

DON'T LOOK AWAY PACT

Don't Look Away Pact - Social Media Toolkit A Day of Action 7.12.20

The Don't Look Away Pact asks voters to examine their consciences and pledge to end refugee child detention and family separation.

Last year, voters held 800 Lights for Liberty vigils to demand accountability for our treatment of refugee children. Lights for Liberty made clear many of us are deeply troubled by children in detention and family separation. However, these immoral practices continue today, and in fact, now families are being asked to separate as a cruel response to safeguarding themselves from [COVID-19](#).

On Sunday, July 12, 2020, on the anniversary of the Lights for Liberty grassroots protest, we will make a pact to vote to end this administration's cruelty to children and families. Post this [video](#) to your social media with any of the suggested sample posts below or with your own heartfelt message. As was the case last year, we ask that you continue to recognize and amplify the work of so many organizations that work on behalf of refugees and immigrants every day.

If you should choose to make a donation to the [Don't Look Away Pact](#), we will purchase ad time to run the initial video as TV ads in targeted markets to bond voters together in support of a more compassionate and just society. These ads will continue to the lead up to the election in November. Donations are **not** tax-deductible, and the Don't Look Away Pact does not coordinate its work with any campaign or candidate.

The Don't Look Away Pact is a Florida nonprofit organization. In collaboration with the American Federation of Teachers, the Pact has prepared this social media kit to educate voters about the plight of refugee and migrant children in the United States.

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IMPORTANT LINKS

- Website: www.dontlookawaypact.us 
- Launch video: <https://youtu.be/ISEa8eqAb0>
- Press Release, Social Ads, & Logos: <https://dontlookawaypact.us/s/LDAP-MEDIA.zip>

SOCIAL MEDIA

Dont Look Away Pact Social Media Handles:

Twitter [@dontlookawaypac](https://twitter.com/dontlookawaypac)

Facebook [@dontlookawaypact](https://www.facebook.com/dontlookawaypact)

Instagram <https://www.instagram.com/dontlookawaypact/>

Hashtags:

#DontLookAway

#DontLookAwayPact

Sample Tweets:

#1

I am proud to give to @DontLookAwayPact: A Voter Pledge to End Refugee Child Detention and Family Separation in America. Vote your morals and donate so that others do the same. #DontLookAway

#2

We've made a pact to end refugee child detention and family separation. No votes for politicians who do not end these inhumane practices @DontLookAwayPac, because we must all vote for a more compassionate America. Join us. #DontLookAway

#3

With the threat of COVID19, no person should be jailed for crossing our borders. Not children or parents, toddlers or adults, asylum seekers or undocumented people. Make a pact to VOTE on this issue. @DontLookAwayPac #DontLookAway

#4

This administration must stop harming refugee children, who are innocent of any wrongdoing. Make a pact and give so others join us @DontLookAwayPac. #DontLookAway

#5

@DontLookAwayPac asks you to make a pact, this election year, to vote for politicians who pledge ending refugee child detention and family separation. #DontLookAway

#6

Children belong in school and with their families, not in immigration jails and stolen from their parents. Make a pact to vote to end refugee child detention and family separation. @DontLookAwayPac #DontLookAway

Sample Facebook Posts:

#1

On July 12th, we will pledge to VOTE based on our compassion and morals. We will not detain children. We will not separate families. And we will not stop fighting until U.S. immigration policies respect the humanity of every person. Join us and give so others will, too.

#DontLookAway www.dontlookawaypact.us/donate

#2

Children. Kept in detention facilities.

Children. As young as two months, ripped from the arms of their parents.

Children. Exposed to COVID-19

Make a pact to vote based on your morals for a more compassionate America. Donate to fund ads to ask other voters to join us. www.dontlookawaypac.us/donate

#DontLookAway

#3

The Trump Administration continues to separate refugee families and to detain refugee children. Children have the right to education, to healthcare, to food and water, and to the love of their families. In November, we will end refugee child detention and family separation. Join us and give so others do, too. @DontLookAwayPact #DontLookAway

CALLS TO ACTION

1. **Make a Pact.** Last year, voters held Lights for Liberty vigils to demand accountability for refugee child detention. However, the Trump administration continues taking refugee children from their families and jailing these children for long periods in terrible conditions. Make a pact to support in November only those politicians who will end President Trump's cruelty to children. Sign the petition here: <https://dontlookawaypact.us/>.
2. **Educate** yourself, your family, your neighbors, your friends, and your colleagues about the ongoing moral crisis of refugee child detention and family separation.
3. **Call** your US representative and senators **daily** and demand that refugee children be released from detention with their families.
4. **Donate** to www.dontlookawaypact.us to run TV ads asking voters to pledge not support politicians who detain refugee children and take them from their families.
5. **Volunteer** with local immigration rights advocacy organizations. You can find suggestions [here](#).

6. **VOTE.** TALK TO YOUR FRIENDS AND FAMILY ABOUT MAKING A PLAN TO VOTE.
Remember our pact: vote only for those officials who will end refugee child detention and family separation.

EDUCATIONAL RESOURCES

- **Books**

[Baby Jails](#)

[Taking Children](#)

- **Podcasts and Radio**

[The Daily: Divided Part 1](#)

[The Daily: Divided Part 2](#)

[NPR: Lasting Effects of Family Separation](#)

- **News Articles**

[A "Listless" 1-Month-Old Girl And Her Teenage Mother Were Discovered In Border Patrol Detention](#)

[The anti-Trump 'Lights for Liberty' events might be the most significant protests you've never heard of](#)

[U.S. Says It Could Take 2 Years to Identify Up to Thousands of Separated Immigrant Families](#)

[Migrant kids separated at border faced abuse in foster homes](#)

[US signals it will resist freeing detained migrant families](#)

- **Videos of Lights for Liberty 2019**

1-minute video YouTube link: <http://bit.ly/L4Lvid>

Dolores Huerta endorsement Facebook link:
<https://www.facebook.com/lights4liberty/videos/2421342291242646/>