



**FAITH & BLUE**  
**BUILDING**  
**BRIDGING**  
**2023**

**SOCIAL MEDIA**  
**TOOLKIT**



**FOR NATIONAL FAITH & BLUE WEEKEND**



**MOTOROLA SOLUTIONS**  
**FOUNDATION**

**WRAP**

    @faithandblue • #FaithandBlue • #FaithandBlue2023

# ABOUT THIS TOOLKIT

National Faith and Blue Weekend’s mission is to deepen engagement between law enforcement officers and residents to transform communities. Social media is a powerful tool that can help accomplish this mission by sharing stories and experiences that inspire people to work together with law enforcement to build safer and stronger communities. We hope that you will take advantage of the media content in this toolkit and use your social media channels to spread the unifying message of Faith & Blue.

This social media toolkit contains information and resources to amplify your social media presence and raise awareness about National Faith and Blue Weekend. It contains sample social media posts, inspiration, and sample wording that you can use directly in your posts. This toolkit also contains advanced social media tools you can take advantage of, such as Facebook Events, Twitter Spaces, and Instagram Reels.

# MESSAGING GOALS AND RECOMMENDATIONS

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

Please use the items in this toolkit to communicate messages of unity and collaboration. With your help, we can create a more positive relationship between police and communities by highlighting solutions-focused activities taking place all across the United States this year. Be creative and have fun!

# JOIN THE COMMUNITY

@FaithandBlue social media channels aim to raise awareness around the importance of building strong police-community relations through power of faith-based communities. By following, you make sure to receive all updates as well as inspiration for your own content.

Tag @FaithandBlue and use hashtags #FaithandBlue and #FaithandBlue2023 in your social media content so we can instantly be notified of your post and engage with you!

## DOWNLOAD THE FAITH & BLUE LOGOS:

[www.faithandblue.org/logos](http://www.faithandblue.org/logos)

## FOLLOW ON SOCIAL MEDIA:

 [www.facebook.com/FaithandBlue](http://www.facebook.com/FaithandBlue)

 [www.twitter.com/FaithandBlue](http://www.twitter.com/FaithandBlue)

 [www.instagram.com/faithandblue](http://www.instagram.com/faithandblue)

 [www.tiktok.com/@faithandblue](http://www.tiktok.com/@faithandblue)

## FOLLOW FAITH & BLUE HASHTAGS:

#FaithandBlue

#FaithandBlue2023

## LEARN MORE:

 [www.linkedin.com/company/movement-forward-inc](http://www.linkedin.com/company/movement-forward-inc)

 [www.faithandblue.org](http://www.faithandblue.org)

# START THE DISCUSSION ON TWITTER

- Mark your calendar! October 6–9, 2023 is National #FaithandBlue Weekend
- Join the [Organization] October 6–9 for National #FaithandBlue Weekend. #FaithandBlue2022
- To find events in your area and learn more about National #FaithandBlue Weekend, visit: [www.faithandblue.org](http://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] [Location] for [Event Title]
- [Organization] supports #FaithandBlue and efforts to strengthen community-police relations for safer and stronger communities.

# POST ON FACEBOOK

- When law enforcement professionals and community members can relate as ordinary people with shared values, hopes, and dreams, we can find ways to 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]
- 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]
- 65 million Americans attend weekly gatherings and services at over 350,000 houses of worship nationwide. Houses of worship are a powerful gateway to the hearts and minds of local communities. There is shared, mutual interests in realizing effective police-community engagement. Join us on [date] for [Name of Event] as we celebrate #FaithandBlue in [Name of City]

# SOCIAL MEDIA CARDS

Use your logo and our 2023 campaign visuals to make your social media posts on Facebook, Twitter, and Instagram. Stand out by adding visuals, like photos and videos to your posts. Download and edit the templates at [www.faithandblue.org/social-media-templates](http://www.faithandblue.org/social-media-templates).



National Faith and Blue Weekend 2023 is Friday, October 6 – Monday, October 9! [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 collaborative policing initiative.

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

Your Facebook cover photo is the background image on your Facebook page. This will allow your followers and friends to see your flyer when they visit your page! Download and edit the templates at [www.faithandblue.org/social-media-templates](http://www.faithandblue.org/social-media-templates).



# FACEBOOK & INSTAGRAM STORY

Facebook and Instagram Stories are a great way to show your support for Faith & Blue. Stories last for up to 24 hours and provide a quick and easy way to share information with your followers! Download and edit the templates at [www.faithandblue.org/social-media-templates](http://www.faithandblue.org/social-media-templates).

ORGANIZATION NAME  
AND OUR PARTNERS

**PROUDLY PRESENT**



**NATIONAL  
FAITH & BLUE  
WEEKEND  
2023**

**OCTOBER 6 - 9**

YOUR  
LOGO  
HERE

Learn more and register at:  
[WWW.FAITHANDBLUE.ORG](http://WWW.FAITHANDBLUE.ORG)



Join us!

YOUR  
LOGO  
HERE

**FRIDAY, OCTOBER 6**

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](http://WWW.FAITHANDBLUE.ORG)

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



# SHARE A VIDEO ANNOUNCEMENT

Let your followers more about Faith & Blue, why you are participating, and how they can get involved. Post a video announcing your participation and let them know how they can join you!

View sample video—Chief Paco Balderrama, Fresno Police Department at [www.facebook.com/watch/?v=339286018181857](https://www.facebook.com/watch/?v=339286018181857).



**Fresno Police Department** is in Fresno, California.

June 8 at 5:42 PM · 🌐

National Faith and Blue Weekend is a powerful initiative that builds bridges to more engaged communities. We enjoyed each of the events hosted by the many communities in Fresno in 2021. We are looking forward to the 2022 Faith and Blue weekend coming in October. Stay tuned for our announcements of events being planned.

If you have a faith based organization and would like to partner with us, please send us a direct message with your contact information and we will get you in touch with the appropriate district personnel.

#FaithAndBlue

#FaithandBlueWeekend

#FaithandBluePoliceInitiative

#FaithandBlue2022



# SHARE PHOTOS AND VIDEOS

Facebook and Instagram Stories are a great way to show your support for Faith & Blue. Stories last for up to 24 hours and provide a quick and easy way to share information with your followers! Download and edit the templates at [faithandblue.org/social-media-templates](http://faithandblue.org/social-media-templates)





# ADVANCED SOCIAL MEDIA TOOLS

Here are a few advanced tools you can use to reach your audience before, during, and after Faith & Blue Weekend. There are many more 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 for your event so you can invite your friends on Facebook. To create a Facebook Event, select the Events tab in Facebook and press “Create a New Event”. View full instructions at [www.facebook.com/help/116346471784004](https://www.facebook.com/help/116346471784004).

## HOST A TWITTER SPACE

Twitter Spaces are a great way to host live community chats directly from the Twitter app. To host a Twitter Space, press 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](https://help.twitter.com/en/using-twitter/spaces).

## CREATE AN INSTAGRAM REEL

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

## WE’RE HERE TO HELP. CONNECT WITH US!



P: 404.605.7000 | [info@faithandblue.org](mailto:info@faithandblue.org)

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