



SOCIAL MEDIA 



**NATIONAL
FAITH & BLUE
WEEKEND**

TOOLKIT



**MOTOROLA SOLUTIONS
FOUNDATION**



FIRSTNET.
Built with AT&T

ABOUT THIS TOOLKIT

National Faith & Blue Weekend's (Faith & Blue) mission is to deepen engagement between law enforcement professionals and residents in order to transform communities. Social media is a powerful tool that can assist in this mission by sharing stories and experiences that encourage people to collaborate with law enforcement to build safer and stronger communities. The content in this toolkit was created to spread the inspiring message of Faith & Blue 2022.

This social media toolkit includes convenient resources designed to amplify the social media presence of and raise awareness about Faith & Blue. It contains sample social media posts, inspiration, and wording. This toolkit also provides guidance on utilizing advanced social media tools including Facebook Events, Twitter Spaces, and Instagram Reels.

MESSAGING GOALS AND RECOMMENDATIONS

Faith & Blue facilitates safer, stronger, and more unified communities by enabling partnerships between law enforcement professionals, residents, businesses, and community groups through the connections of local faith-based organizations.

The content and best practices outlined in this toolkit are intended to distribute messages of unity and collaboration. Together, we can strengthen the relationship between police and communities by promoting solutions-focused activities taking place all across the United States. Be creative and have fun!

JOIN THE COMMUNITY

@FaithandBlue social media channels promote awareness relative to building strong police-community relations. Followers receive inspiring stories, ideas, and valuable messaging, as well as concepts for your own content.

When making posts, please tag @FaithandBlue and use hashtags #FaithandBlue and #FaithandBlue2022 so the national office will be notified of your content, share it on official Faith & Blue channels, and engage with you!

DOWNLOAD FAITH & BLUE LOGOS:

www.faithandblue.org/logos

FOLLOW ON SOCIAL MEDIA:

 www.facebook.com/FaithandBlue

 www.twitter.com/FaithandBlue

 www.instagram.com/faithandblue

 www.tiktok.com/@faithandblue

UTILIZE FAITH & BLUE HASHTAGS:

#FaithandBlue

#FaithandBlue2022

LEARN MORE:

 www.faithandblue.org

 www.movementforward.org

INITIATE DISCUSSION ON TWITTER - SAMPLE POSTS

- Mark your calendar! October 7-10, 2022, is National #FaithandBlue Weekend.
- Join the [Organization] on October 7-10 for National #FaithandBlue Weekend. #FaithandBlue2022
- To find events in your area and learn more about National #FaithandBlue Weekend, visit: www.faithandblue.org.
- Today is the first day of National #FaithandBlue Weekend! Join the [Law Enforcement Organization] and [Faith-Based Organization] this weekend at [Time] at [Location] for [Event Title].
- [Organization] supports #FaithandBlue and efforts to strengthen community-police relations.

POST ON FACEBOOK

- When law enforcement professionals and community members relate as people with shared values, hopes, and aspirations, we can work together around our many commonalities instead of being divided by our differences. Join us on [date] for [Name of Event] as we celebrate #FaithandBlue in [Name of City/County/State].
- Strong communities are built on mutual respect, trust, and understanding. Law enforcement entities and faith-based groups are key pillars of a local community, and when we all work together, neighborhoods thrive. Join us on [date] for [Name of Event] as we celebrate #FaithandBlue in [Name of City/County/State].
- 65 million Americans attend weekly gatherings and services at over 350,000 faith-based organizations nationwide. Faith-based organizations are a powerful gateway to the hearts and minds of local communities. There is shared, mutual interest in realizing effective police-community engagement. Join us on [date] for [Name of Event] as we celebrate #FaithandBlue in [Name of City/County/State].

SOCIAL MEDIA CARDS

The following are cards that can be used to combine your logo and Faith & Blue campaign visuals to make compelling social media posts on Facebook, Twitter, and Instagram. These cards can be complimented by adding visuals, like photos and videos. Download and edit the templates at www.faithandblue.org/social-media-templates.



SAMPLE TEXT

National Faith & Blue Weekend 2022 is Friday, October 7–Monday, October 10! [Organization] invites you to join #FaithandBlue in your local community for a weekend of community–officer engagement activities as part of the nation’s largest annual community–policing event.

Strong communities are built on mutual respect and understanding. Law enforcement and faith institutions are key pillars of each community, and when they work together, neighborhoods thrive. @FaithandBlue #FaithandBlue2022

FACEBOOK COVER PHOTO

A Facebook cover photo is the background image on your Facebook page. Using a Faith & Blue cover photo will allow your followers and friends to learn about your participation in Faith & Blue! Download and edit the cover photo templates at www.faithandblue.org/social-media-templates.



FACEBOOK & INSTAGRAM STORY

Facebook and Instagram Stories are a great way to show your participation in Faith & Blue 2022. Stories last up to 24 hours and provide a quick and easy way to share information with your followers! Download and edit the story templates at www.faihandblue.org/social-media-templates.

ORGANIZATION NAME
AND OUR PARTNERS

PROUDLY PRESENT



**NATIONAL
FAITH & BLUE
WEEKEND
2022**

OCTOBER 7 - 10

YOUR
LOGO
HERE

Learn more and register at:
WWW.FAITHANDBLUE.ORG



FIRSTNET.
Built with AT&T



MOTOROLA SOLUTIONS
FOUNDATION



Join us!

YOUR
LOGO
HERE

FRIDAY, OCTOBER 7

11 AM - 2 PM | ADDRESS, CITY, STATE ZIP

FAITH & BLUE

EVENT TITLE

HOSTED BY
LAW ENFORCEMENT
ORGANIZATION
HOUSE OF WORSHIP



FAITH & BLUE

WWW.FAITHANDBLUE.ORG

National Faith & Blue Weekend is a collaborative effort to build bridges and break down biases.



MOTOROLA SOLUTIONS
FOUNDATION

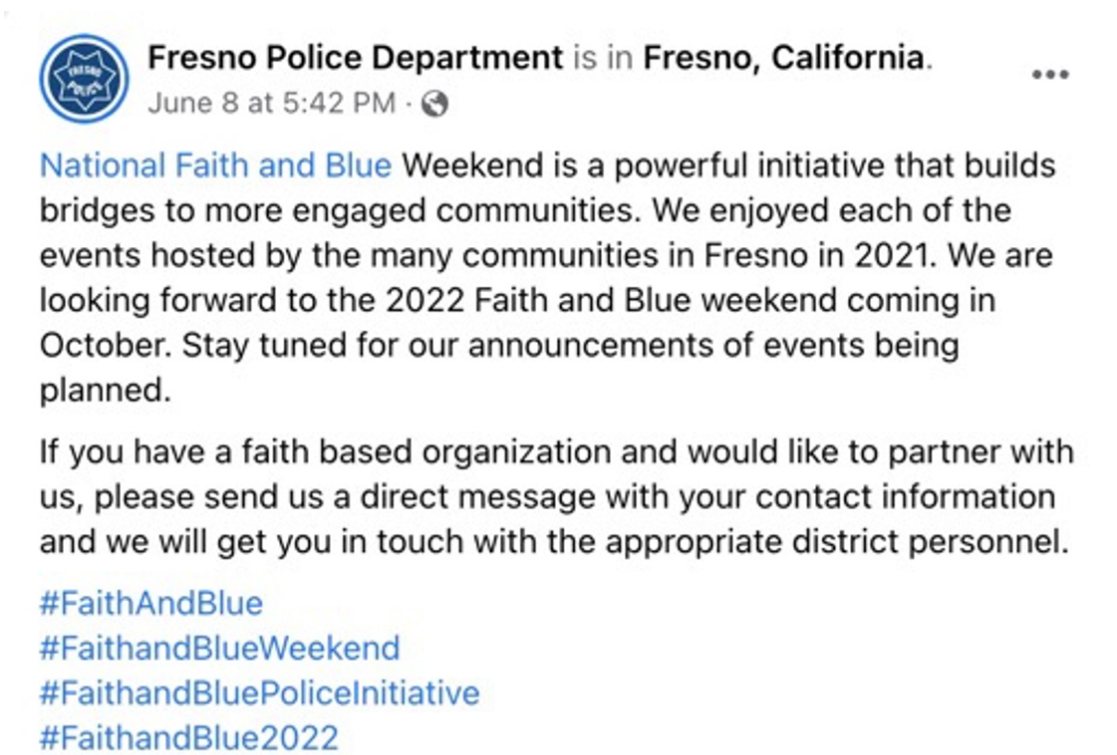


FIRSTNET.
Built with AT&T

SHARE A VIDEO ANNOUNCEMENT

It is important for members of the public to hear directly from leaders about Faith & Blue, why your organization is participating, and how they can get involved. Post a video announcing your participation and let your constituents know they can participate!

View sample video: Chief Paco Balderrama, Fresno Police Department, at www.facebook.com/watch/?v=339286018181857.



SHARE PHOTOS AND VIDEOS

Visual content is at the heart of great storytelling and communication. By sharing photos and videos you can emphasize the importance of unified, stronger, and safer communities that are building collaboratively with residents.



ADVANCED SOCIAL MEDIA TOOLS

The following are advanced tools to reach your audience before, during, and after Faith & Blue 2022. There are many additional tools available on each platform, so we encourage you to explore!

CREATE A FACEBOOK EVENT

Facebook Events allow you to create an online flyer with details about your event(s) and invite potential participants. To create a Facebook Event, select the Events tab in Facebook and click “Create a New Event.” View full instructions at www.facebook.com/help/116346471784004.

HOST A TWITTER SPACE

Twitter Spaces are an excellent way to host live community chats directly from the Twitter app. To host a Twitter Space, click and hold the Compose Tweet button until a microphone appears. Select the microphone, add your topic, and go live! View full instructions at help.twitter.com/en/using-twitter/spaces.

CREATE AN INSTAGRAM REEL

Instagram Reels are short-form videos. You can add music and effects, and your video will reach a wider audience! To create a Reel, open Instagram, swipe right on the Home page, and select “Reel” under the camera button.

CONNECT WITH US!



RJ James, Social Media, Creative Content, and Communications Lead

P: 404.605.7000 | rj.james@faithandblue.org

[f](#) [t](#) [i](#) [d](#) @faithandblue | www.faithandblue.org