



City of Dallas

EQUITY & INCLUSION TOOLKIT



COVID-19 has impacted all of us greatly, but our various communities have had to face the impact of the pandemic differently. To aid in an equitable and inclusive response for all of our communities, especially those most vulnerable, the City of Dallas has launched an Equity and Inclusion social media campaign. The campaign is intended to share important messaging that helps ensure we remember that **#WeAreAllinThisTogether**. We hope you will join us by sharing the content and graphics.



Follow us on Twitter!

[@EquityDallas](#)

[@ResilientDAL](#)

[@Dallas_WCIA](#)

[@FHHRdtx](#)

Note: Social media copy and the City's COVID-19 website will automatically translate to the preferred language set by the user.

Shareable Social Media Content

To download high resolution images, please click the photo.



Speak Up Graphic

SUGGESTED TWITTER POST

Spread facts. Not lies! Visit the City's website to get accurate information regarding COVID-19 in Dallas.
<https://dallascityhall.com/covid19>

Hatred is never the answer. Visit the City's website for the most up-to-date information about the Dallas' COVID-19 response.
<https://dallascityhall.com/covid19>

SUGGESTED FACEBOOK /NEXTDOOR

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Face Covering Graphic

SUGGESTED TWITTER POST

Masks are for protection, not to create fear. Learn more about the use of face coverings and how to help slow the spread of COVID-19.
<https://bit.ly/CDCfaceCovering>

Do not hide hate behind the mask. Masks are for the safety of us all during this COVID-19 pandemic.
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Don't Discriminate Graphic	
SUGGESTED TWITTER POST	SUGGESTED FACEBOOK /NEXTDOOR
<p>Covid-19 does NOT discriminate! Get accurate information on the City's website. https://dallascityhall.com/covid19</p> <p>COVID-19 does not target people from specific populations, ethnicities, or racial backgrounds. Stop stigma. Learn the facts at https://dallascityhall.com/covid19</p>	<p>Covid-19 does NOT discriminate! Get accurate information on the City's website. https://dallascityhall.com/covid19</p> <p>COVID-19 does not target people from specific populations, ethnicities, or racial backgrounds. Stop stigma. Learn the facts at https://dallascityhall.com/covid19</p>



We Are Resilient Graphic	
SUGGESTED TWITTER POST	SUGGESTED FACEBOOK /NEXTDOOR
<p>You are not alone. Together we can work together to move our city forward! #WeAreAllInThisTogether</p>	<p>You are not alone. Together we can work together to move our city forward! #WeAreAllInThisTogether</p>



Welcoming City Graphic	
SUGGESTED TWITTER POST	SUGGESTED FACEBOOK /NEXTDOOR
<p>It's going to take our community working together to fight COVID-19. Dallas stands united as a welcoming community! #WeAreAllInThisTogether</p> <p>All races and ethnicities are working to help fight COVID-19 in Dallas. We are proud to be a welcoming city! #WeAreAllInThisTogether</p>	<p>It's going to take our community working together to fight COVID-19. Dallas stands united as a welcoming community! #WeAreAllInThisTogether</p> <p>All races and ethnicities are working to help fight COVID-19 in Dallas. We are proud to be a welcoming city! #WeAreAllInThisTogether</p>