

# Jubilee With Me



## Let's Get Social!

Thank you for joining the team in spreading the word to all of your family and friends!  
Our mission is simple: **Jubilee With Me**

#JubileeWithMe is an opportunity to share stories on social media as a gateway for collaboration with community members, activists and future agents of change in commemorating and preserving the spirit of the struggle for the right to vote in this country, and the world, in recognizing the Selma Bridge Crossing.

**The Backstory:** This annual event in Selma, Alabama, commemorates "Bloody Sunday," which occurred March 7, 1965, when a group of about 525 African American demonstrators gathered at Browns Chapel to demand the right to vote.

They walked six blocks to Broad Street, then across the Edmund Pettus Bridge, where they were met by more than 50 state troopers and a few dozen postmen on horseback. When the demonstrators refused to turn back, they were brutally beaten.

At least 17 were hospitalized, and 40 others received treatment for injuries and the effects of tear gas. The attack, which was broadcast on national television, caught the attention of millions of Americans and became a symbol of the brutal racism of the South.

Two weeks later, the Reverend Martin Luther King, Jr. and 3,200 civil rights protesters marched the 49 miles from Selma to the state capital, Montgomery — an event that prompted Congress to pass the Voting Rights Act.

### STEP 1: Spread the word

Like, comment and share social media posts promoting the Jubilee celebration across your digital channels leading up to the Selma Jubilee weekend March 3-6, 2022

### STEP 2: Use this key messaging

Spread the word about this year's Jubilee celebration challenges and sharing fun facts with the hashtag **#JubileeWithMe**.





## Join the #JubileeWithMe Social Media Challenge!

**Timing:** March 2-6, 2022

**Social networks:** Instagram, Twitter, Facebook

**Hashtag:** #JubileeWithMe (you may also add #SelmaJubilee2022, #SelmaAlabama and other tags related to 'Bloody Sunday' and voting rights where space allows)

**Audiences:** The general public, Black history enthusiasts, social justice advocates, students, etc.

**Goals:** To elevate the story of the Bridge Crossing Jubilee and the annual commemoration of this historic event. To bring awareness to the historic (and ongoing) struggle for the right to vote.

To bring greater visibility to "The Annual Pilgrimage to Selma."

**Helpful Resources:** [www.selmajubilee.com/about](http://www.selmajubilee.com/about)

[https://www.selmajubilee.com/\\_files/ugd/9c6f0b\\_f9fb2f0aab7f46b5bae5d136453e2b9c.pdf](https://www.selmajubilee.com/_files/ugd/9c6f0b_f9fb2f0aab7f46b5bae5d136453e2b9c.pdf)

### Accessibility:

For social media users with screen readers, please capitalize the first letter of each word in the hashtag: #JubileeWithMe. You can describe any images you are using in your social media posts with relevant ALT text. Here's how to add ALT text on Twitter and Instagram.

*Social media questions? Contact Ally Washington (ally@thinkrubix.com)  
or Gina Mallisham (gmallisham@bcrit.org)*

### Sample Posts

Social Media Captions to promote #JubileeWithMe

#### For Facebook ONLY

#### **THURSDAY "THE COMMIT 2 VOTE CHALLENGE"**

**Caption:** Everyone has a squad - but who's in yours? Tag them now!

Today's #JubileeWithMe Challenge is to connect with 5 of your closest friends to be sure that they are registered to vote. If all of your friends are good to go – tag 5 more and get them registered today!

Read more about Jubilee at [selmajubilee.com](http://selmajubilee.com) and follow us on Facebook at [facebook.com/officialselmajubilee](http://facebook.com/officialselmajubilee)

#### For Instagram or Facebook

#### **FRIDAY "CARD CHECK CHALLENGE"**

**Caption:** Card check, please?!

Are you a proud registered voter? Well, let's see it!

Share a picture of you and your voter registration card with us in support of the Selma Bridge Crossing, using the hashtag #JubileeWithMe

Click the link to learn more - [facebook.com/officialselmajubilee](http://facebook.com/officialselmajubilee)

**Sample Posts**

Social Media Captions to promote **#JubileeWithMe**

For Instagram or Facebook

**SATURDAY “MY VOTE MATTERS CHALLENGE”**

**Caption:** Together we can create a better future for generations to come.

If you’re a registered voter, take a selfie using the peace sign.

Show the world that you are a registered voter and that your vote matters.

Learn more on how you can **#JubileeWithMe** at [facebook.com/officialselmajubilee!](https://facebook.com/officialselmajubilee)



For Instagram or Facebook

**SUNDAY “SHOW YOUR JUBILEE SMILE CHALLENGE”**

**Caption:** What Time Is It? It’s Jubilee Time!

Join us this week as we commemorate ‘Bloody Sunday’ and The Voting Rights Act – the hard earned victory that was recently gutted by The Supreme Court and currently supported by Republican legislators across the nation.

Take a selfie with your biggest smile using the hashtag **#JubileeWithMe** so we can share our excitement together in creating change!

Get more information by visiting us online at [facebook.com/officialselmajubilee!](https://facebook.com/officialselmajubilee)

