



Outright Proud

Social Media Toolkit



About Outright Proud

Outright International is in an unparalleled position to be heard during Pride across the globe as anti-LGBTIQ movements surge and Pride celebrations face limitations.

We are therefore excited to introduce Outright Proud, our newly launched Pride initiative. This campaign fosters a truly global celebration of Pride, overcoming challenges, championing progress for the LGBTIQ community, and continuing to make the invisible visible.

By partnering with Outright for the Outright Proud campaign, you are in a unique position to reinforce your commitment to LGBTIQ rights. Your gratefully received financial support will give you access to brand materials, digital assets, thought leadership, and educational materials.

Social Media Materials:

| Follow and mention us on the following social channels:

→ Handle: @OutrightIntl

[Twitter](#) | [Facebook](#) | [Instagram](#) | [LinkedIn](#) | [Youtube](#)

- **Campaign Hashtags to use:**

- #OutrightProud
- #OutrightCourage
- **Outright's Pillars - Hashtags:**
 - #OutrightAdvocates
 - #OutrightAmplifies
 - #OutrightCelebrates
 - #OutrightSupports

| Visual Assets:

- Outright Proud Messaging - Square
 - [English](#)
 - [French](#)
 - [Spanish](#)
- [Outright Proud Messaging - Stories](#)
- [Outright Proud Infographics - Square](#)
- [I'm Outright Proud activation graphics - Stories and Squares](#)

| Sample Content:

Are you an Outright Proud **ACTIVIST**?

Suggested Posts:

- I'm #OutrightProud to advocate for LGBTIQ human rights with Outright International this year! Together, we're promoting policy changes and fighting systemic discrimination against LGBTIQ people. Join me: outrightinternational.org/outrightproud
- I'm #OutrightProud to celebrate Pride with Outright International this year. Still, not all LGBTIQ people around the world can celebrate as openly. Protect global LGBTIQ human rights with me: outrightinternational.org/outrightproud
- Join me in standing #OutrightProud with Outright International! Every voice matters in the fight for international LGBTIQ human rights. Let's make ours heard: outrightinternational.org/outrightproud

- Celebrating Pride means celebrating all of our LGBTIQ communities worldwide. I can stand #OutrightProud. let's ensure every LGBTIQ person across the globe can do the same: outrightinternational.org/outrightproud
 - Being #OutrightProud means challenging the injustices that LGBTIQ communities face worldwide. Join the fight for LGBTIQ justice worldwide: outrightinternational.org/outrightproud
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Are you an Outright Proud **PARTNER?**

Suggested Posts:

- We're #OutrightProud to celebrate Pride with Outright International this year. Still, not all LGBTIQ people around the world can celebrate as openly. Protect global LGBTIQ human rights with us: outrightinternational.org/outrightproud
 - We're #OutrightProud to support Outright International in the fight for LGBTIQ human rights around the world! Together, we're connecting activists, allies, and supporters to a global movement for better LGBTIQ lives. Join us: outrightinternational.org/outrightproud
 - We believe in a world where everyone can be proud of who they are. That's why we're #OutrightProud to stand with Outright International, fighting for LGBTIQ rights worldwide. Join us in making a difference: outrightinternational.org/outrightproud
 - We're #OutrightProud to partner with Outright International, coming together to fight for LGBTIQ rights worldwide. Your support can create change. Get involved: outrightinternational.org/outrightproud
 - Celebrating Pride means celebrating all of our LGBTIQ communities worldwide. As we stand #OutrightProud with Outright International, let's ensure every LGBTIQ person across the globe can do the same: outrightinternational.org/outrightproud
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Are you an Outright Proud **SUPPORTER?**

Suggested Posts:

- When human rights are under attack, what do we do? Stand up, fight back! I'm #OutrightProud to amplify the voices of LGBTIQ human rights defenders worldwide with

Outright International. Join the campaign with me:
outrightinternational.org/outrightproud

- I'm #OutrightProud to support Outright International in their fight for LGBTIQ human rights around the world! Together, we're connecting activists, allies, and supporters to a global movement for better LGBTIQ lives. Join me:
outrightinternational.org/outrightproud
 - I'm #OutrightProud to celebrate Pride with Outright International this year. Still, not all LGBTIQ people around the world can celebrate as openly. Protect global LGBTIQ human rights with me: outrightinternational.org/outrightproud
 - Celebrating Pride means celebrating all of our LGBTIQ communities worldwide. As we stand #OutrightProud with Outright International, let's ensure every LGBTIQ person across the globe can do the same: outrightinternational.org/outrightproud
 - Do you know what pride looks like around the world? I'm #OutrightProud to raise awareness and encourage informed discourse during and around Pride events worldwide. Join the campaign: outrightinternational.org/outrightproud
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| Activations:

Tell us your #OutrightProud Story:

What is your Outright Proud moment? This could be a memory or story you always go back to for comfort, support, celebration, or a message you would like to advocate for the community. Your experience could inspire hope or empower someone to join our campaign and help champion LGBTIQ rights globally.

Closing CTA: Let's be Outright Proud together.

Post the video on your social media channels, tagging @outrightintl and using the hashtag: #OutrightProud

Here's an example: <https://youtu.be/gKzkdY3bb8s>

Share why you're OutrightProud:

Videos aren't your thing? That's okay! Share why you're OutrightProud by writing a message with one of [our templates](#). Some examples may be "Outright Proud of my moms" or "Outright Proud to be fighting for LGBTIQ rights in [your country]." We want to see your pride!

Post the graphic with your message on your social media channels, tagging @outrightintl and using the hashtag: #OutrightProud