

Brand Activation Kit

Brands play a critical role in scaling Engage Responsibly to reach consumers and small to midsize businesses — the largest business segment on social media. We invite you to learn about online hate and how you can be a part of the solution alongside platforms, NGOs and more. Learn how you can scale the Engage Responsibly education, campaign, and promotions through your brand channels with turnkey approaches and content.

Empower action
through education



Download the Brand
Activation Toolkit

1. Learn

- ✓ **Familiarize yourself with Engage Responsibly** and its educational focus on reducing online hate. **Assets:** [About Engage Responsibly](#), [Education Curriculum Catalog](#), and [Educational Video Playlist](#)
- ✓ **Understand activation steps & goals:** Use campaign and promotional opportunities to drive consumers, SMBs, and employees to visit [EngageResponsibly.org](#) and engage with our online hate assets. **Assets:** [This Brand Activation Kit with linked supporting assets](#)

2. Launch

- ✓ **Post Engage Responsibly content to social channels** using the provided campaign **graphics, videos, and copy** with call to action to visit [EngageResponsibly.org](#). **Assets:** [Campaign graphics, videos, and copy](#)
- ✓ **Post promotional content in newsletters, email blasts, or website.** **Assets:** [Promo graphics & copy](#)
- ✓ **Measure your impact:** Request unique URL for engagement tracking. **Assets:** [Click here to request](#)

3. Amplify

- ✓ **Generate momentum** by accessing and posting fresh promotional content. **Assets:** [Promo graphics & copy](#)
- ✓ **Submit an activation case study** to share learning and success. **Assets:** [Case study template](#)
- ✓ **Invite others** to activate by sharing this [Brand Activation Kit](#).
- ✓ **Join activation working group** to collaborate, learn best practices & refine activation. **Assets:** [Learn more](#)
- ✓ **Contact Engage Responsibly team** with any questions. **Assets:** [Contact Information](#)