



OutLoud SocialThon

Outright International
Social Media Activation



Instagram Filters

@OutrightIntl

Step 1:

Go to Outright International's Instagram profile page



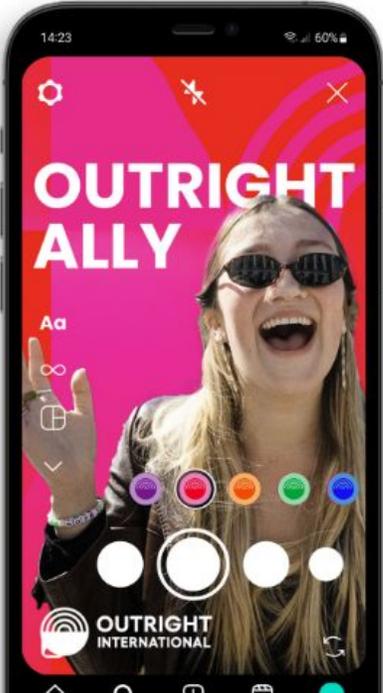
Step 2:

Find the filter icon below the highlights



Step 3:

Pick one of 4 backgrounds, and one of 16 messages that best describes you



Step 4:

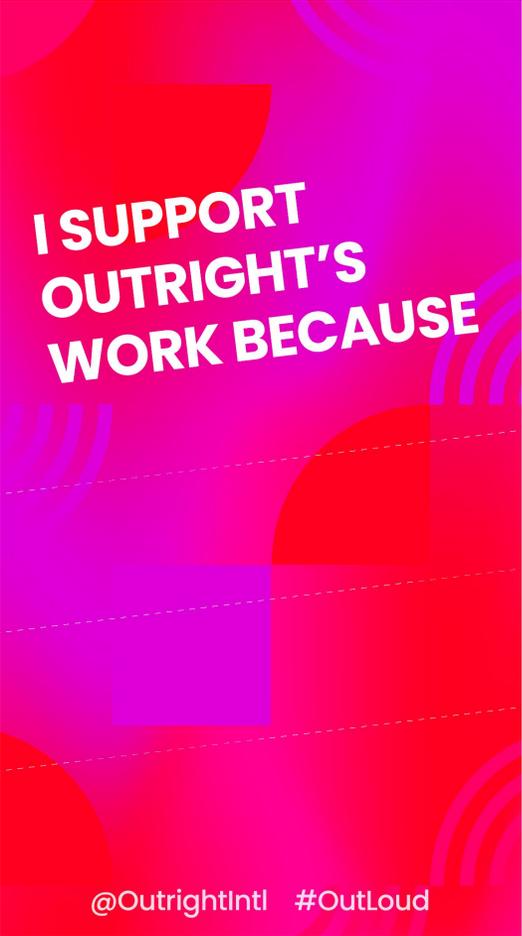
Get sharing!



Instagram Stories

@OutrightIntl

Time to get personal!



Instagram Posts

@OutrightIntl



FB/LI/IG Posts

Suggested Caption:

Today I'm sharing some important information about the global LGBTIQ human rights organization, Outright International! Their advocacy work at the United Nations helps keep LGBTIQ voices heard by governments that need to hear us. I'm supporting Outright because _____. If you want to learn even more about Outright, visit their website: outrightinternational.org!

OUTRIGHT'S WORK AT THE UN

UN LGBTI CORE GROUP
Outright is a co-founder and Secretariat of the UN LGBTI Core Group, an informal group of 42 Member States, the delegation of the EU, the Office of the High Commissioner for Human Rights, Human Rights Watch and Outright International.

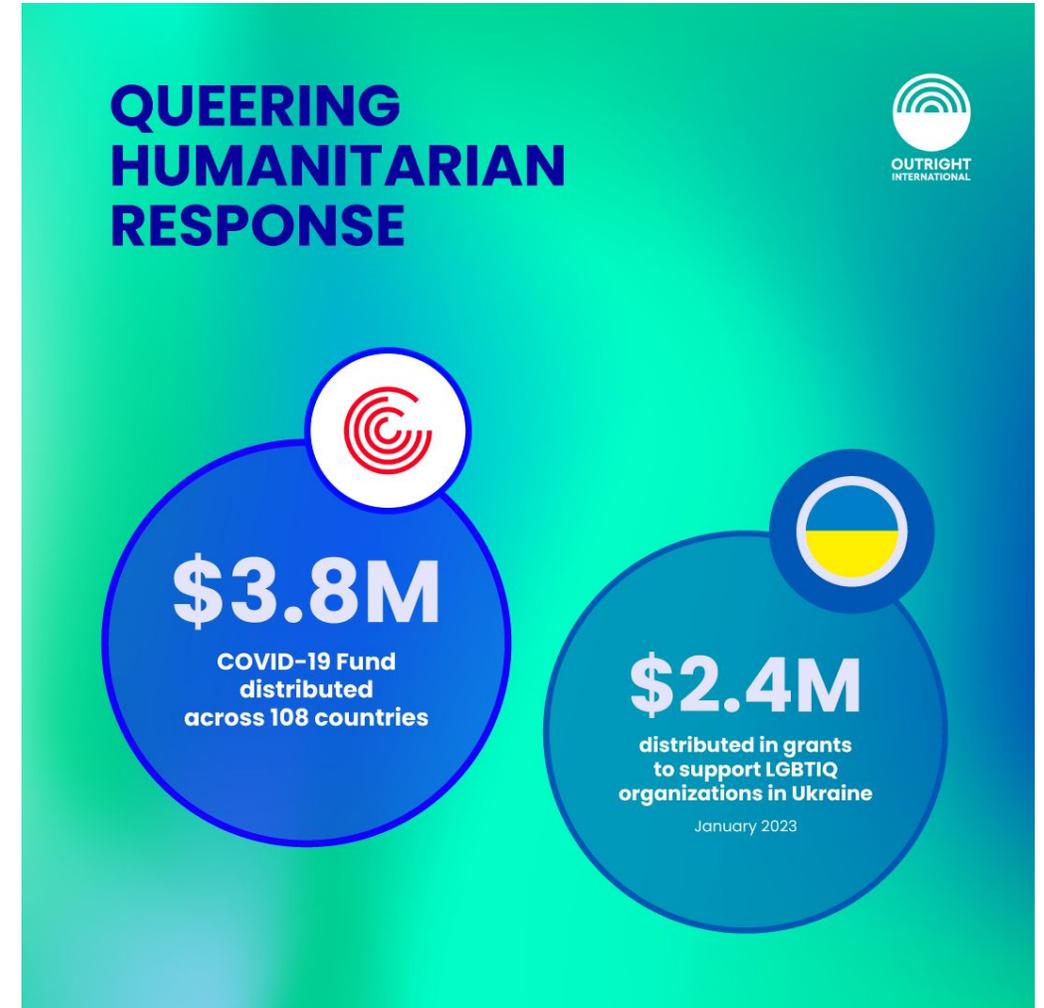
HUMAN RIGHTS
Outright International collaborates to mainstream LGBTIQ human rights at the UN headquarters in New York.

OUTRIGHT INTERNATIONAL

FB/LI/IG Posts

Suggested Caption:

In times of crisis, LGBTIQ people who are already marginalized face higher risks and are often left behind in humanitarian relief efforts. That's why I'm choosing to support Outright International's Ukraine Emergency Fund, which continues to provide safe shelter, food, medical supplies, hygiene kits, clean clothing, counseling services, transportation, and relocation to LGBTIQ Ukrainians. Join us! Visit [Outrightinternational.org/ukraine](https://outrightinternational.org/ukraine) for more information about the fund.



FB/LI/IG Posts

Suggested Caption:

Hey everyone! Some of you may already know about Outright International, a global LGBTIQ human rights organization working with activists and advocates from all over the world, fighting for better LGBTIQ lives everywhere. I'm participating in a Socialthon to raise awareness about their work. I'm supporting Outright because _____. I hope you'll join us in the fight! Want to learn more? Visit their website at outrightinternational.org.



ABOUT OUTRIGHT INTERNATIONAL

Outright was established in **1990**

Outright is the only US-based LGBTIQ organization which has consultative status with the United Nations Economic and Social Council

ECOSOC

25 COUNTRIES

work together in Outright as a team to move the world forward to contribute to meaningful change and better lives for our LGBTIQ communities


OUTRIGHT INTERNATIONAL

The infographic features a purple-to-blue gradient background. It includes a yellow star icon, a globe icon, and a location pin icon. The text is arranged in a circular flow, with the main title at the top left, the founding year in a large circle, the ECOSOC status in a circle with a globe icon, the number of countries in a large circle with a location pin icon, and a concluding statement at the bottom right. The Outright International logo is at the bottom left.

FB/LI/IG Posts

Suggested Caption:

Want to know how far your donation to Outright International will go? \$10 provides one week of internet connection for an LGBTIQ community center.

I'm participating in a Socialthon to raise awareness about Outright's work fighting for LGBTIQ human rights worldwide. I'm supporting them because _____.

How can you impact the LGBTIQ Community?

\$10
provides one week of internet connection for an LGBTIQ community center

 **OUTRIGHT INTERNATIONAL**

FB/LI/IG Posts

Suggested Caption:

Want to know how far your donation to Outright International will go? \$30 helps one LGBTIQ person in a crisis buy food for two weeks.

I'm participating in a Socialthon to raise awareness about Outright's work fighting for LGBTIQ human rights worldwide. I'm supporting them because _____.

How can you impact the LGBTIQ Community?

\$30
helps one LGBTIQ person in a crisis buy food for two weeks

 **OUTRIGHT INTERNATIONAL**

FB/LI/IG Posts

Suggested Caption:

Want to know how far your donation to Outright International will go? \$50 prints 350 pamphlets for an LGBTIQ community center to distribute to at-risk LGBTIQ people.

I'm participating in a Socialthon to raise awareness about Outright's work fighting for LGBTIQ human rights worldwide. I'm supporting them because _____.

How can you impact the LGBTIQ Community?

\$50
prints 350 pamphlets for an LGBTIQ community center to distribute to at-risk LGBTIQ people

 **OUTRIGHT INTERNATIONAL**

FB/LI/IG Posts

Suggested Caption:

Want to know how far your donation to Outright International will go? \$75 purchases 40 lbs of rice or beans for an LGBTIQ person in crisis.

I'm participating in a Socialthon to raise awareness about Outright's work fighting for LGBTIQ human rights worldwide. I'm supporting them because _____.

How can you impact the LGBTIQ Community?

\$75
purchases 40 lbs of rice or beans for an LGBTIQ person in crisis

 **OUTRIGHT INTERNATIONAL**

Reels Script

Using Outright's Instagram filter or the setting or your choice, you can record a personal message supporting our work and raising awareness. Don't forget to tag @outrightintl #Outloud

Hey everyone!

Some of you may already know about Outright International, a global LGBTIQ human rights organization.

They work with activists and advocates from all over the world to fight for better LGBTIQ lives everywhere.

I'm participating in a Socialthon to raise awareness about their work!

I'm supporting Outright because ____.

Visit their website for more!

Thanks!

Facebook posts to like and share

- Stories from Afghanistan + Report: [Here](#)
- LGBTQ Lives in Conflict and Crisis Report: [Here](#)
- Outright's work in the Caribbean: [Here](#)
- Outright's work in Asia: [Here](#)
- Call to Support Outright's Ukraine Emergency Fund: [Here](#)
- Outright's Pride Around the World Report: [Here](#)
- Outright's Work to End Conversion Practices: [Here](#)

[Follow us on Facebook](#) to see all of our collaborations, programs, and reports.

What a post will look like on your feed



Example repost caption This is just one story outlining the lived realities of LGBTIQ Afghans under Taliban rule. Outright International created a report to highlight the human rights abuses and share their stories. Join me in reading the report here outrightinternational.org/Afghanistan-Report2023

Instagram posts to like and share to your Stories

- Third Genders from the Asia-Pacific region Infographic: [Here](#)
- Third Genders from the Americas infographic: [Here](#)
- Gender Identity Terminology infographic: [Here](#)
- Colors of the Trans Flag Infographic: [Here](#)
- Progress and Challenges in Asia: [Here](#)
- Outright's work in the Caribbean: [Here](#)
- Outright's LBQ Connect program: [Here](#)
- Outright's work on Conversion Practices: [Here](#)

Follow us and check out our [Instagram Reels](#) for more informative series and collaborations from all over the world!

Twitter posts to like and retweet

- Stories from LGBTIQ people in Afghanistan: [Here](#)
- Interview on LGBTIQ Human Rights in Ghana: [Here](#)
- Interview on LGBTIQ Human Rights in South Africa: [Here](#)
- Interview on Engaging Human Rights Mechanisms: [Here](#)
- LGBTIQ Human Rights in Ukraine: [Here](#)
- LGBTIQ Organizing in Ukraine [Here](#)
- Outright's work on Conversion Practices: [Here](#)
- Interview on Anti-LGBTIQ laws in St. Kitts and Nevis: [Here](#)
- Call to support Outright's Ukraine Emergency Fund: [Here](#)
- Outright's Conversion Practices report: [Here](#)

Never miss a beat by [following us on Twitter](#)! Like and share our content that resonates with you.

LinkedIn posts to like and share

- Outright's Work in The Caribbean: [Here](#)
- Outright's Report on life in Afghanistan for LGBTIQ people: [Here](#)
- Call to Support Outright's Ukraine Emergency Fund: [Here](#)
- LGBTQ Lives in Conflict and Crisis Report: [Here](#)
- Outright's Pride Around the World Report: [Here](#)

We periodically post job opportunities on our LinkedIn page as well as updates on our work, [follow us on LinkedIn](#) to keep yourself up to date!

