



# Do Unto Others Content Calendar



Leading up to Election Day 2024, we invite you to join the campaign for kindness. Share the Do Unto Others campaign on social media, using the sample copy below and the hashtag #DoUntoOthers. This content is provided as a baseline to get you started, but feel free to build upon these posts with personalized content from your own community.

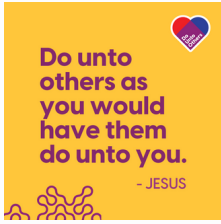



Tips for promoting Do Unto Others on social media:





- Download ready-made graphics, GIFs and videos to include with your posts - no special permission needed.
- Always include the #DoUntoOthers hashtag.
- Adapt messages as needed to align with your church or organization while staying true to the integrity of the message.

[Download Social Media Videos Here](#)

[Download Social Media Graphics Here](#)

WEEK	CAPTION	ASSET
1	Introducing Do Unto Others – a campaign for kindness that we are excited to bring to our community! This campaign is an invitation to consider how we want to be treated, and how we treat others, even those with whom we disagree. What’s possible when our community leans into kindness? Join us as we come together to find out! #DoUntoOthers	
2	How do you want to be treated? There’s a phrase, often referred to as The Golden Rule, that states: “Do unto others as you would have them do unto you.” It’s a call to treat others with the same kindness we would want to receive in return. Yet during election season, division and polarity often take center stage. We can choose a better way. Let’s cast a “vote” for kindness, one small act at a time. #DoUntoOthers	0:60 Campaign Video  <i>Download video and upload into each social channel. Do not post the video link.</i>
3	In a season filled with divisive political discourse, we're taking a stand for something different by campaigning for kindness. It's not about choosing sides – it's about choosing respect, understanding and love. Together, we can change the conversation. Will you join us? Let's #DoUntoOthers kindness, respect, compassion, and love.	

WEEK	CAPTION	ASSET
3	<p><i>*Optional extra week 3 post - faith-based*</i>            Jesus said, "Do unto others as you would have them do unto you." Commonly referred to as The Golden Rule, it is found in most major world religions, yet it's easier said than done. We see division in our relationships, neighborhoods and even our churches. Is there middle ground? Can we go beyond agreeing to disagree? Jesus gave us a better way. Together, let's #DoUntoOthers</p>	
4	<p>It can be difficult to find meaningful conversation with those who believe differently than us. How do you try to engage with kindness and treat others well in your daily life – even when you don't see eye-to-eye? #DoUntoOthers</p>	 <p><b>*gif video</b></p>
5	<p>Kindness. Respect. Compassion. Love. We all choose different words to describe how we want to be treated. What's your word? Comment below and let us know why you chose it! #DoUntoOthers</p>	
6	<p>When division feels all too common during election season, we can choose a better way. Choosing kindness isn't about avoiding our differences, but navigating them with respect and compassion. Let's take a stand for kindness, one small act at a time. Has someone shown you kindness lately? We'd love to hear what they did and how it impacted you. #DoUntoOthers</p>	<p>0:30 Campaign Video</p> <p><i>Download video and upload into each social channel. Do not post the video link.</i></p>
7	<p>What if we chose kindness over conflict?            When our relationships reflect kindness:            We can move from political division to common ground.            We can disagree and still be friends and neighbors.            We can build bridges instead of walls.</p> <p>Kindness can do that. WE can do that. Let's #DoUntoOthers</p>	

WEEK	CAPTION	ASSET
8	<p>When was the last time you paused to consider the impact of treating others with kindness? Or the impact you've felt when someone has done so for you? These moments might seem fleeting, but their effects echo. When we choose kindness, especially during moments we might disagree with another person, we contribute to a chain reaction of positivity. That ripple effect has the power to uplift not only individuals, but entire communities. How have you felt the positive impact of kindness? #DoUntoOthers</p>	
9	<p>What if we chose respect rather than rivalry? Respect recognizes the worth, dignity and humanity in each other, even in our differences. It's a decision to elevate understanding above disagreement; to bridge gaps rather than widen them. It is then that we can see diversity of thought as a strength, and that every individual brings something valuable to the table. #DoUntoOthers</p>	
10	<p>Kindness. Respect. Compassion. Love. How do you want to be treated – and how do you treat others in return? It's important to pause and consider these questions, especially during times when it seems division is the default. Let's listen and learn from one another this election season. Have you ever had a conversation with someone where you fundamentally disagreed, but still showed kindness and respect? Share your experience in the comments! #DoUntoOthers</p>	
11	<p>What if we chose compassion over contention? Compassion involves heartfelt connection, showing sensitivity to the experiences of others through understanding and empathy. It's the thread that weaves through our differences, connecting us on a human level. If we can't see eye-to-eye, maybe we can try heart-to-heart. #DoUntoOthers</p>	
12	<p>A vote for kindness has the power to influence even more than an election. It strengthens relationships, neighborhoods and communities. It helps us find common ground instead of taking sides. It allows us to disagree and remain friends. This election season, let's take a stand for kindness. #DoUntoOthers</p>	<p>O:15 Campaign Video</p> <p>Download video and upload into each social channel. Do not post the video link.</p>