

ISLAMOPHOBIA
AWARENESS MONTH

Social Media Tips



Make it personal

Share why this event/campaign is important to you personally and how it contributes to Islamophobia being eradicated. Do this after the event/campaign finishes too.

Hashtag and location tagging

Make sure you join the conversation and get Islamophobia Awareness Month trending by using the annual hashtag #IAM2021 and the theme #TimeforChange. Tag or # where the event is to get local traction too.

Add some media

Social media posts that include media (particularly with life) perform far better than those without. Short videos are the way forward.

Double-check your captions

Facebook and Instagram have an edit button, Twitter does not. Regardless of which platform you use, always proof-read and ensure there aren't any mistakes.

Start a conversation

Get your community engaged by asking a question poll or message your friends with the question "Do you think it's #TimetoChange the current state of Islamophobia?"



@IslamophobiaAM



visit www.islamophobia-awareness.org for more