



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. 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

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

(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

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

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!