



CHARTING THE JOURNEY:
Strategies for Racial Equity
Organizational Change

**SOCIAL MEDIA
TOOLKIT**



Welcome to the Social Media Toolkit

Two years since widespread anti-racist pledges were made across the nonprofit sector in 2020, *Charting the Journey: Strategies to Guide Racial Equity Organizational Change* is a response to the search for guidance by nonprofit leaders and those tasked with operationalizing racial equity commitments, including employees in newly-formed equity officer roles. The guide shares our Racial Equity Organizational Change (REOC) approach, case studies and lessons learned from nearly five years of working directly with nonprofit leaders like you.

We share this guide in the hopes that more organizations will embark on racial equity organizational change processes that invite everyone to participate in building new practices, policies and systems that center and honor the humanity of everyone, especially Black, Indigenous, Latino/a/e, Asian and Pacific Islander people.

Help Us Share the Guide

High-resolution graphics formatted for Twitter, LinkedIn, Facebook and Instagram are available in the link below. See the bottom of this toolkit for suggested language for sharing the guide on social media or through your email newsletter.

[SOCIAL MEDIA GRAPHICS FOLDER](#)

LINK TO GUIDE: <https://urbanandraciaequity.org/chartingthejourney>

SOCIAL HANDLES:

- [Twitter](#) & [Instagram](#): @equity_center
- [Facebook](#): @urbanandraciaequity
- [LinkedIn](#): Center for Urban and Racial Equity

SUGGESTED HASHTAGS:

- #ChartingTheJourney
- #RacialEquity
- #OrganizationalChange
- #DEI



Suggested Post Language

Platform	Suggested Post Language
Twitter	@equity_center's newest guide is an invaluable resource for nonprofits figuring out how to operationalize the anti-racist commitments they made in 2020. Learn more here: https://urbanandraciaequity.org/chartingthejourney
LinkedIn	CURE released #ChartingTheJourney to share their approach and lessons learned after nearly five years of working directly with nonprofit leaders to advance transformational racial equity. Learn more here: https://urbanandraciaequity.org/chartingthejourney
Facebook	CURE released #ChartingTheJourney to share their approach and lessons learned after nearly five years of working directly with nonprofit leaders to advance transformational racial equity. Learn more here: https://urbanandraciaequity.org/chartingthejourney
Instagram	CURE released #ChartingTheJourney to share their approach and lessons learned after nearly five years of working directly with nonprofit leaders to advance transformational racial equity. Learn more via the link in our bio.

Suggested Email Language

The Center for Urban and Racial Equity wants to support nonprofit leaders in honoring the anti-racist pledges they made in 2020.

Today, CURE released a new guide called *Charting the Journey: Strategies for Racial Equity Organizational Change*. The guide shares their Racial Equity Organizational Change (REOC) approach, case studies and lessons learned from nearly five years of working directly with organizational leaders to build transformative racial equity in their workplaces and communities. The guide covers a lot of ground, touching on many aspects of organizational operations including culture, programs and services, hiring and retention strategies, community partnerships and contracting and grantmaking. You can access the guide here: [\[link\]](#)

URL: <https://urbanandraciaequity.org/chartingthejourney>



HELP US SHARE THE GUIDE

Contact Us

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