http://www.sixnineteen.com)

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Together, we're bigger than monied interests—including police unions and right-wing think tanks. And we demand:

Defunding of police

- ☑ Investment in Black communities
- ☑ Resignation of Donald Trump

#SixNineteen [sixnineteen.com](https://sixnineteen.com)

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It's time. We must lay the path to freedom for future generations NOW. Join the #SixNineteen mobilization on Juneteenth weekend, June 19–21, 2020. #DefendBlackLives [sixnineteen.com](https://sixnineteen.com)

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 ENOUGH IS ENOUGH.

Defund the police. Invest in Black communities. Tell Donald Trump to resign.

Join the Weekend of Action: #SixNineteen in Washington, D.C., in your community, or in your home. #DefendBlackLives [www.sixnineteen.com](https://www.sixnineteen.com)

## INSTAGRAM / FACEBOOK

On June 19, 1865, Black communities in Texas finally received the news that they were free.

Juneteenth (June 19th) is a day that honors Black freedom and Black resistance, and centers Black people's unique contribution to the struggle for justice in the U.S. This Juneteenth is a rare moment for our communities to proclaim in one voice that Black Lives Matter, and that we won't tolerate anything less than justice for all our people.

Join us on the #SixNineteen mobilization on Juneteenth weekend, June 19–21, 2020. Take action in front of the White House, in your community, or at home.

[www.sixnineteen.com](https://www.sixnineteen.com)

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Right now, uprisings are taking place in all 50 states, and more than two-thirds of Americans agree that police violence is systemic. The Movement for Black Lives is alive and vibrant.



And combined with COVID-19 and four years of Trumpism, Black communities are demanding: justice; accountability; a divestment from policing; and an investment in healthy, sustainable communities.

Join us on the #SixNineteen mobilization on Juneteenth weekend, June 19–21, 2020. Take action in front of the White House, in your community, or at home. [www.sixnineteen.com](http://www.sixnineteen.com)

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The past two weeks have shown us that we're bigger than monied interests—including police unions and right-wing think tanks. In order to lay the pathway to freedom, join us in front of the White House or in your own communities on Juneteenth weekend.

Demand:

- Defunding of police
- Investment in Black communities
- Resignation of Donald Trump

#SixNineteen