



SOCIAL MEDIA TOOLKIT

OVERVIEW

The 2026 election cycle arrives at a turning point for Black communities across the country, in 2025, we've faced relentless attacks on the Voting Rights Act, racial gerrymandering seeking to dilute Black political power, attack on healthcare and SNAP benefits that threaten family security. In far too many cities, we also witnessed the militarization of Black communities driven by an authoritarian takeover.

But **WE GOT US** is more than a response to a crisis. It's a declaration that no matter what laws are rewritten or resources stripped away, our communities keep showing up for one another. This campaign centers love, joy, and the unstoppable power that grows when we organize together.

We honor reality, but we also insist on possibility: in every city, every town, every block, **WE GOT US** and together, we transform challenge into hope and hope into action.



CAMPAIGN TALKING POINTS

- **WE GOT US** when anti-Black policies threaten Black families, health, and futures. This year, our rights are under assault: attacks on the Voting Rights Act, racial gerrymandering that tries to dilute our power, and rollbacks to healthcare and SNAP benefits threaten our security. Authoritarian crackdowns and militarization have turned too many neighborhoods into battlegrounds.
- For nearly a decade, Black Voters Matter has been building and defending Black political power by investing in people, culture, and community 365 days a year. As we near our 10-year anniversary, the stakes for Black communities in 2026 have never been higher, and the urgency of this work has never been clearer.



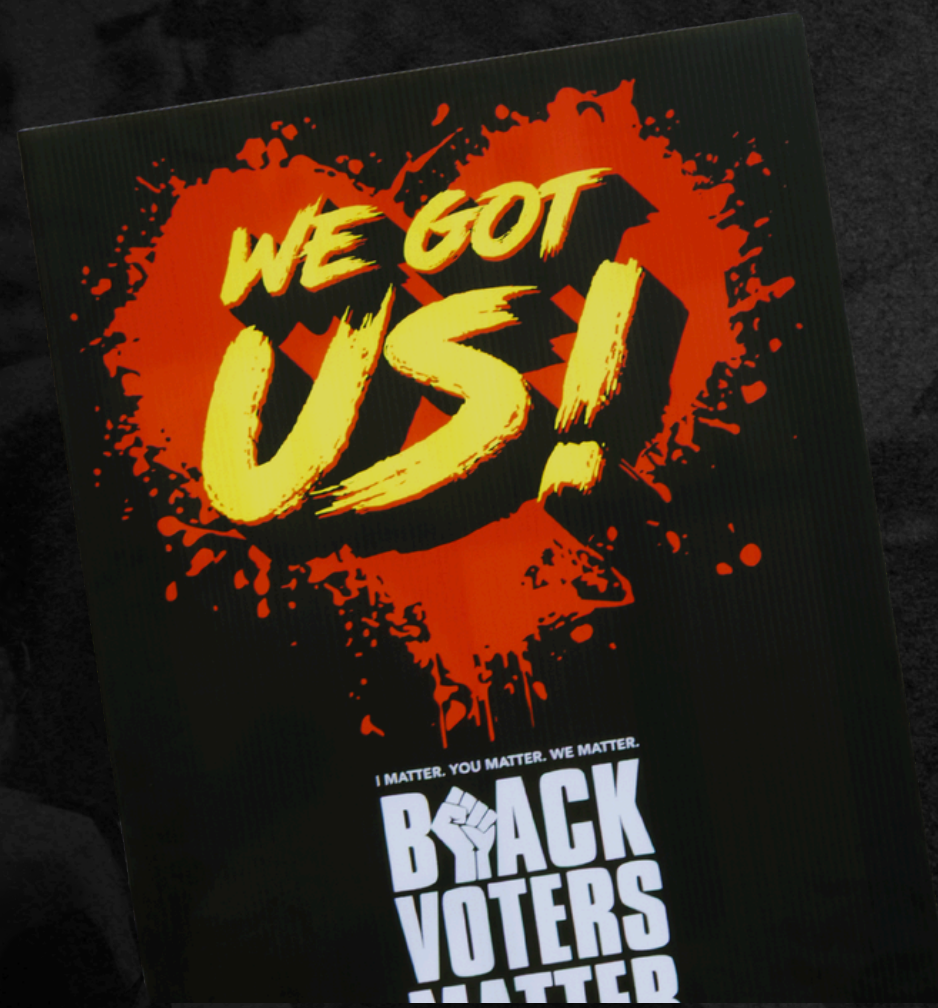
CAMPAIGN TALKING POINTS

- Black joy is not a distraction from our work. It is a tool for survival and transformation. It is how we heal from harm, build trust across generations, and sustain movements that last beyond any single election.
- You cannot erase Black power or silence Black voices. Even in the most challenging moments, we show up for one another.
- Mutual aid is what it looks like when we take care of each other in real time. When healthcare is cut, food access is threatened, or public resources disappear; we respond. Mutual aid is how we turn care into collective power and ensure no one is left behind.
- **WE GOT US** is an investment in grassroots political education, local leadership, and people-powered networks that will protect and empower Black communities.

KEY MESSAGING

WE GOT US BECAUSE BLACK PEOPLE ARE UNDER ATTACK

- This year's explicit anti-Black policy agenda creates an environment of fear and division, targeting voting rights, education, healthcare, and economic security. Efforts to suppress the Black vote through restrictive laws, gerrymandered maps, and attacks on community resources are direct assaults on Black political power.
- In 2025 alone, dozens of states have passed or proposed bills that restrict voting, cut public benefits, and criminalize protests.
- Racial gerrymandering is being used to erase Black representation.
- Attacks on healthcare and SNAP threaten the well-being of Black families and the militarization of Black neighborhoods is a symptom of a broader authoritarian push.



KEY MESSAGING

MUTUAL AID IS COLLECTIVE POWER

- When public resources are cut, Black communities respond with mutual aid. We help each other with food, healthcare, housing, and emergency needs not as charity, but as a form of organizing and resistance.
- Mutual aid is how we turn care into power, making sure no one gets left behind.

POLITICAL EDUCATION AND GRASSROOTS LEADERSHIP

- We Got Us is an investment in political education, grassroots leadership, and people-powered networks.
- We're building a movement that outlasts any single election by training new leaders, supporting local organizers, and connecting communities across the country.

KEY MESSAGING

BLACK JOY IS SURVIVAL

- Black joy isn't a distraction; it's how we heal, resist, and build trust.
- Joy is a tool for surviving harm and sustaining movements across generations. It's woven into every rally, every gathering, every victory.
- Black Joy comes from remembering the strength, depth, and fortitude of our people. It's an acknowledgement of our shared memory – our collective knowing is coded in our language, instructions hidden in plain sight, and our stories disguised by rhythm and dance. We celebrate the genius of Black culture and count it all joy.

YOU CANNOT ERASE BLACK POWER

- No matter how many times they try to silence us, Black communities keep showing up. Our voices are loud, our votes are decisive, and our commitment to each other is unbreakable.

SOCIAL MEDIA GRAPHICS

Social media graphics designed to inform, engage, and activate your community featuring ready-to-use, culturally relevant visuals paired with clear, impactful messaging.

These graphics make it easy to share timely information, amplify key issues, and spark meaningful action across your platforms.

VIEW HERE



#HASHTAGS

#WeGotUs

#BlackVotersMatter

#ItsAboutUs

#BlackPowerRising

#LoveJoyPower

#WeProtectUs

#MutualAidIsPower

#JoysResistance

#CommunityPower

#OurJoyOurPower

#CantStopWontStop

#WeGotPower

SOCIAL MEDIA TAGGING



@blackvotersmtr

INSTAGRAM/FACEBOOK

CAPTION: When institutions fail and policies attack, we don't wait for help, we take care of each other. Mutual aid is our tradition and our future. It means showing up with food, healthcare, housing, or just a listening ear. This isn't charity; it's how we turn care into real, lasting power. In a world that tries to divide us, we say: We Got Us. Join us in building a community where no one is left behind.

CAPTION: Black joy is so much more than a moment, it's our way of surviving, resisting, and celebrating everything we've built together. Our joy is how we heal from harm, build trust across generations, and keep our movements alive long after election day.

INSTAGRAM/FACEBOOK

CAPTION: Attacks on voting rights are nothing new, but neither is our determination. Even as policies try to silence us, we mobilize, organize, and show up at the polls with power and purpose. Your vote matters because your voice matters—and together, our voices are unstoppable. As we fight for fair maps and equal access, remember: when Black voters show up, we win.

CAPTION: WE GOT US isn't just a slogan, it's a promise to invest in each other, to lift up our stories, and to protect what we've built. Our communities thrive on collective care, grassroots organizing, and the unstoppable energy that comes from organizing together. Join a movement that centers love, joy, and building Black political power.

THREADS

CAPTION: When institutions fail and policies attack, we don't wait for help, we take care of each other. Mutual aid is our tradition and our future. It looks like food, healthcare, housing, or just showing up when our people need it the most. It's how we turn care into real, lasting power, We Got Us.

CAPTION: Black joy is more than a moment, it's how we survive, resist, and celebrate everything we've built. Our joy heals, builds trust across generations, and keeps our movements alive long after election day. Joy is our strategy and our strength.

THREADS

CAPTION: Attacks on voting rights are nothing new, but neither is our power and determination. Policies may try to silence us, but we organize, mobilize, and show up at the polls with power and purpose. When Black voters show up, we win.

CAPTION: WE GOT US isn't just a slogan, it's a promise. It's about investing in each other, lifting up our stories, and protecting what we've built. Our communities thrive on collective care, grassroots organizing, and the unstoppable energy of organizing together. Join a movement that centers love, joy, and power.

CALLS TO ACTION

- **Get engaged in your community**
 - **Sign up:** blackvotersmatterfund.org/volunteer
- **Vote** for candidates who prioritize Black issues
- **Support** mutual aid, local leadership, and grassroots organizing
- **Share your story:** What does “We Got Us” mean to you?
- Join the movement. Text **WEMATTER** to **25225**.
- **Donate:** We’re on the ground traveling on The Blackest Bus in America leading up to the November election. Want to help fuel our movement?
Donate today: blackvotersmatterfund.org/donate

I MATTER. YOU MATTER. WE MATTER.

**BY BACK
VOTERS
MATTER**

BlackVotersMatterFund.org