



## SOCIAL MEDIA TOOLKIT

### Helpful Links

- [What is the #TransMascFutures Campaign?](#)
  - [What is InReach?](#)
  - [New #TransMascFutures Campaign Website](#)
- 

### **Launch Day (June 7, 2023) - Beyond: Social Media Language**

#### Graphic Choices:

- ★ #TransMascFutures Square Graphics (folder)
- ★ #TransMascFutures Story Graphics (folder)
- ★ Sample Alt Text (ALT Text Descriptions.pdf)

#### Sample Caption 1:

The [#TransMascFutures](#) campaign by [@weareinreach](#) & [@GLAAD](#) showcases diverse trans masculine experiences. Check out trans masc-centered stories, resources, & art at [transmascfutures.inreach.org](https://transmascfutures.inreach.org). US-based, 21+ trans men & trans mascs are encouraged to share their stories on the site!

---

**Sample Caption 2:** Research by [@TrevorProject](#) shows that [#56Percent](#) of transgender boys and men have considered suicide in the past year. The [#TransMascFutures](#) campaign by [@weareinreach](#) & [@GLAAD](#) aims to change this narrative by highlighting the positive experiences of trans men and trans masculine people who have made it to adulthood. Check out & share the campaign website: [transmascfutures.inreach.org](https://transmascfutures.inreach.org)

---

### Sample Caption 3:

Happy Pride Month! The [#TransMascFutures](#) campaign by [@weareinreach](#) & [@GLAAD](#) showcases diverse trans masculine experiences. Check out trans masc-centered stories, resources, & art that show [#TransFuturesAreInReach](#). If you're an eligible trans masculine person, participate at [transmascfutures.inreach.org](https://transmascfutures.inreach.org)

---

## (Optional) June 2023 Post-Launch Participant Language

### Graphic Choices:

- ★ Photo of yourself (if you are comfortable sharing)!
- ★ [#TransMascFutures Square Graphics](#) (folder)
- ★ [#TransMascFutures Story Graphics](#) (folder)
- ★ Sample Alt Text (ALT Text Descriptions.pdf)

### Sample Caption 1:

I participated in the [#TransMascFutures](#) campaign by [@weareinreach](#) & [@GLAAD](#) [**& affiliated partner organization if applicable**] to share my story as a [**trans man/trans masculine person/personal identifier**] in the face of open discrimination to our community. We invite all trans masculine adults who are 21+ & living in the US to participate: [transmascfutures.inreach.org](https://transmascfutures.inreach.org)

### Sample Short Caption 2:

I participated in the [#TransMascFutures](#) campaign by [@weareinreach](#) & [@GLAAD](#) [**& affiliated partner organization if applicable**]! We're aiming to amplify the voices of the diverse trans masculine community and increase access to safe resources through the free InReach App. I invite you to share our campaign: [transmascfutures.inreach.org](https://transmascfutures.inreach.org)

---

**Special thanks to our partner organizations for making this campaign possible:**

[GLAAD](#) | [Immigration Equality](#) | [Kentucky Youth Law Project \(KYLP\)](#) | [Lambda Legal](#) | [Massachusetts Transgender Political Coalition \(MTPC\)](#) | [National Queer Asian Pacific Islander Alliance \(NQAPIA\)](#) | [Oasis Legal Services](#) | [SAGE](#) | [Stand With Trans](#) | [Transgender American Veterans Association \(TAVA\)](#)

**Questions about this toolkit? Feel free to reach out to [marketing@inreach.org](mailto:marketing@inreach.org)!**