



Love Has No Labels Corporate Partner Social Posts October – December 2022

Outlined below are key moments for your brand to promote the *Love Has No Labels* message in Q4 2022. We've included both suggested social copy and assets for you to share across your social channels. If you need additional assets or have any questions or concerns, please don't hesitate to reach out.

Key moments

- National Disability Employment Awareness Month (October)
- LGBTQ+ History Month (October)
- National Native American Heritage Month (November)
- Election Day (November 8)
- Veterans Day (November 11)
- Transgender Day of Remembrance (November 20)
- Thanksgiving (November 24)
- Giving Tuesday (November 29)
- Year-end holiday season (December 1)
- International Day of Disabled Persons (December 3)
- International Human Rights Day (December 10)

Please tag the *Love Has No Labels* accounts and/or use the hashtag #LoveHasNoLabels whenever possible.

- Facebook: [@LoveHasNoL](#)
- Instagram: [@lovehasno](#)
- Twitter: [@LoveHasNo](#)
- GIPHY: <https://giphy.com/lovehasnolabels>
- LinkedIn: #LoveHasNoLabels

October

National Disability Employment Awareness Month – October (We recommend posting at the beginning of October, but any day is fine)

- **Asset:** Stats graphic ([link here](#))
<https://www.dol.gov/agencies/odep/initiatives/ndeam/employers>
- **Copy:** Everyone deserves to feel like they belong in the workplace. That's why this National Disability Employment Awareness Month [partner name] along with our partner @LoveHasNoL encourage us all to learn how we can help advance inclusion for our colleagues and employees with disabilities: <https://www.dol.gov/agencies/odep/initiatives/ndeam/employers>. #LoveHasNoLabels
- **Recommended Channels:** Facebook, Twitter and LinkedIn

LGBTQ+ History Month – October (We recommend posting at the beginning of October, but any day is fine)

Option 1



- **Asset:** State Representative Mauree Turner ([link here](#))
- **Copy:** Mauree Turner is the first openly nonbinary U.S. state lawmaker and the first Muslim member of the Oklahoma Legislature. This LGBTQ+ History Month, honor all those who are making history and paving the way in the fight against bigotry and prejudice. #LoveHasNoLabels
- **Recommended Channels:** Facebook, Twitter and Instagram

Option 2

- **Asset:** Barbara Poma #LoveLivesOn PSA ([link here](#))
- **Copy:** Love is powerful, and lives on when we take action in support of LGTBQ+ equality. This LGBTQ+ History Month, learn how you can take action by visiting <https://lovehasnolabels.com/act/sexual-orientation>. #LoveHasNoLabels
- **Recommended Channels:** Facebook, Twitter and Instagram

Option 3

- **Asset:** Inclusion tip ([link here](#))
Guide to Pride ([link here](#))
- **Copy:** This LGBTQ+ History Month, we at [\[insert partner name\]](#), along with our partner @LoveHasNoL encourage us all to take actions that create spaces where our LGBTQ+ friends, colleagues, family members and neighbors can show up as their true self every day. #LoveHasNoLabels
- **Recommended Channels:** Facebook, Twitter, Instagram and LinkedIn

For more LGBTQ+-centered assets that can be used internally or externally, please visit the Love Has No Labels digital toolkit (<https://lovehasnolabels.com/partner-toolkit>) to check out the assets developed for Pride month 2022, including an interactive JeBBit quiz, backgrounds for video calls, a Guide to Pride, and GIFs and stickers developed by LGBTQ+ designers.

November

National Native American Heritage Month

Note: In addition to the copy below, Love Has No Labels intends to have additional assets (such as a JeBBit quiz) for this month as well which will be ready in October.

- **Asset Options:**
 - Native American influencer, Shina Novalinga quote graphic ([link here](#))
 - Inclusion Tip graphic ([link here](#))
 - The U.S. National Archives site offers educational resources and online exhibits for the general public to learn more about the history of Native Americans in this country: <https://www.archives.gov/news/topics/native-american-heritage-month>
- **Copy:** Native American People are essential to our past, present and future. This Native American Heritage Month, join [partner name] and our partner @LoveHasNoL as we celebrate their rich culture and history. Check out the resources from the U.S. National Archives: <https://www.archives.gov/news/topics/native-american-heritage-month> to learn more.
- **Recommended Channels:** Facebook, Twitter, Instagram and LinkedIn

Election Day – November 8 (We recommend posting at the end of October or on November 1, but any day before November 8 is fine)



- **Asset:** (The Ad Council Research Institute will have some graphics in the weeks ahead, emerging from a new study showing to how to engage young voters during the midterm elections. Please let us know if you are interested in these stats and report)
- **Copy:** Your vote matters! Whether on a national or local level, each election day, voting on issues important to you ensures the elected officials are aligned with your vision. This election day, make your voice heard and learn about the candidates running for office in your community: <https://www.vote411.org/ballot>
- **Recommended Channels:** Facebook, Twitter and IG Stories

Transgender Day of Remembrance – November 20

- **Asset Options:**
 - Stat graphic ([link here](#))
- **Copy:** We all have a role in actively fostering inclusive communities for our transgender colleagues. This Transgender Day of Remembrance, a day to commemorate the trans lives lost due to anti-trans bigotry and violence, **[insert partner name]**, encourages everyone is continue the fight for equality for all. To Learn more visit <https://lovehasnolabels.com/act/gender-identity/transgender-community> #LoveHasNoLabels
- **Recommended Channels:** Facebook, Twitter, Instagram and LinkedIn

Thanksgiving – November 24

Option 1

In the week leading up to Thanksgiving, use the following post to educate the public on how to incorporate Native perspectives into Thanksgiving

- **Asset:** Inclusion Tip ([link here](#))
- **Copy:** As the nation prepares for the Thanksgiving holiday this week, we want to remind you all that not everyone looks at this holiday the same way. Learn how to incorporate Native American perspectives into this year’s Thanksgiving celebrations by visiting <https://americanindian.si.edu/nk360/informational/rethinking-thanksgiving>
- **Recommended Channels:** Facebook, Twitter and Instagram

Option 2

- **Asset:** GIF or photo carousel featuring your diverse employees celebrating Thanksgiving using the *Love Has No Labels* photo frame ([link here](#))
- **Copy:** Celebrating the diverse cultures and traditions of this nation is what makes America shine. Check out how our employees at **[partner name]** celebrated #Thanksgiving this year! #LoveHasNoLabels
- **Recommended Channels:** Facebook, Twitter, Instagram and LinkedIn

Giving Tuesday– November 29

- **Asset:** Giving Tuesday organization Social Press Kit ([Here](#))
- **Copy:** Every act of love helps. This Giving Tuesday **[partner name]** wants to remind you that everyone has something valuable to give. Learn how various organizations give back to



communities fighting for justice, acceptance and equality by visiting <https://lovehasnolabels.com/support/racial-ethnic-groups> #LoveHasNoLabels

- **Recommended Channels:** Facebook, Twitter, Instagram and LinkedIn

December

Winter Holidays – December 1 (We recommend posting at the end of December, but any day is fine)

- **Asset:** Winter holiday inclusion tip graphics ([link here](#))
- **Copy:** We at [partner name] understand that not everyone’s winter holiday traditions look the same. As you celebrate with loved ones this holiday season, keep this inclusion tip in mind and consider how you can respect and honor other traditions beyond your own. #LoveHasNoLabels
- **Recommended Channels:** Facebook, Twitter and Instagram

International Day of Disabled Persons – December 3

- **Asset:** Happy International Day of Disabled Persons graphic ([link here](#))
- **Copy:** At [insert partner name], we’re proud to celebrate #InternationalDayofDisabledPersons with our partners @LoveHasNoL, today and every day as we continue to advocate for diverse skills, experiences, perspectives and representation across our employees. #LoveHasNoLabels
- **Recommended Channels:** Facebook, Twitter, Instagram and LinkedIn

International Human Rights Day – December 10

- **Asset:** Kelly Marie Tran quote graphic: ([link here](#))
Maddy Park #LoveLivesOn video ([link here](#))
- **Copy:** Human rights are universal, empowering us all to live our lives to the fullest. This #InternationalHumanRightsDay, remember to take a moment to reflect and learn how you can continue the fight for equality. #LoveHasNoLabels
- **Recommended Channels:** Facebook, Twitter and Instagram