

THE POWER OF LEARNING

EMPOWERING MINDS, SHAPING FUTURES



STEPHEN
LAWRENCE
DAY 

SOCIAL TOOLKIT / PLEDGE 2024

$$a^2 + b^2 = c^2$$

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This year on 22nd April 2024, the 31st anniversary of Stephen's death, our aim for Stephen Lawrence Day 2024 is to inspire societal transformation by empowering the next generation with knowledge that transcends traditional educational paradigms. 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.



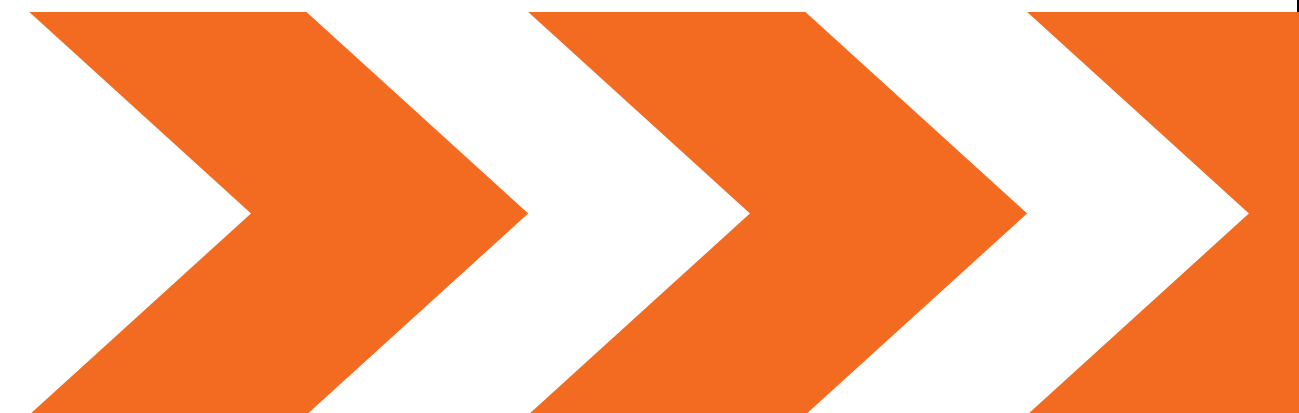
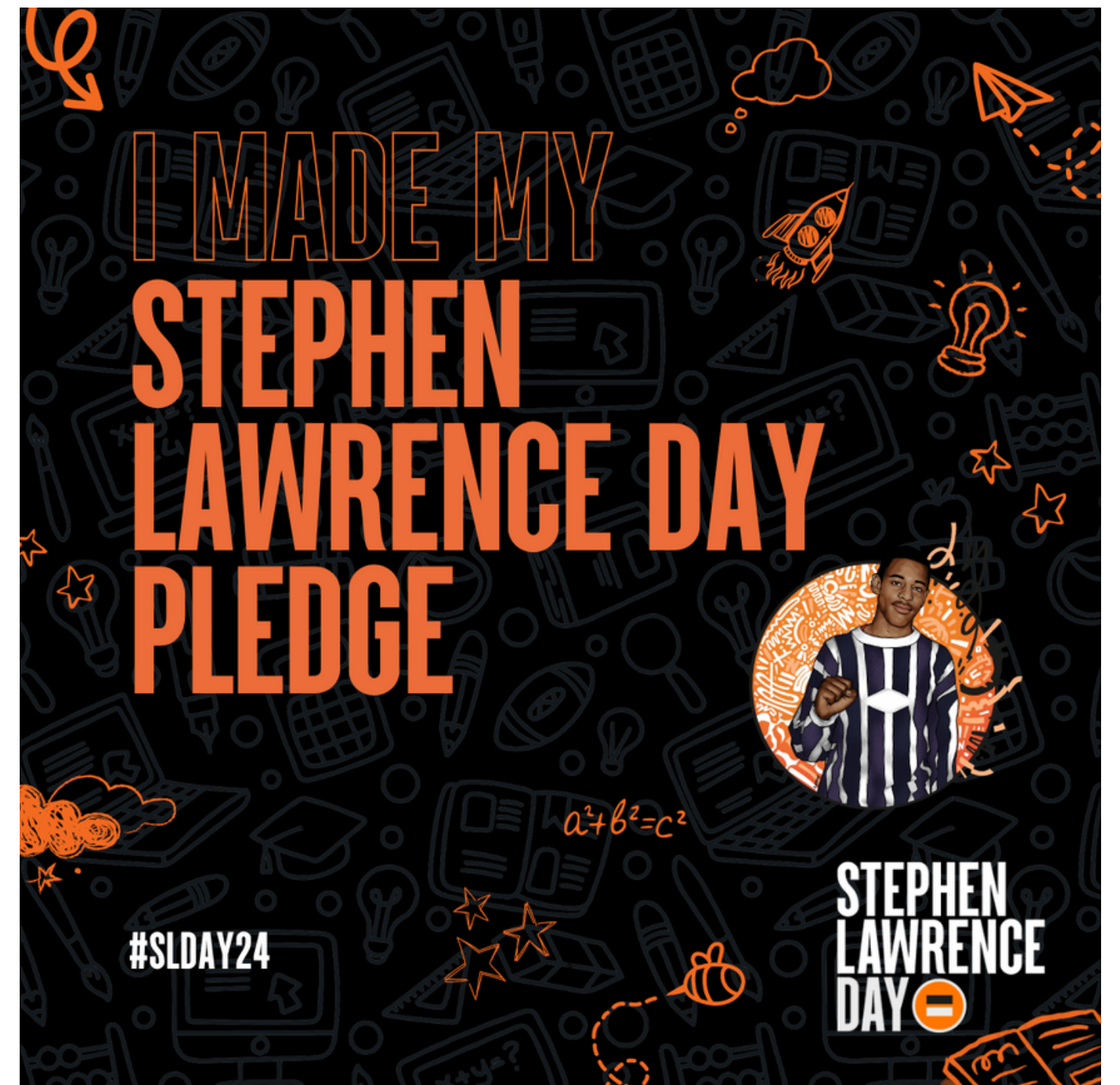
It's time to make your [#StephenLawrenceDayPledge](#)

SUGGESTED PLEDGE COPY

"This Stephen Lawrence Day I pledge to (insert your pledge here) to inspire societal change by empowering the next generation with knowledge that goes beyond traditional educational norms.

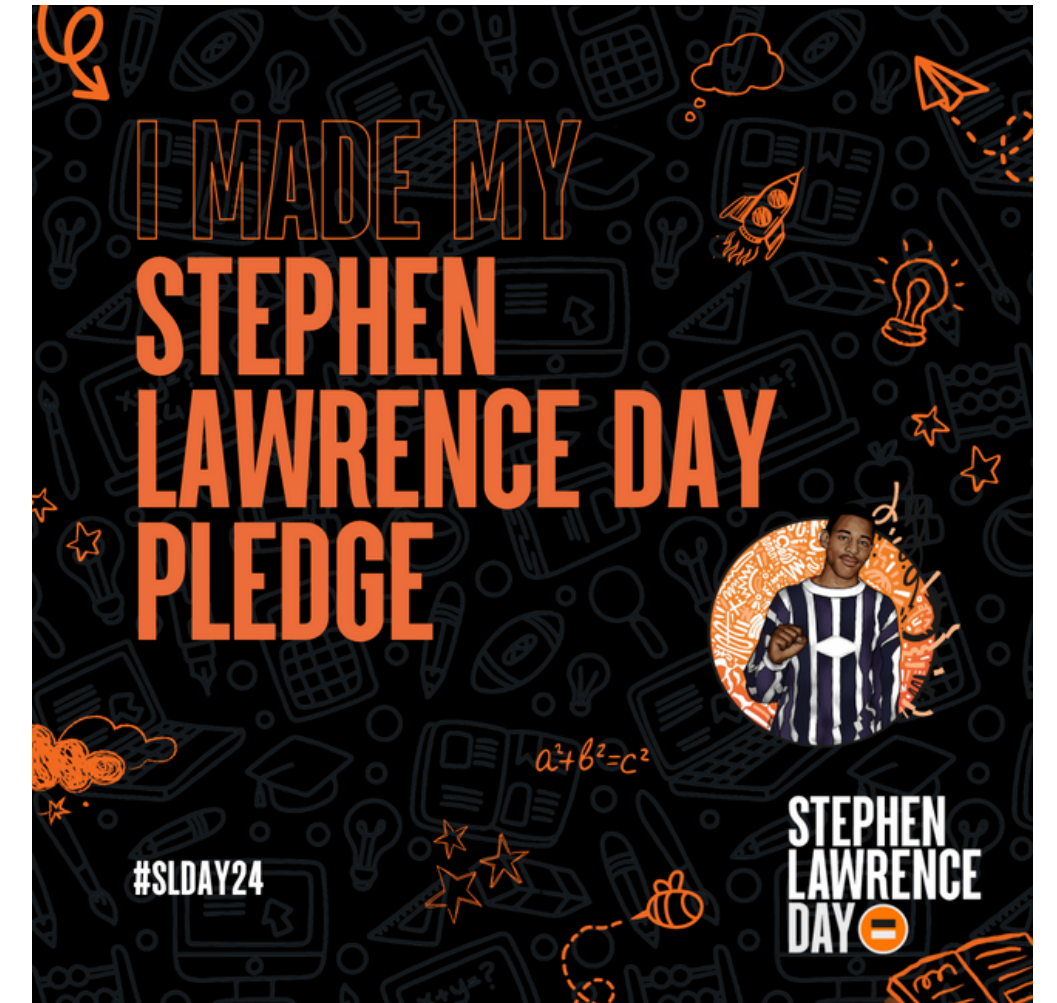
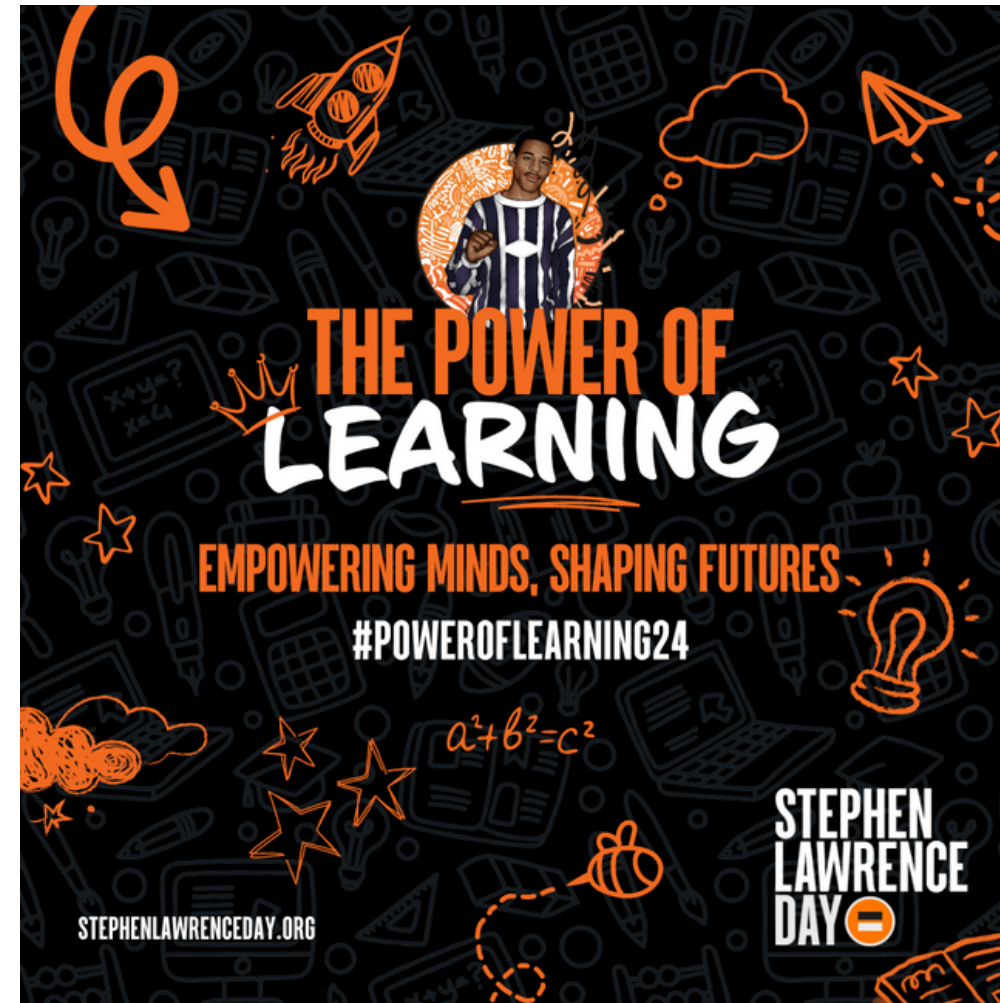
#PowerOfLearning24 #StephenLawrenceDayPledge

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.



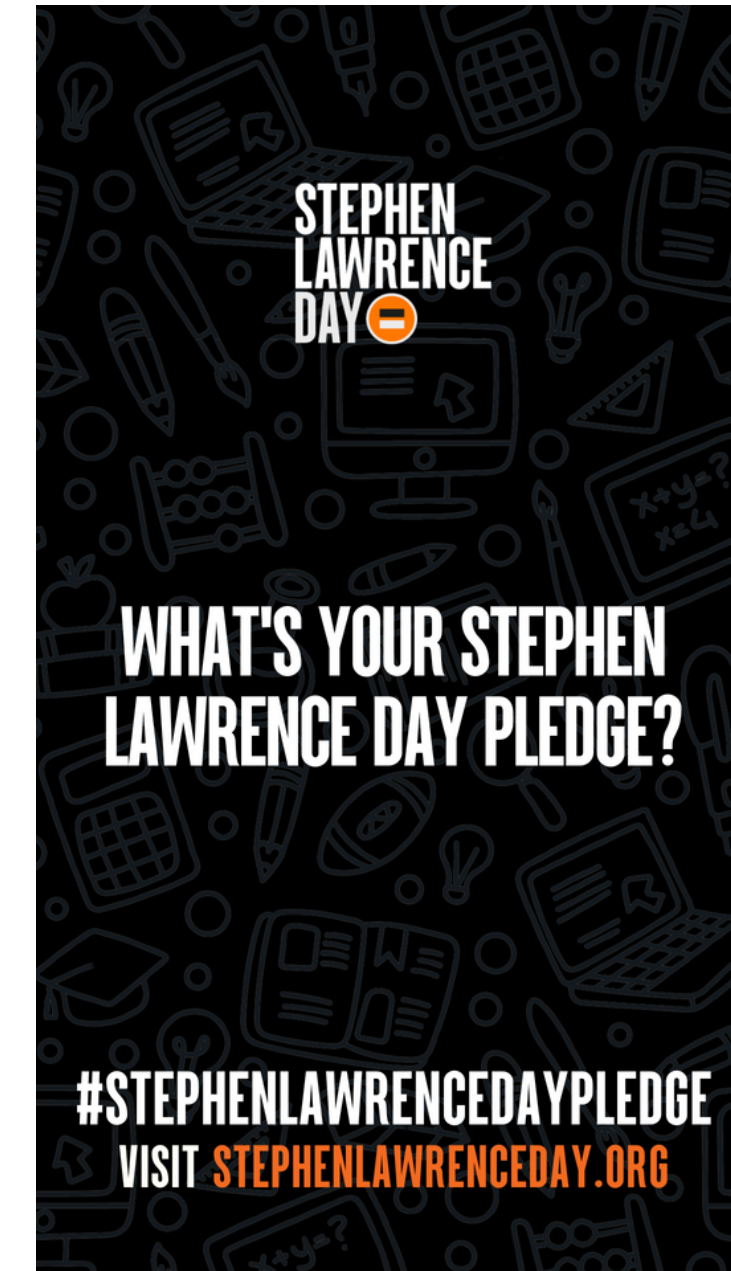
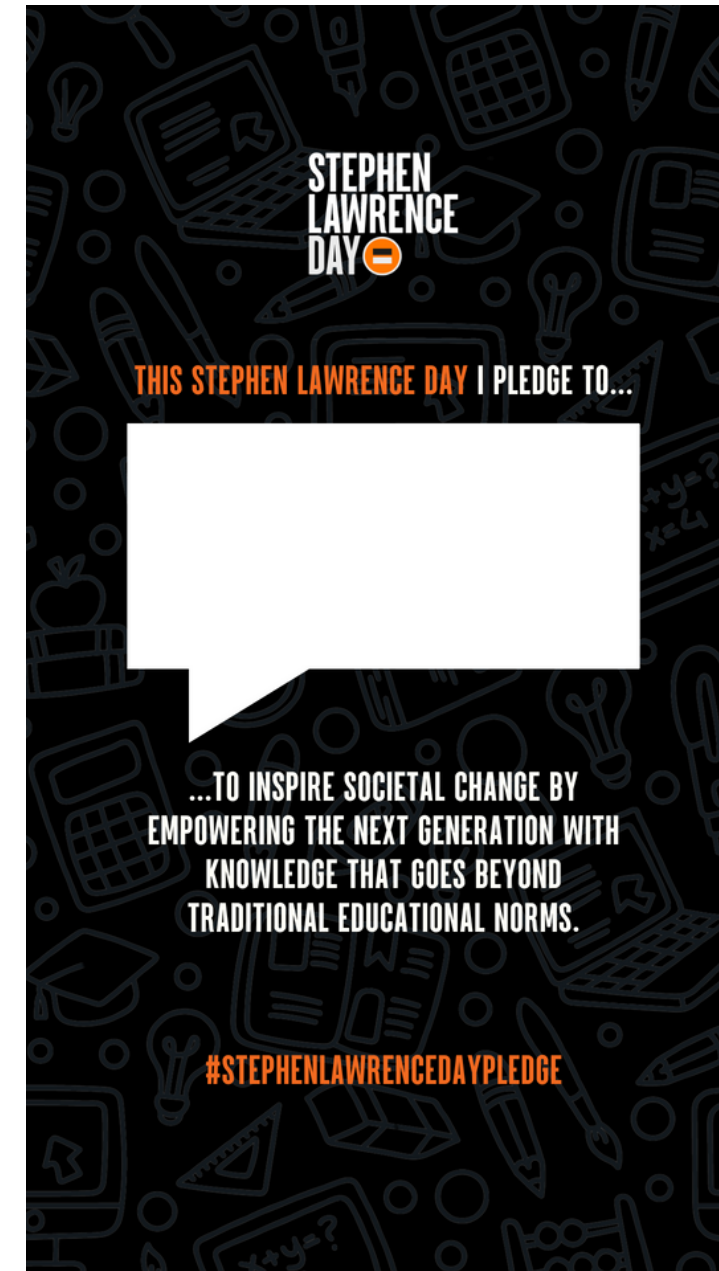
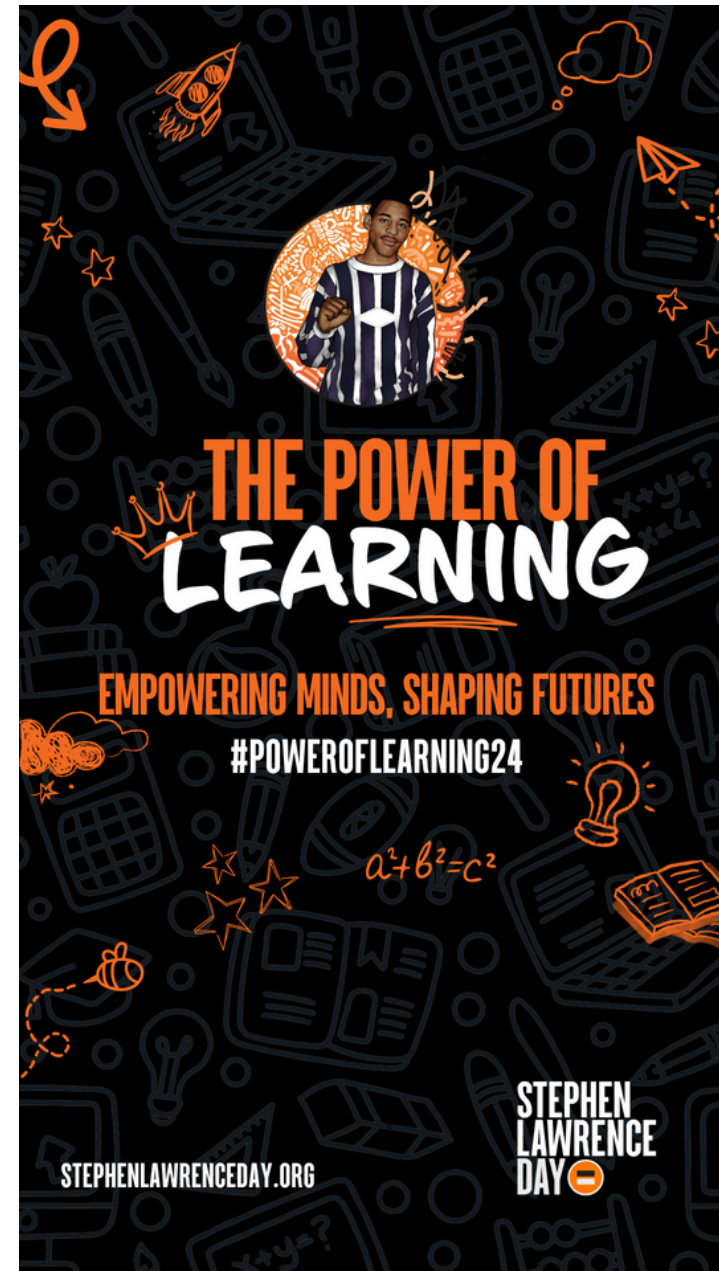
MAKE YOUR OWN

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...

#PowerOfLearning24

#StephenLawrenceDayPledge



ADD SLDF TO YOUR

EMAIL SIGNATURE

Adding Stephen Lawrence Day in your email signature is a simple but impactful way to help us raise awareness and donations in your organisation and wider network. Update your signature today and inspire your friends and colleagues to get involved too.



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

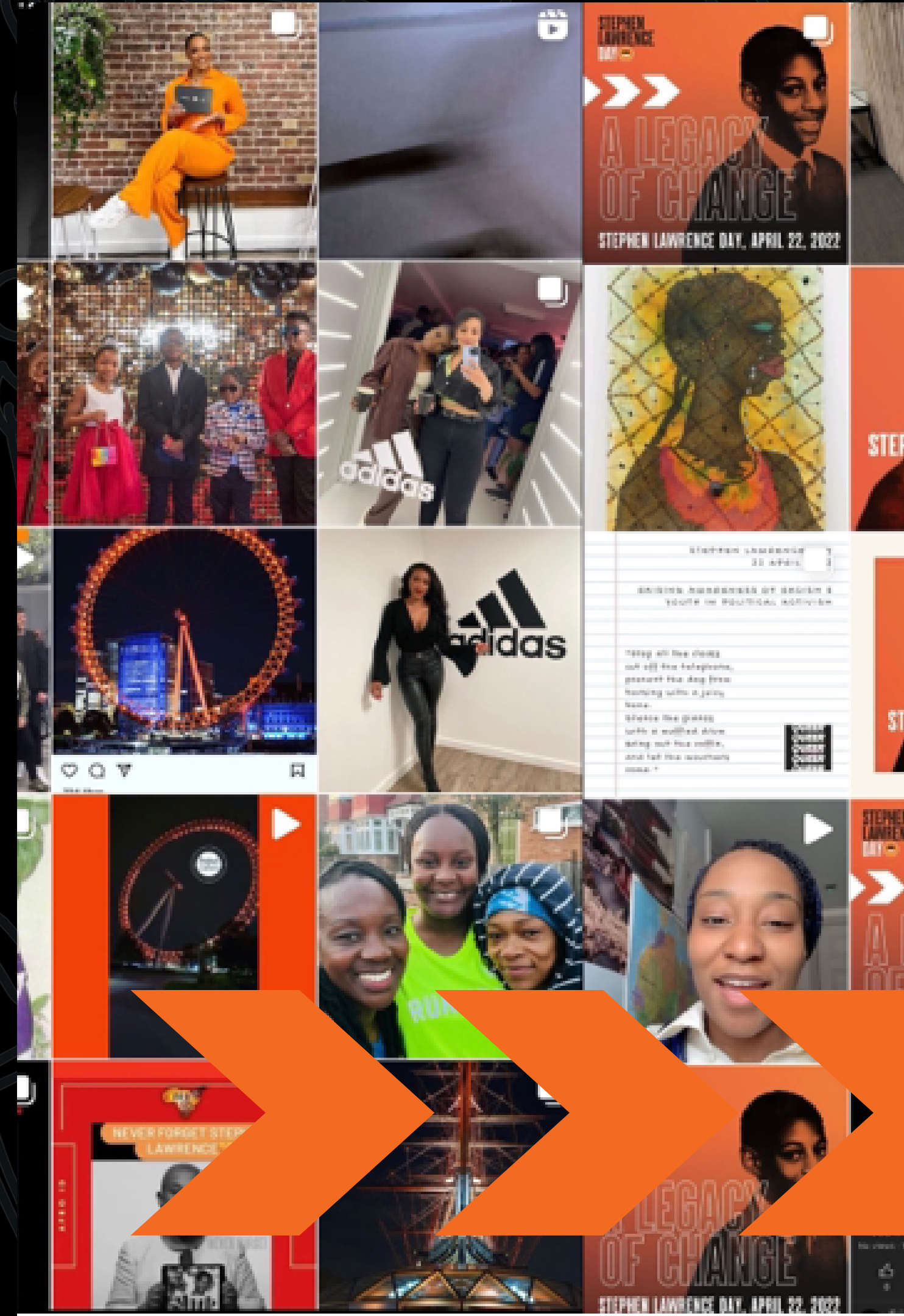
@sldayfdn

LinkedIn

@StephenLawrenceDayFoundation

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:

#PowerOfLearning24 #StephenLawrenceDayPledge #SLD24
#StephenLawrenceDay #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



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[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

