

STEPHEN  
LAWRENCE  
DAY 

22ND  
APRIL

# SOCIAL MEDIA TOOLKIT 2026

EVERY FUTURE NEEDS A  
FOUNDATION



# OUR MISSION

**ON 22 APRIL 2026, WE MARK STEPHEN LAWRENCE DAY, A NATIONAL MOMENT TO REFLECT ON STEPHEN'S LEGACY AND COMMIT TO BUILDING A FAIRER FUTURE.**

**THIS YEAR'S CAMPAIGN, EVERY FUTURE NEEDS A FOUNDATION, HIGHLIGHTS THE IMPORTANCE OF GIVING YOUNG PEOPLE THE STRONG FOUNDATIONS, OPPORTUNITY, SUPPORT AND BELIEF, THEY NEED TO REACH THEIR FULL POTENTIAL.**

**THROUGH EDUCATION, SCHOLARSHIPS, MENTORING AND COMMUNITY PROGRAMMES, THE STEPHEN LAWRENCE DAY FOUNDATION IS BUILDING THOSE FOUNDATIONS, ENSURING YOUNG PEOPLE FROM UNDERREPRESENTED BACKGROUNDS HAVE THE SUPPORT THEY NEED TO SUCCEED.**

**IF EACH OF US TAKES ONE ACTION, SHARING STEPHEN'S STORY, SUPPORTING A YOUNG PERSON, OR DONATING, TOGETHER WE CAN STRENGTHEN THOSE FOUNDATIONS AND HELP BUILD A BETTER FUTURE.**



# SUGGESTED COPY

I'm supporting the Stephen Lawrence Day Foundation because every young person deserves the foundations they need to build their future.

Through education, scholarships, mentoring and community programmes, the Foundation is building those foundations, ensuring young people from underrepresented backgrounds have the support, opportunity and belief they need to succeed.

If you believe Every Future Needs a Foundation, join me in supporting this work.

Take one action. Donate today.

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

#EveryFutureNeedsAFoundation

#SLD26

#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.

Use these graphics to show your support for Stephen Lawrence Day 2026 and help spread the message that Every Future Needs a Foundation.



MAKE YOUR OWN

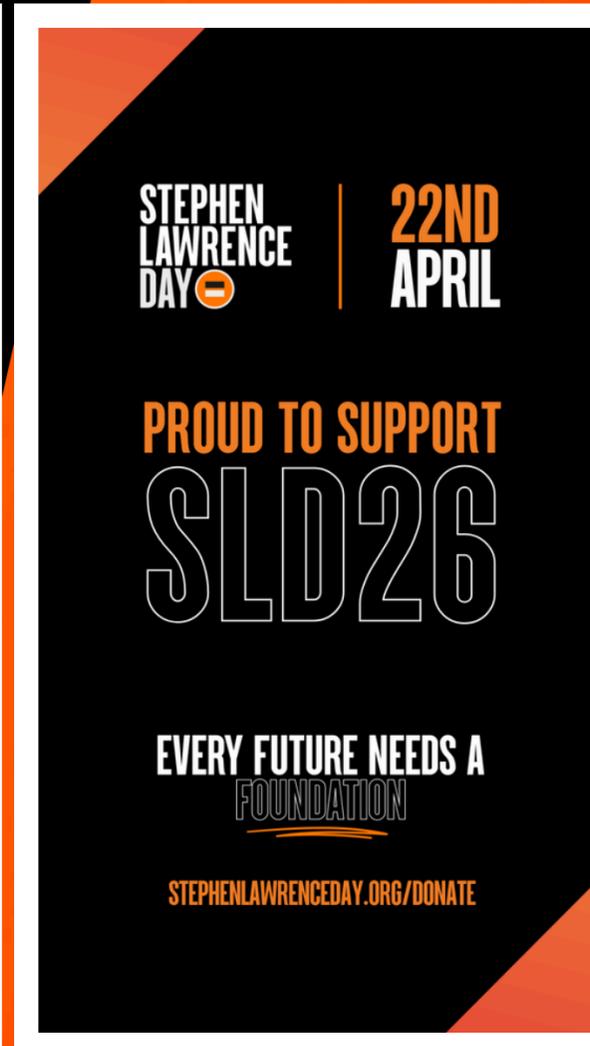
# IG & TIKTOK STORIES

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

You can:

- Share the campaign graphics
- Talk about why the day matters to you
- Encourage people to donate or get involved

Together we can reach more people and inspire action



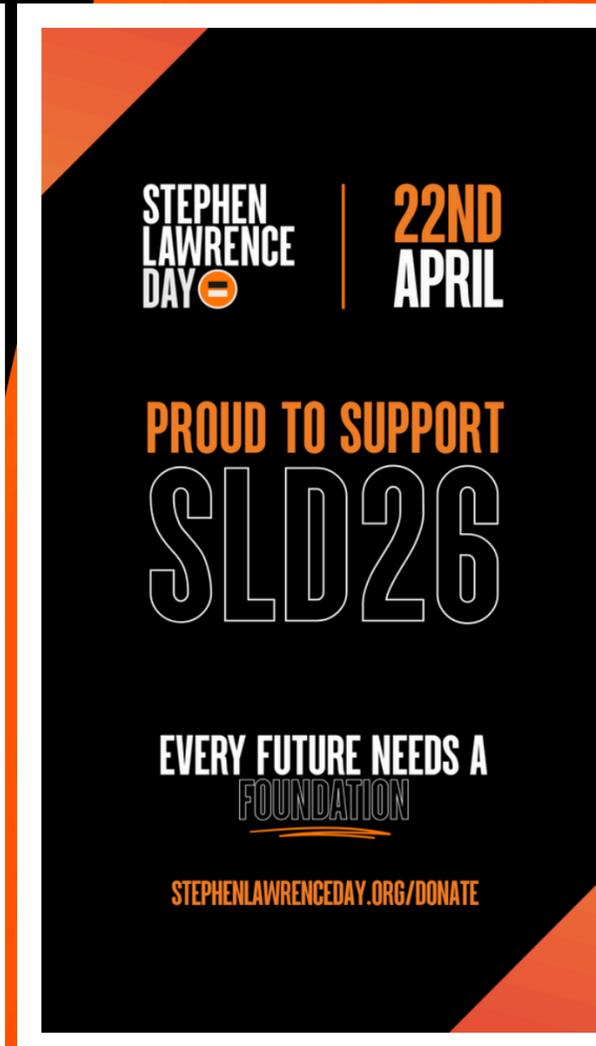
MAKE YOUR OWN

# IG & TIKTOK REELS

You can add these animations to your Reels, Stories, TikToks or video posts to help spread the message and raise awareness of the campaign.

Feel free to get creative! Combine them with your own footage, photos, or messages about why Stephen Lawrence Day matters to you or your organisation.

Every post helps amplify Stephen's legacy and support the message that Every Future Needs a Foundation.



ADD SLDF TO YOUR

# EMAIL SIGNATURE

Adding Stephen Lawrence Day to your email signature is a simple but powerful way to raise awareness across your organisation and network.

By including the campaign banner in your email signature, you help introduce Stephen's story and the work of the Foundation to colleagues, partners and new audiences.

Update your email signature during April and help encourage others to support Stephen Lawrence Day 2026.



# @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

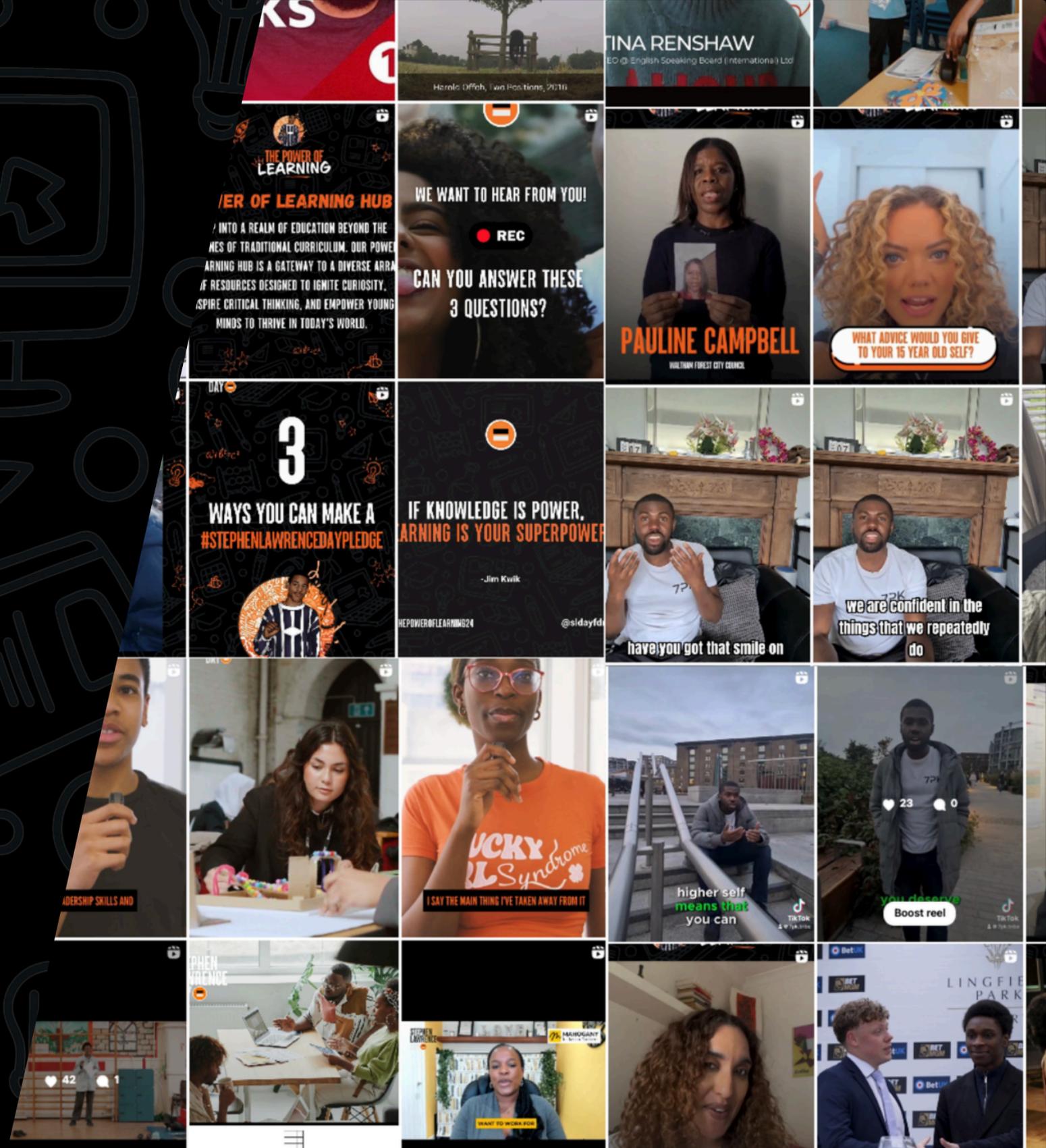
@sldayfdn

## 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:

#EveryFutureNeedsAFoundation #SLDF #SLD26 #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



# EVERY FUTURE NEEDS A FOUNDATION

[Download our Social Media Toolkit](#)

STEPHEN LAWRENCE DAY 2026



SCAN TO DONATE



STEPHEN  
LAWRENCE  
DAY 



Stephen Lawrence Day Foundation  
124 City Road  
London  
EC1V 2NX



[info@stephenlawrenceday.org.uk](mailto:info@stephenlawrenceday.org.uk)



[stephenlawrenceday.org](http://stephenlawrenceday.org)

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