**Transgender Day of Remembrance: Organic Social Media Posting Guide**

Transgender Awareness Week is observed annually from November 13 to 19, culminating in Transgender Day of Remembrance on November 20. Established in 1999, this day honors the transgender and nonbinary individuals who have lost their lives to violence for living authentically.

To help create awareness, we encourage sharing all of the provided content to your county or city’s social media profiles on the days outlined. The files for each image as well as a Word document that you can copy/paste the text can be found [here](https://www.dropbox.com/scl/fo/nonn2i5lwxlst2je194t6/AOLkzwj-4ZJOlet_GG7W7CY?rlkey=gc8f0ukcynlgw7vqot9xfqnbf&st=lg5gvk8p&dl=0) for your use. Both the static JPEG and working (editable) files can be downloaded, if you would like to add your county/city logo or make any other customizations please use the working (editable) files.

All of the content shown in this guide will be shared across CalMHSA’s Take Action for Mental Health social channels, which gives the option to reshare those as well.

*Take Action for Mental Health* social channels:

* [Facebook](https://www.facebook.com/TakeAction4MH)
* [Instagram](https://www.instagram.com/takeaction4mh)

**Suggested Posting Schedule**Below is the content for each platform (Instagram and Facebook) along with the recommended days to schedule each post. Feel free to include additional hashtags to the copy (local hashtags, etc).

**November 13**

**Facebook**

Every year on November 13 through 19, we celebrate Transgender Awareness Week. We work on raising the visibility of trans people, we honor the contributions of the community, and, if we’re not trans, we strive to be better allies.

To learn more about what you can do in support and solidarity, explore our new resource: <https://takeaction4mh.com/toolkit-categories/tdor/> #transgenderawarenessweek

**Instagram**

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**November 20**

**Facebook**

Today, November 20, is Transgender Day of Remembrance. It is a day to honor transgender and non-binary individuals who lost their lives to violence for living authentically. Transgender Day of Remembrance, or TDoR, also calls on us to offer support to the trans and non-binary communities — and advocate for their safety, visibility, and equity. To learn how to be an ally on TDoR and beyond, explore our new resource here: <https://takeaction4mh.com/toolkit-categories/tdor/> #TDOR #transgenderdayofremembrance

**Instagram**

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