

## Core Messages

Based on the latest messaging and research, we've drafted sample copy to share with your networks. Feel free to copy and paste the language into Facebook, Instagram, or Twitter. Please feel free to customize the wording to match your tone and voice.

### HASHTAGS

Based on our social listening intel and current narrative, consider using including the following hashtags:

- #LetThemLearn
- #DontSayGay
- #DontBanBlack
- #AmericansAgainstCensorship
- #KnowBetterBeBetter

### SOCIAL COPY

To highlight shared values:

[<click to tweet>](#)

Parents across the political spectrum agree it's important to:

- 👍 talk about race + civil rights in the classroom
- ✅ prepare our children to work + succeed in a diverse world
- ★ encourage curiosity + empathy

We all want what's best for kids. Book bans aren't that.

To address an example (via quote tweet or graphic) of the impact:

[<click to tweet>](#)

Kids need:

- ✨ to understand the contributions and struggles of different people
- 🇺🇸 to learn how far we've come

Parents want:

- 🔧 their children equipped with the skills they'll need to navigate the future


Our kids deserve a brighter future than what 🗑️ THIS 🗑️ sets them up for: [Insert graphic]


To highlight the impact:

[<click to tweet>](#)

Book bans undermine kids' education by limiting:

- 🇺🇸 freedom of ideas that make our country great



 children's ability to learn about different communities and cultures

 how valued students feel in the classroom

We must give kids what they need + deserve: a truthful education.

**To highlight the benefits of an honest education:**

[<click to tweet>](#)

 Stop book bans from limiting children's learning 

Books about different cultures and experiences help children gain the skills they need to succeed.

Because when we know better, we can do better.

[<click to tweet>](#)

We all want our kids to gain the skills they need to face the future.


Learning about our history — the good and the bad — sets them up for success.


**To call into action for a positive vision:**


[<click to tweet>](#)

Children are America's future — and that future is at stake.

Let's work together to protect:

 the freedom of ideas that make our country great

 children's ability to learn about different communities and cultures

 learning environments that support every student

**General**

[<click to tweet>](#)

Parents want their kids to be supported, not an education that belittles the painful experiences of America's many different communities.

Let's stop banning books and history.

Because when we know better, we can do better.

[<click to tweet>](#)

Our children's education is at stake if we don't fight for their right to learn about the struggles and contributions of others.

We must protect our children's future.

[<click to tweet>](#)

Mandates banning conversations about race and history are un-American.

Here, every child is promised the resources to reach their full potential.