


30
YEARS ON

**STEPHEN
LAWRENCE
DAY** 

SOCIAL MEDIA TOOLKIT / PLEDGE

STEPHEN LAWRENCE
DAY 2023



**ORDINARY CAN BE
EXTRAORDINARY**

ORDINARY CAN BE EXTRAORDINARY

This year on 22nd April 2023, the 30th anniversary of Stephen's death, our goal is to ensure that the next 30 years look different from the last. We believe that meaningful change starts with tangible actions. If we each commit to taking one action on Stephen Lawrence Day that will positively impact the lives of young people from marginalised backgrounds, together we can honour Stephen's life and legacy, and build a fairer, kinder and more equitable society in his name.



It's time to make your [#StephenLawrenceDayPledge](#)

SUGGESTED PLEDGE COPY

"This Stephen Lawrence Day I pledge to (insert your pledge here) to make sure the next 30 years look different from the last."

#stephenlawrencedaypledge

Spread the word – tag a friend, organisation or brand and challenge them to make their own #stephenlawrencedaypledge



FB & IG POSTS

On desktop, right click "save image as"
or on mobile, press & hold until a
prompt pops up and save image on your
camera roll.

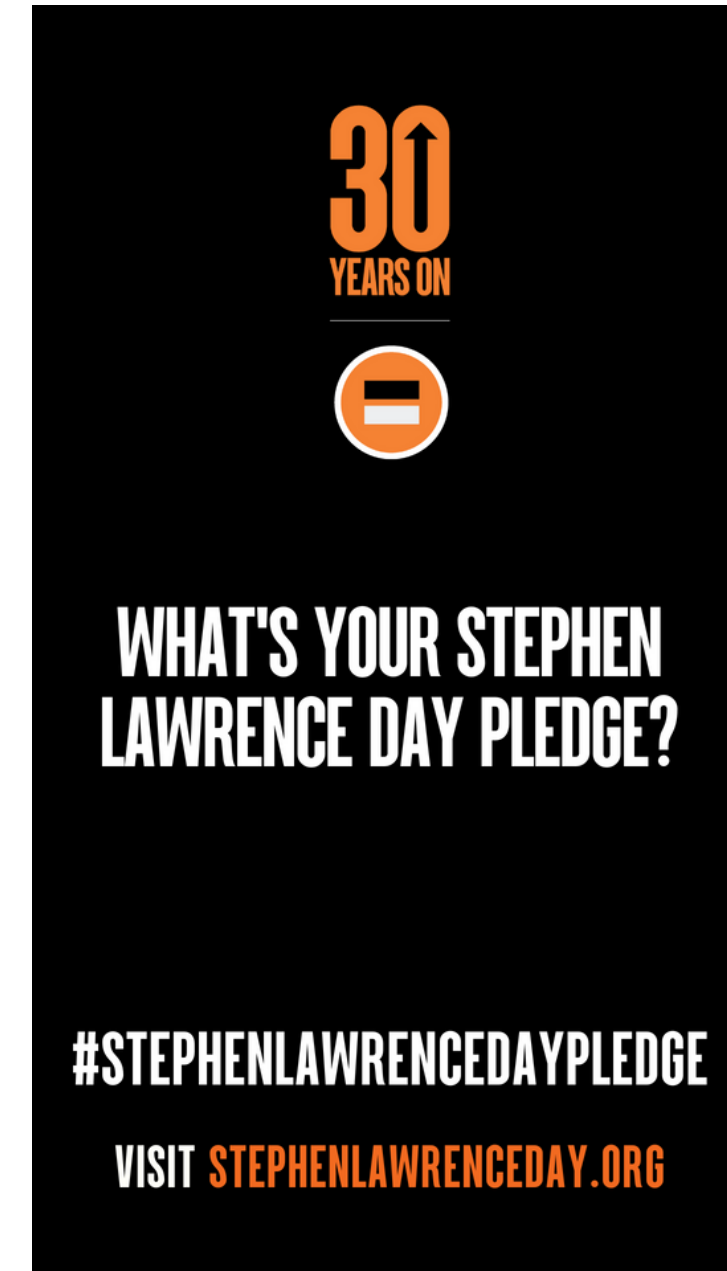
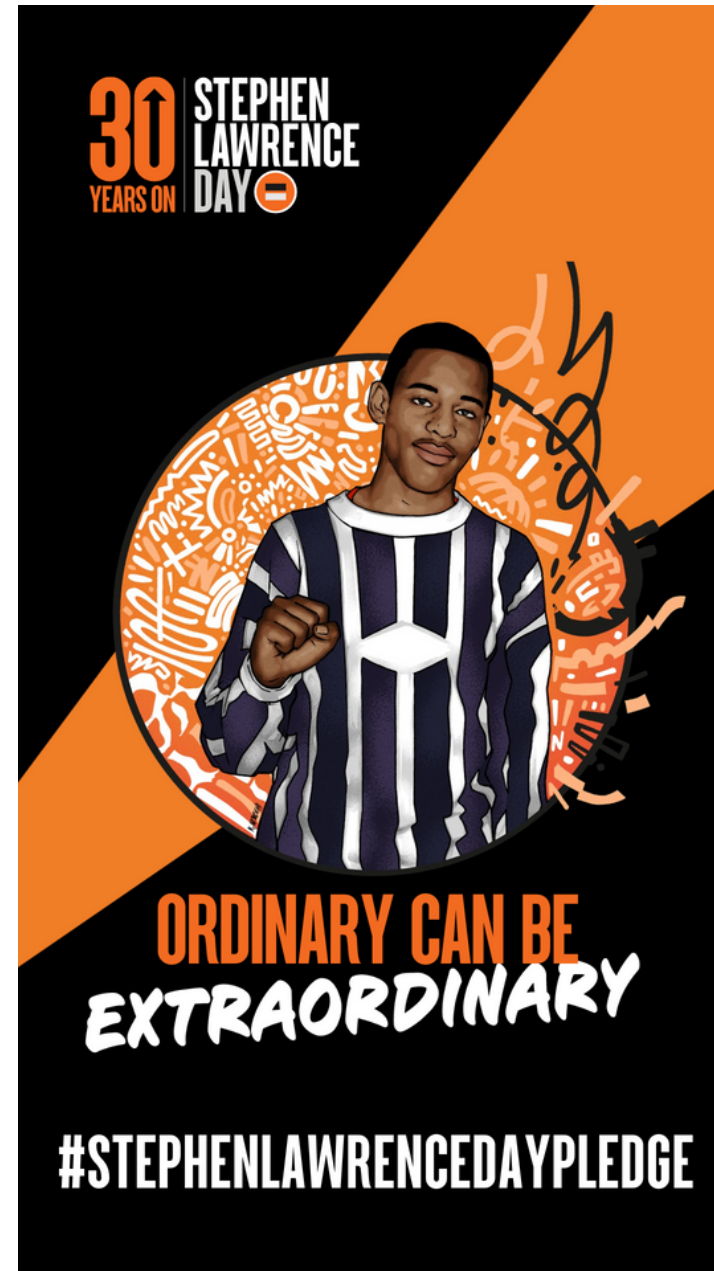


MAKE YOUR OWN

IG & TIKTOK STORIES

On desktop, right click "save image as" or on mobile, press & hold until a prompt pops up and save image on your camera roll. Customise your graphic to share your story and why you made the...

#StephenLawrenceDayPledge.



TAGGING

TAG The Stephen Lawrence Day Foundation (SLDF) on your posts. This way, we'll see and engage and potentially share.

Facebook

@sldayfdn

Simply put an @ symbol and begin writing the name to tag on Facebook. A drop-down menu will appear; select the verified account.

Twitter

@sldayfdn

Instagram

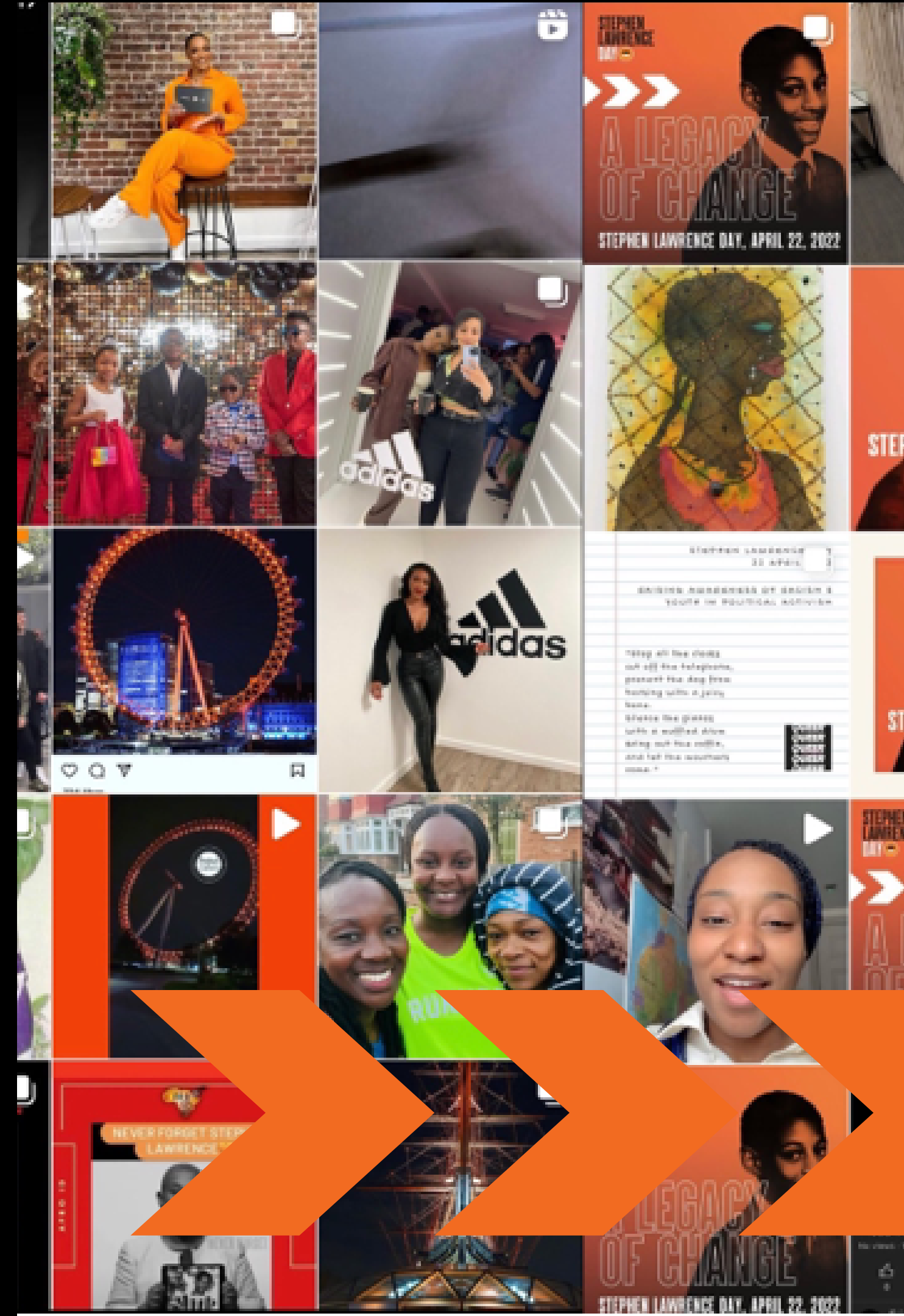
@sldayfdn

LinkedIn

@Stephen Lawrence Day Foundation

TikTok

@sldayfdn



#HASHTAGS

Use **HASHTAGS** in your captions. Hashtags help expose your posts to new people, as well as help The Stephen Lawrence Day Foundation, find your content.

Hashtags to use:

#stephenlawrencedaypledge #SLDay23 #StephenLawrenceDay
#SLDF30YearsOn #StephenLawrence #BecauseOfStephen #ALegacyOfChange
#LiveYourBestLife

Social media best practices indicate the number of hashtags to use per post are:

- Facebook: 0-1
- Twitter: No more than 1 hashtag per post
- Instagram: No more than 3-7 hashtags
- LinkedIn: 1
- TikTok: 2-3



ORDINARY CAN BE EXTRAORDINARY

[Download our Social Media Toolkit](#)



A LEGACY OF CHANGE



Stephen Lawrence Day Foundation
124 City Road
London
EC1V 2NX



info@stephenlawrenceday.org.uk



stephenlawrenceday.org

