

# EVERAFTER

Stories of Violence, Accountability, and Healing

**TO:** Partner Cities

**FROM:** ( your organization)

**SUBJECT:** Promoting the Ever After Series

## Purpose

Until we tell new and more complete stories about violence and its aftermath, we will never be able to transform our responses to it or to keep people safe and well. With Ever After, we are telling those stories: stories of who have survived harm and people who have committed it; stories of violence, accountability, and healing; and stories that will help us see things as they are and imagine what else is possible.

This toolkit is meant to help you promote your Ever After livestream event. It includes event details, the livestream link, social media graphics and messaging, and a Common Justice contact.

## Livestream Details

### **Ever After Series: Stories of Violence, Accountability, and Healing**

*Join us as we premiere a series of short videos with people who have survived or committed violence and host a panel discussion that will explore healing, safety, and accountability after violence.*

**Date:**

**Time:**


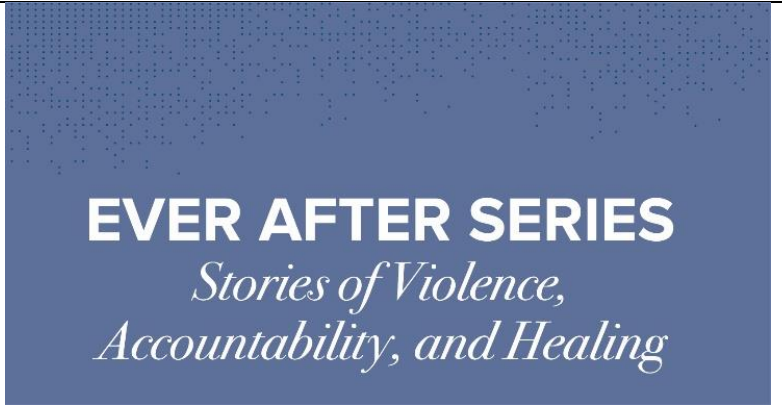
**Livestream Link:** [\[INSERT LINK\]](#)

## Social Media Promotion

Below are a series of messaging and posts to share in the days leading up to and during the Ever After livestream event. Please be sure to use – and encourage your attendees to use—the hashtag **#EverAfter** on your posts to be part of the online conversation. Please also include your city (i.e. #Chicago) when you tweet so we can connect with each other across the country.

During the livestream, please retweet and share relevant Ever After content from your members to encourage online participation in the videos and during the panel discussion using the **#EverAfter** hashtag and the hashtag for your city.



Messages	Creative
LEAD UP LIVESTREAM	
Join us for a livestreaming of the Ever After Series: Stories of Violence, Accountability and Healing on May 17 <sup>th</sup> , 7PM EST: <a href="#">[link to livestream]</a> #EverAfter #(yourcity)	
Tune in on (date) for the video premiere of Ever After, featuring videos those have survived violence and a panel discussion on healing, safety & accountability. <a href="#">[link to livestream]</a> #EverAfter #(yourcity)	
Tune in Now: the Ever After livestream premieres in 1 hour. Join the conversation on violence, accountability and healing here: <a href="#">[link to livestream]</a> #EverAfter #(yourcity)	[livestream video playing]

## DURING LIVESTREAM

WATCH: The Ever After Series, streaming live from (EVENT ADDRESS), features survivors of violence on healing, safety & accountability. #EverAfter #(yourcity)

[\[link to livestream\]](#)

**“An equitable system is one that takes everybody’s story into account.”**

— HYUNHEE



We’re livestreaming the Ever After series from (EVENT ADDRESS). Click here to watch #EverAfter: [\[livestream link\]](#)

**“How do you treat people when you remove them from our communities? How we treat people in those moments, in those times, we have to be very conscious about that.”**

— DONNA



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*My Ever After is*

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*#EverAfter*



common justice