

LESBIAN

GAY

BISEXUAL

TRANS

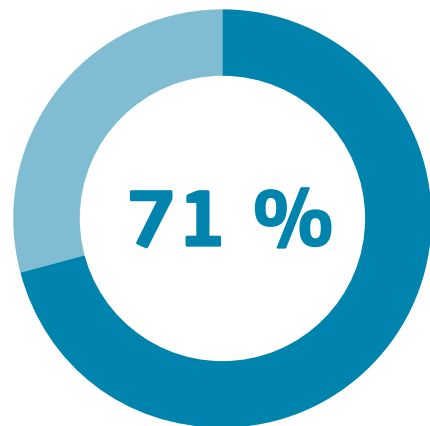
INTERSEX

STRAIGHT

SOCIAL MEDIA TOOLKIT

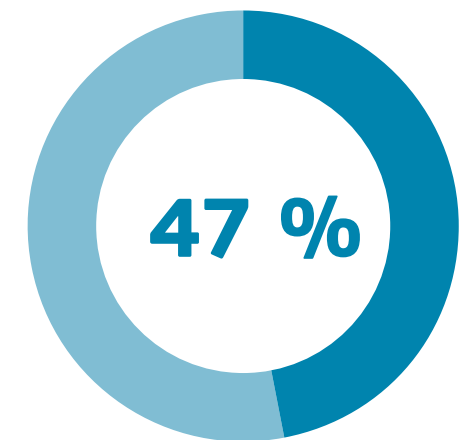
#EU4LGBTI

Advancing LGBTI equality in the European Union



71% of Europeans believe that Lesbian Gay Bisexual Transgender and Intersex (LGBTI) people should have the same rights as heterosexual people (Eurobarometer survey). Nevertheless, 47% of LGBTI people reported that they had been discriminated against or harassed in the year preceding a survey carried out by the European Fundamental Rights Agency.

Discrimination has no place in our society. The European Commission fights discrimination against LGBTI people with legal and policy measures. By supporting awareness-raising activities the Commission is showing there is no place for hate and prejudice and is working for the inclusion of LGBTI people in society as equals.





This social media toolkit for EC Representations and stakeholders is designed to support awareness-raising activities across the EU. It is part of the Commission's 'List of actions by the Commission to advance LGBTI equality', adopted in December 2015.

Objective of this social media toolkit:

- Provide resources that you as a stakeholder can use to combat discrimination and increase the social acceptance of LGBTI people
- Promote positive messages about LGBTI equality and increase the number of 'straight allies' and multipliers in the promotion of LGBTI equality in the EU.



The videos and social media posts included in this toolkit can be used throughout the year and in conjunction with your events, but they may well have more traction on social media on specific dates relevant for the LGBTI community.

- 1 March, Zero Discrimination Day
- 26 April, Lesbian Visibility Day
- 17 May, IDAHOT, International Day Against Homophobia, Transphobia and Biphobia.
- 23 September, Celebrate Bisexuality Day
- 11 October, National Coming Out Day
- 26 October, Intersex Awareness Day
- 20 November, Transgender Day of Remembrance

And your country's National Pride Day.



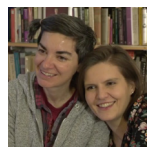
Four ways to fight discrimination & favour acceptance

1. Share our videos on social media
2. Publish on social media
3. Host events and promote them on social media
4. Follow us on social media

Share our videos

1

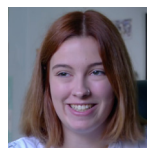
Share our video testimonials that bear witness to the difficulties and triumphs of LGBTI people across the EU. They can be used on social media throughout the year and in conjunction with your events, but they may well have more traction on the dates highlighted below.



Ewa, Krystyna and Suzanne on the challenges facing lesbians in society

<https://europa.eu/!By69Bq>

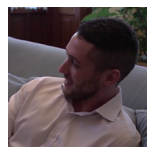
- Publication date:
26 April, Lesbian Visibility Day
17 May, IDAHOT Day
National Pride Day



Sasi and Oliver on what it means to be bisexual today

<http://europa.eu/!nY74pC>

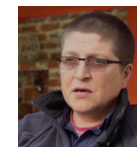
- Publication date:
23 September, Celebrate Bisexuality Day
17 May, IDAHOT Day
National Pride Day



Andrea on his coming out

<https://europa.eu/!fT63HK>

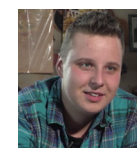
- Publication date:
11 October, National Coming Out Day
17 May, IDAHOT Day
National Pride Day



Monika and Pol, activists for intersex equality

<https://europa.eu/!DU38QC>

- Publication date:
26 October, Intersex Awareness Day
17 May, IDAHOT Day
National Pride Day



The story of Tovaldas, a trans person

<http://europa.eu/!ug84Qw>

- Publication date:
20 November, Transgender Day of Remembrance
17 May, IDAHOT Day
National Pride Day

Publish on social media

2

We have prepared some ready-made posts for you to publish on your social media accounts. Feel free to use them.

Please use the [#EU4LGBTI](#) and [#EUandME](#) hashtags.



Suggested Tweets

The images provided in this toolkit must only be used to illustrate the posts provided. Please indicate copyrights. Editorial use only.

Image



Copy

Stand up to hate, stand up for equality. Equality for #LGBTI people in the EU. #IDAHOT #EU4LGBTI #EUandMe www.ec.europa.eu/lgbti

Publication date

17 May, International Day Against Homophobia, Transphobia & Biphobia

National Pride Day in your country

We recommend that you use a picture of the rainbow flag raised at the Representation or a picture of your team with the rainbow flag. This is intended to be an expression of solidarity between you and the LGBTI community.

Image



Copy

Check out the story of Sasi and Oliver on #bisexual equality. Be a bi ally on Celebrate Bisexuality Day. <https://bit.ly/2HWRw8p> #BiVisibility #BiPride #EU4LGBTI #EUandMe www.ec.europa.eu/lgbti

Publication date

23 September, Celebrate Bisexuality Day

17 May, International Day Against Homophobia, Transphobia & Biphobia

National Pride Day in your country

Image



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#LGBTI people should always feel safe to come out. See the difference family, friends and colleagues make in Andrea's, story <https://bit.ly/2r1eCmp>. Promote equality, stand up to prejudice. Be an ally. #NationalComingOutDay #EU4LGBTI #EUandMe www.ec.europa.eu/lgbti

Publication date

11 October, National Coming Out Day

17 May, International Day Against Homophobia, Transphobia & Biphobia

National Pride Day in your country

Suggested Tweets

Image



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This is Pol's story <https://bit.ly/2qZgWds>, it shouldn't be anyone's reality. Help us put an end to inequality and prejudice on #IntersexAwarenessDay. Stand up for #LGBTI equality. #EU4LGBTI #EUandMe www.ec.europa.eu/lgbti

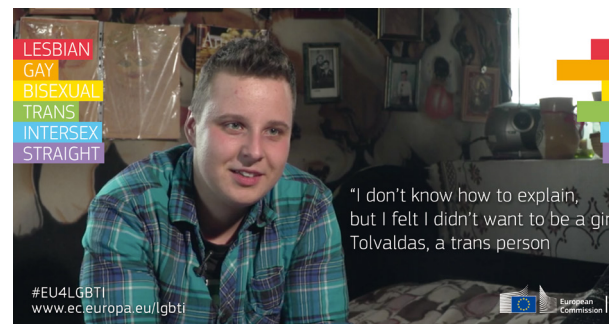
Publication date

26 October, Intersex Awareness Day

17 May, International Day Against Homophobia, Transphobia & Biphobia

National Pride Day in your country

Image



Copy

Tolvaldas had to fight to be who he wanted to be, check out his story <https://bit.ly/2qWOPMS>. Let's make it easier for people to be who they are. Stand up for #LGBTI equality on #TransgenderRemembranceDay #EU4LGBTI #EUandMe www.ec.europa.eu/lgbti

Publication date

20 November, Transgender Remembrance Day

17 May, International Day Against Homophobia, Transphobia & Biphobia

National Pride Day in your country

Image



Copy

Meet Suzi, Krystyna and their daughter Ewa. <https://bit.ly/2qWOPMS>. Celebrate diversity on #LesbianVisibilityDay. Help break down the barriers to equality. #EU4LGBTI #EUandMe www.ec.europa.eu/lgbti

Publication date

26 April, Lesbian Visibility Day

17 May, International Day Against Homophobia, Transphobia & Biphobia

National Pride Day in your country

Suggested Tweets

Image



Copy

Celebrating difference, standing up to intolerance with [#Nationalhashtag](#) @NationalPride handle 2018 #EU4LGBTI #EUandMe www.ec.europa.eu/lgbti

Publication date

Pride date in your country
Use the hashtag for your national Pride event.

Image



Copy

Love shouldn't lead to fear. Stand up to prejudice on the International Day Against Homophobia, Transphobia & Biphobia #IDAHOT #EU4LGBTI #EUandMe www.ec.europa.eu/lgbti

Publication date

17 May, International Day Against Homophobia, Transphobia & Biphobia
National Pride Day in your country

Image



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Yet discrimination is still a fact of life for many #LGBTI people. Stand up for equality, face down prejudice. #EU4LGBTI #EUandMe www.ec.europa.eu/lgbti

Publication date

17 May, International Day Against Homophobia, Transphobia & Biphobia
National Pride Day in your country

Suggested Tweets

Image



Copy

Half of #LGBTI people avoid public places & transport because they are afraid of being harassed, threatened or attacked. This is not what freedom looks like. Stand up for equality with #EU4LGBTI. #EUandMe #IDAHOT
www.ec.europa.eu/lgbti

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www.ec.europa.eu/lgbti

Publication date

17 May, International Day Against Homophobia, Transphobia & Biphobia

National Pride Day in your country

Suggested Facebook posts

Image



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Join us! Raise the rainbow flag to show support for LGBTI equality and human rights on International Day Against Homophobia, Transphobia & Biphobia. Stand up to hate, stand up for equality! #EU4LGBTI #EUandMe www.ec.europa.eu/lgbti

Publication date

17 May, International Day Against Homophobia, Transphobia & Biphobia

National Pride Day in your country

We recommend that you use a picture of the rainbow flag raised at the Representation or a picture of your team with the rainbow flag. This is intended to be an expression of solidarity between you and the LGBTI community.

Image



Copy

Meet Sasi, she's not part gay and part straight, she's bisexual. Bisexuality is often misunderstood. Become a bi ally on Celebrate Bisexuality Day. Help fight prejudice! #EU4LGBTI #EUandMe www.ec.europa.eu/lgbti

Publication date

23 September, Celebrate Bisexuality Day

17 May, International Day Against Homophobia, Transphobia & Biphobia

National Pride Day in your country

Image



Copy

Today is National Coming Out Day. LGBTI people should always feel safe to come out. Help make coming out less daunting for people like Andrea. Promote equality, stand up to prejudice! #EU4LGBTI www.ec.europa.eu/lgbti

Publication date

11 October, National Coming Out Day

17 May, International Day Against Homophobia, Transphobia & Biphobia

National Pride Day in your country

Suggested Facebook posts

Image



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Not everyone fits the exact labels of male and female. This is Pol's story. On Intersex Awareness Day, work with us to make sure everyone can be who they are. #EULGBTI www.ec.europa.eu/lgbti

Publication date

26 October, Intersex Awareness Day

17 May, International Day Against Homophobia, Transphobia & Biphobia

National Pride Day in your country

Image



Copy

As a young transgender person Tovaldas had to fight to be who he is. Let's make it easier for people to be who they are. Stand up for LGBTI equality on Transgender Remembrance Day #EU4LGBTI www.ec.europa.eu/lgbti

Publication date

20 November, Transgender Remembrance Day

17 May, International Day Against Homophobia, Transphobia & Biphobia

National Pride Day in your country

Image



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Meet Suzi, Krystyna and their daughter Ewa. They talk about what it means to be a non-heterosexual family in today's society. Lesbians often face multiple forms of discrimination, based on a combination of their gender and their sexual orientation. Celebrate diversity on #LesbianVisibilityDay and help break down the barriers to equality. #EU4LGBTI www.ec.europa.eu/lgbti

Publication date

26 April, Lesbian Visibility Day

17 May, International Day Against Homophobia, Transphobia & Biphobia

National Pride Day in your country

**ALL DIFFERENT
ALL EQUAL**
#EU4LGBTI

Suggested Facebook posts

Image



Copy

The EU stands against discrimination. The EU stands for diversity. Help us achieve equality for LGBTI people. #EU4LGBTI #EUandMe www.ec.europa.eu/lgbti

Publication date

17 May, International Day Against Homophobia, Transphobia & Biphobia

National Pride Day in your country

Image



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Publication date

17 May, International Day Against Homophobia, Transphobia & Biphobia

National Pride Day in your country

Image



Copy

Combat hate and fight inequality, together. Join us in building alliances for solidarity on International Day Against Homophobia, Transphobia & Biphobia. #EU4LGBTI www.ec.europa.eu/lgbti

Publication date

17 May, International Day Against Homophobia, Transphobia & Biphobia

Suggested Facebook posts

Image



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Feeling at home means being able to be yourself. Help make everyone feel at home in our towns, cities and villages. Use [#nationalpridehashtag](#) to advance LGBTI equality during [Country Pride](#). #EU4LGBTI www.ec.europa.eu/lgbti

Publication date

Pride date in your country

Use the hashtag for pride in your country and replace the word 'Country' by your country

Image



Copy

The freedom to be who you are no matter where you live. This basic right is not yet a reality for everyone in the EU. Stand up to discrimination and fight for equality #EU4LGBTI www.ec.europa.eu/lgbti

Publication date

17 May, International Day Against Homophobia, Transphobia & Biphobia

National Pride Day in your country

Host events and promote them on social media

3

Invite stakeholders and partners to events to discuss LGBTI equality in the EU and raise awareness of the need to keep advancing equality. You can use the material in this kit and other material on the European Commission's website to help make the event a success.

European Commission website on LGBTI equality:
www.ec.europa.eu/lgbti



Let us know if you are holding an event or publishing on your social media channels so that we can re-publish on European Commission accounts if appropriate.

Follow us on social media

4

Follow our accounts, share our content.

	Channel	Link
	Web	ec.europa.eu/lgbti
	Facebook EU Justice and Consumers Facebook page	facebook.com/EUJustice
	Twitter EU JUSTICE Twitter account	@EU_Justice
	Twitter Vera Jourova, Commissioner for @EU_JUSTICE Consumers and Gender Equality @EU_Commission	@VeraJourova
	YouTube	youtube.com/user/EUJustice



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