

Influencer Kit: Love One Another Campaign

Thank you for your interest in using your platform to campaign for kindness this election season! We've simplified this process by outlining key actions you can take on your social media pages to help spread the message. You can choose your involvement level and pick the pieces that work well for you.

Campaign Overview

Love One Another is a campaign to help close the kindness and justice gap in our country. It's an invitation to consider how we want to be treated and how we treat others, including those with whom we disagree.

Campaign Timeline

The campaign will launch on social media on August 30 and continue through the November election.

Influencer Ask

We've witnessed the impact that influential people like you can have in inspiring action and shaping conversations. We believe we can promote the issues we care about while still being kind, and would love your help amplifying that message this election season.

Here are some ways you can add your voice to the campaign:

Share your word: *See. Give. Share. Reform.* We all choose different words to describe how we treat others — and how we want to be treated in return. What's your word?

Share on social: beginning on August 30, you're welcome to post your own content promoting the campaign for kindness, or re-share any content from our channels, linked here: [Instagram](#) [Facebook](#) [X](#)

RESOURCES:

- How to successfully share the love: [social media guide](#) (linked!)
- [Social graphics](#) are available to download **on the website** to share
- Here is a [content calendar](#) (linked!) for captions/posting guidance!

More information and resources: campaignforkindness.com #LoveOneAnother

Add your voice to the campaign: we would love for you to share directly from your own channels to promote the campaign. In whatever way you prefer to share (posts, stories, or videos), we'd love for you to:

- Introduce your audience to the Love One Another campaign and its message of promoting kindness, respect and unity.
- Share how you connect to the campaign and why the message resonates with you.
- Encourage your friends and followers to join the movement by sharing their own acts of kindness and using the campaign hashtag.

[There are helpful ways to do this in the social media guide \(linked above\)!](#)