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Advocate Tool Kit:

#StopAsianHate San Jose Community Rally

Event Title: **#StopAsianHate San Jose Community Rally**

Event Date: **Sunday, April 25, 2021 – 1PM**

Event Location: **Cesar Chavez Plaza – San Jose, CA**

Social Media Activation:

Activation Length: **Thursday - Monday (5 Days)**

Activation Dates: **Thursday, April 24, 2021 – Monday, April 26, 2021**

Goal:

Create Lots of Content To Flood Everyone's Social Media Feeds

Who:

Individuals located in the United States who want to help contribute and make the #StopAsianHate San Jose Community Rally special.

Professional Standards And Guidelines:

Rule 1: You are a human being. Be kind.

Rule 2: Only you are responsible for what you post. Hold yourself accountable.

Rule 3: Pretend your mother is going to read your social media posts.

PROJECT: #StopAsianHate Community Rally Spirit Week

Post 1: Thursday, April 22, 2021. (On all social media platforms)

- a. This post will mention the #StopAsianHate Community Rally in San Jose, CA on April 25, 2021.
- b. Images: Use Your Own Rally Image, or Use Any Image Found Here –
[\[https://drive.google.com/drive/folders/1EGxmVVMZy7wN3FDyqfW1T0RPhpRbYosw?usp=sharing\]](https://drive.google.com/drive/folders/1EGxmVVMZy7wN3FDyqfW1T0RPhpRbYosw?usp=sharing)
- c. You are encouraged to use any of the hashtags: #StopAsianHateSJ, #StopAsianHate, #SanJose

- d. Example:
 - i. “Check out the #StopAsianHate Community Rally on Sunday at Cesar Chavez Plaza at 1PM. #StopAsianHateSJ #StopAsianHate #SanJose”
 - ii. “Show support for the #StopAsianHate Community Rally on Sunday at 1 PM #StopAsianHateSJ #StopAsianHate #SanJose

2. Post 2: Friday, April 23, 2021. (On all social media platforms)

- a. This post will mention that you are going to the #StopAsianHate Community Rally in San Jose, CA on April 25, 2021.
- b. Images: Use Your Own Rally Image, or Use Any Image Found Here – [\[https://drive.google.com/drive/folders/1EGxmVVMZy7wN3FDyqfW1T0RPhpRbYosw?usp=sharing\]](https://drive.google.com/drive/folders/1EGxmVVMZy7wN3FDyqfW1T0RPhpRbYosw?usp=sharing)
- c. You are encouraged to use any of the hashtags: #StopAsianHateSJ, #StopAsianHate, #SanJose
- d. Example:
 - i. “I’m going to the #StopAsianHate Community Rally on Sunday at Cesar Chavez Plaza at 1PM. #StopAsianHateSJ #StopAsianHate #SanJose”

3. Post 3: Saturday, April 24, 2021 (On all social media platforms)

- a. This post will mention why you support #StopAsianHate, or support ending discrimination.
- b. Images: Use Your Own Rally Image, or Use Any Image Found Here – [\[https://drive.google.com/drive/folders/1EGxmVVMZy7wN3FDyqfW1T0RPhpRbYosw?usp=sharing\]](https://drive.google.com/drive/folders/1EGxmVVMZy7wN3FDyqfW1T0RPhpRbYosw?usp=sharing)
- c. You are encouraged to use any of the hashtags: #StopAsianHateSJ, #StopAsianHate, #SanJose
- d. Example:
 - i. “I support #StopAsianHateSJ because I stand against racism. #StopAsianHate #SanJose”
 - ii. “I have seen instances of discrimination in my life, and I won’t stand for it. Enough is enough. #StopAsianHateSJ #StopAsianHate #SanJose”
 - iii. “Come join me at the #StopAsianHateSJ Community Rally. Let’s support the community. #StopAsianHate #SanJose”

4. Post 4: Sunday, April 25, 2021 (On all social media platforms).

- a. This post will be a video amplification of the rally.
- b. You are encouraged to: Live Stream On Any Social Media Platform, or Video Record Content To Post Later.
- c. You are encouraged to use any of the hashtags: #StopAsianHateSJ, #StopAsianHate, #SanJose
- d. Accounts to share live stream:
 - Youtube: @AdamJTheLawyer
 - Instagram: @Stand.With.Asians
 - TikTok: @ScottDHenry, @ItzAbennie, @MrBarricade,

5. Post 5: Monday, April 26, 2021 (On all social media platforms)

- a. This post will talk about how much fun you had at the #StopAsianHate Community Rally.
- b. Images: Use Your Own Rally Image, or Use Any Image Found Here – [\[https://drive.google.com/drive/folders/1EGxmVVMZy7wN3FDyqfW1T0RPhpRbYosw?usp=sharing\]](https://drive.google.com/drive/folders/1EGxmVVMZy7wN3FDyqfW1T0RPhpRbYosw?usp=sharing)
- c. You are encouraged to use any of the hashtags: #StopAsianHateSJ, #StopAsianHate, #SanJose
- d. Example:
 - i. “I had fun with my neighbors and community this weekend. #StopAsianHateSJ #StopAsianHate #SanJose”
 - ii. Powerful speech by XXXXXX, discussing XXXXXXXX at the #StopAsianHate San Jose Rally. #StopAsianHateSJ #SanJose

6. Conclusion:

- a. Thank you for participating and advocating for the #StopAsianHate Community Rally Activation.

7. Additional Links:

- a. **Google Drive Link to #StopAsianHate Community Rally:** <https://drive.google.com/drive/folders/1EGxmVVMZy7wN3FDyqfW1T0RPhpRbYosw?usp=sharing>
- b. (OFFICIAL AFTER MOVIE) #StopAsianHate Community Rally 3/21/21: <https://youtu.be/xxVnYCTLSBY>
- c. **4/25/21 #StopAsianHate Community Rally Hype Video:** <https://www.youtube.com/watch?v=iMhP67KtbEM>
- d. **Eventbrite Registration:** <https://www.eventbrite.com/e/stopasianhate-community-rally-san-jose-2nd-event-tickets-148449529539>
- e. **#StopAsianHate Landing Page:** www.juratovaclaw.com/stopasianhate