

STEPHEN
LAWRENCE
DAY 

22ND
APRIL

SOCIAL MEDIA TOOLKIT 2025

KNOWLEDGE CHANGES
EVERYTHING



OUR MISSION

THIS YEAR ON 22ND APRIL 2025, OUR AIM FOR STEPHEN LAWRENCE DAY 2025 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 COPY

I support the Stephen Lawrence Day Foundation because I believe in the power of education, opportunity and community to change lives.

By investing in young people, we're building a fairer, more inclusive future – one where every young person can thrive. ❤️ If you believe #KnowledgeChangesEverything, join me and donate today.

🔗 <https://www.justgiving.com/stephenlawrencedayfoundation>

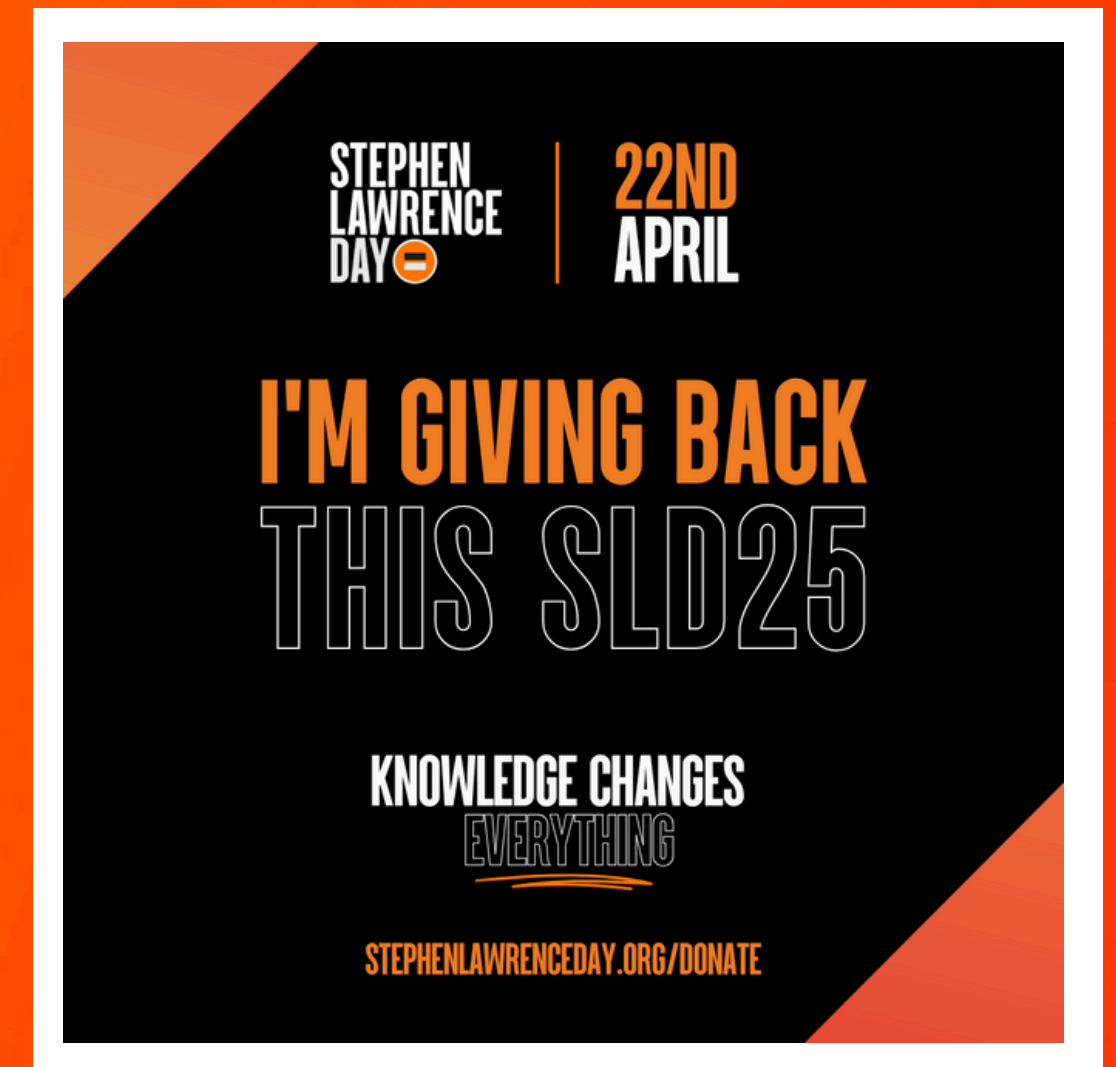
*#SLD25 #PowerofLearning #StephenLawrenceDay
#StephenLawrence*



MAKE YOUR OWN

FB & IG POSTS

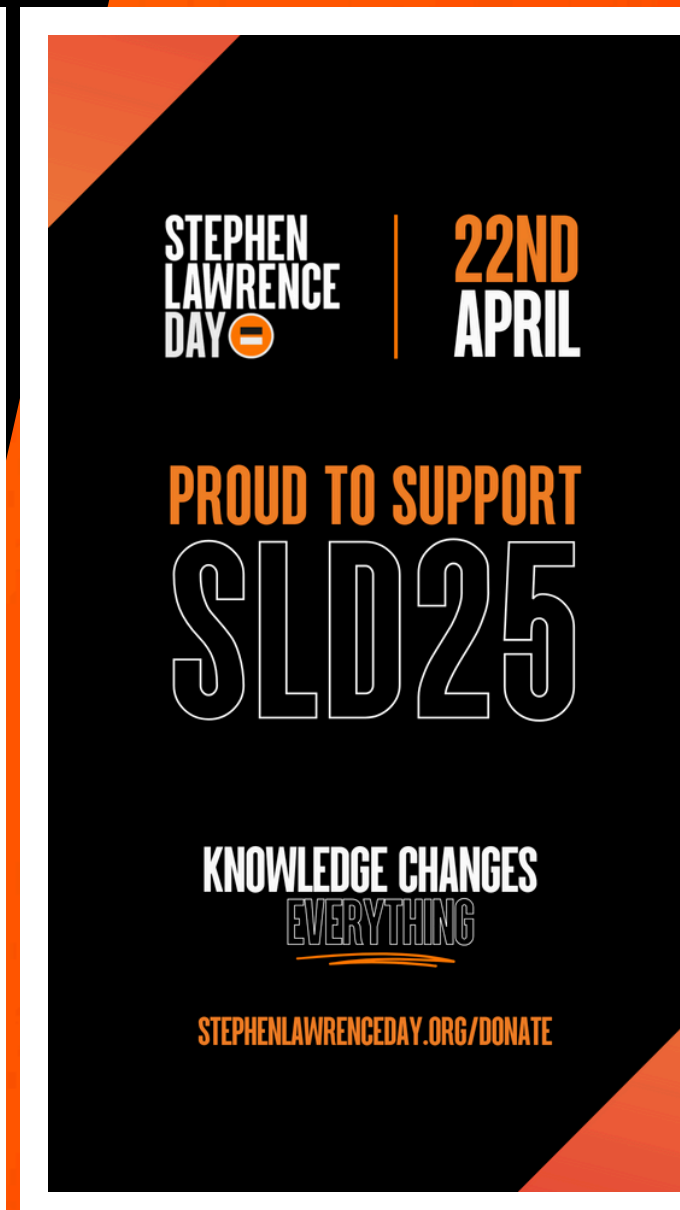
On desktop, right click "save image as"
or on mobile, press & hold until a
prompt pops up and save image on
your camera roll.



MAKE YOUR OWN

IG & TIKTOK STORIES

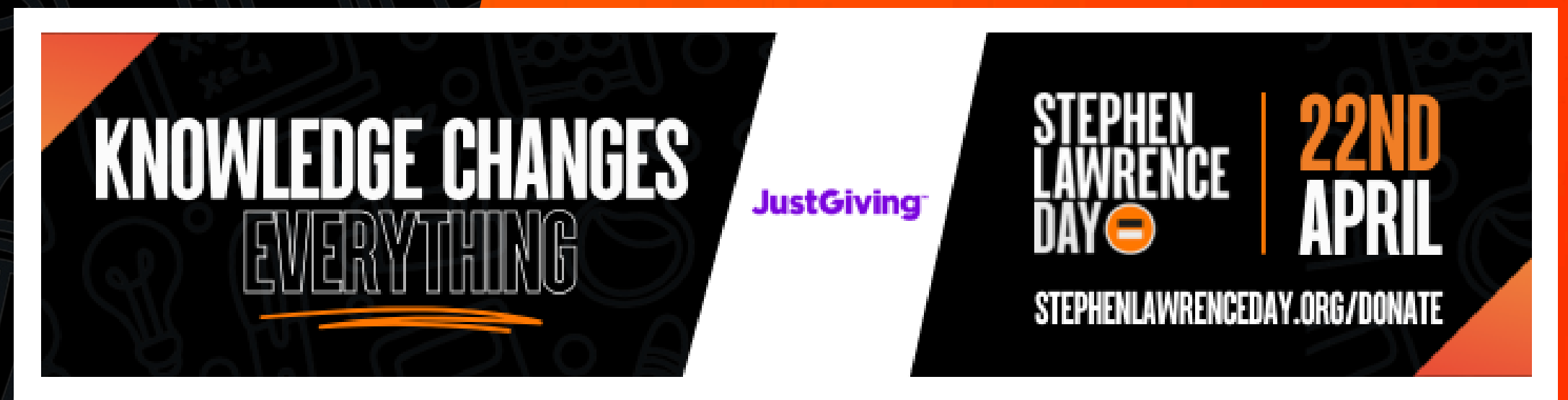
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ADD SLDF TO YOUR

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

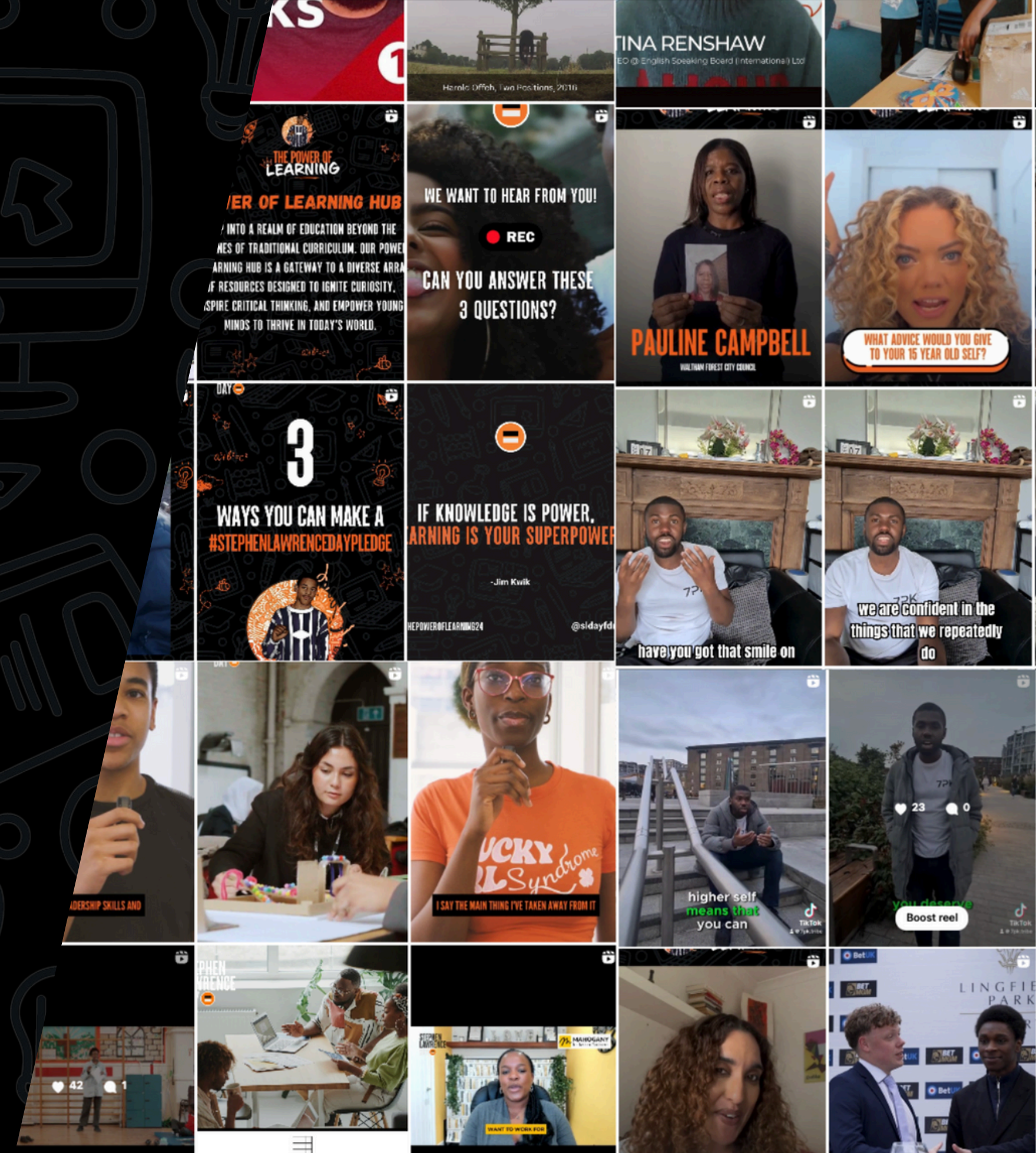
@sldayfdn

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:

#PowerOfLearning #KnowledgeChangesEverything #SLDF #SLD25
#StephenLawrenceDay #StephenLawrence #ALegacyOfChange

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



KNOWLEDGE CHANGES EVERYTHING

[Download our Social Media Toolkit](#)



SCAN TO DONATE



STEPHEN
LAWRENCE
DAY 



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