

# **#StandWithTrans** **Participation Pack**



## Welcome

Thank you for supporting #StandWithTrans and showing your support for the trans community. #StandWithTrans is a campaign run by Charity So Straight. We aim to make charity workplaces more LGBTQIA+ friendly and inclusive.

This pack contains information about how to participate in the campaign, and provides resources to help you do so.

The aim of this campaign visibly speak out in favour of trans people's human rights between the dates on the next page. We want to fill people's social media feeds with positive posts from charity sector leaders, which we hope in turn will lead our sector to have meaningful conversations about trans equity and challenging transphobia, and what that means for their charity and for the sector more broadly.

However, we recognise that people have different levels of comfort speaking about trans rights, so we have listed a range of ways you can participate in this campaign. We want to make it as easy as possible for you to take part, either personally, or on behalf of your charity. Hopefully there will be something in the list of actions below that you think you could reasonably do.

All we would ask is that you please do something. Because if we all do nothing, nothing will change, and trans people, your trans employees, volunteers and your trans service users will suffer.

Thank you for your support.

Be on the right side of history #StandWithTrans



## Key dates & suggested actions

### Launch week is Monday 3rd July through to Friday 7th July.

Suggested actions you could take:

- Sign the #StandWithTrans pledge
  - State that you #StandWithTrans on socials on Monday 3rd July to Friday 7th July
  - Pin posts to the top of your social media feeds for extra visibility
  - Use the #StandWithTrans hashtag whenever you talk about the campaign #StandWithTrans – and remember to capitalise the first letter of each word to make the hashtag more accessible (Camel Case)
  - You can also use #CharitySoStraight or tag us into your posts by using @StraightCharity
  - Write a short thread about why you #StandWithTrans
  - Speak to other senior colleagues and make them aware of your position on this issue. Seek to get their buy-in, and if possible, their support for the campaign.
  - Write a post or blog about why you #StandWithTrans on LinkedIn to engage your professional network. We think this is a lower risk platform to speak out on, as it's a professional network, and generally a safer space, also, there is no character limit offering the opportunity to write in long form about why trans human rights are important to you / your organisation.
- Use the visual assets in our asset pack and perhaps consider using video too if you are confident speaking to camera. Perhaps film a short clip saying that you #StandWithTrans and why this campaign is important to you.
  - Consult with your Board. You may need their approval before speaking out about this issue if you are speaking from an organisation perspective.
  - Share details of this campaign with your colleagues, and particularly with your LGBTQIA+ staff network and your women's network if you have these where you work and encourage them to spread the word.
  - Follow @StraightCharity and others to learn more about trans and Queer people's lived experience
  - If none of these suggestions are quite right for you or your charity, but you want to do something, maybe consider sharing details of the campaign privately with your closest allies and networks to help us reach more people.
  - Be intentional in your support for trans people. Consider donating to one of the many great Trans-led charities in the UK, including: Gendered Intelligence, Transactual, Trans in the City, Trans Safety Network or consider supporting charities working with trans young people like Mermaids.

## Social media templates

As well as signing our open letter, showing your support for #StandWithTrans on social media also makes a big impact - both for encouraging others to also get involved with the campaign, but also to show your organisation's staff, service users, volunteers and trustees to see that you support the trans community.

### Hashtags and handles

Hashtags and handles are a great way to grow your audience as well as interact with other supporters of the campaign.

On social media, follow **@StraightCharity** on Twitter for all the latest updates on the #StandWithTrans campaign. Please also tag us into anything you post so we can retweet you.

Across all platforms, you can use the hashtag **#StandWithTrans** to talk about the campaign. You can also use **#CharitySoStraight**.

### Content

We've prepared some templates that you can use on social media to help you promote your support of the campaign.

**We support #StandWithTrans because trans and non-binary people deserve to feel safe and supported in the charity sector #CharitySoStraight**

**Sign the pledge today:  
[charitysostraight.org.uk/stand-with-trans](https://charitysostraight.org.uk/stand-with-trans)**

**It's time to stand up for trans and non-binary people's human rights. This is why I've signed the #StandWithTrans open letter, to say NO to trans-hate #CharitySoStraight**

**Sign the pledge today:  
[charitysostraight.org.uk/stand-with-trans](https://charitysostraight.org.uk/stand-with-trans)**

**Be on the right side of history #StandWithTrans. Join us in signing the #StandWithTrans pledge created by #CharitySoStraight, and show that the charity sector welcomes everyone.**

**Sign the pledge today:  
[charitysostraight.org.uk/stand-with-trans](https://charitysostraight.org.uk/stand-with-trans)**

## Social media graphics

To help you engage with #StandWithTrans, we've created a suite of graphics that you can share directly to social media platforms, with pre-prepared sizes for Facebook/Twitter/LinkedIn, as well as Instagram and stories.



1200 x 628px, recommended for Facebook,  
Twitter or LinkedIn



Square ratio, recommended  
for Instagram



1080 x 1920px,  
recommended for stories

# Thank you

Thank you so much for supporting  
#StandWithTrans.

If you have any further questions please  
contact us at:

✉ [charitysostraight@gmail.com](mailto:charitysostraight@gmail.com)

🌐 [charitysostraight.org.uk](http://charitysostraight.org.uk)

🐦 [@StraightCharity](https://twitter.com/StraightCharity)