

# **#CapitolStrong social media toolkit**

CapitolStrong.org | #CapitolStrong

# CAPITOLSTRONG

## WHO WE ARE

CapitolStrong is a coalition of civil society organizations working to strengthen and invest in the institution of Congress and the people who serve there. As our country continues to reckon with the violent attack on the U.S. Capitol one year later, it is critical to recognize the varied faces and diversity of experiences of congressional and service staff who work tirelessly to uphold and support our democracy and to create a space for belonging, healing, and rebuilding.

The violent attack that transpired on Jan. 6, 2021 on one of our most important democratic institutions, remains a painful scar on our country. The attack on our representative democracy put lives at direct risk and perpetuated racism, eroding a sense of belonging and personal safety for those who serve the sacred institution.

# CAPITOLSTRONG

## WHO WE ARE

The people who serve and work in Congress reflect the diverse communities in our country. They come from all walks of life, united in their commitment to public service. They deserve our gratitude and respect, and we owe it to them to stand up for their work and defend the institution they serve.

Over the course of the year, CapitolStrong has shared resources, hosted virtual events, and acted as informal conduits for information about the needs and experiences of those who were impacted by the attack.

We remain fiercely committed to honoring, listening, and supporting these public servants who have answered the call to serve and are the lifeblood of the institution of Congress. Our coalition works together to provide resources for congressional employees at all levels, while sparking a meaningful dialogue on how our country can begin to heal from this assault on our democracy.



# WHY #CAPITOLSTRONG

Participating organizations adopted the #CapitolStrong moniker to convey their admiration and support for those workers, staffers and community members who experienced the attack and returned to their station to preserve the functioning of our government despite tremendous adversity. We understand that for many the attack felt deeply personal, particularly for staffers of color. Despite this extreme adversity, you continue to show up and do your jobs to support the functioning of government. “CapitolStrong” is not just a hashtag; it is an acknowledgement of the dedication, resilience and enormous contribution of the public servants who work in Congress. To congressional and service staffers working on the Hill: we continue to be here to listen and support you.

**#CAPITOLSTRONG**

**WE ARE**

**#CapitolStrong**



# #CAPITOLSTRONG



SUPPORT CAPITOL HILL,

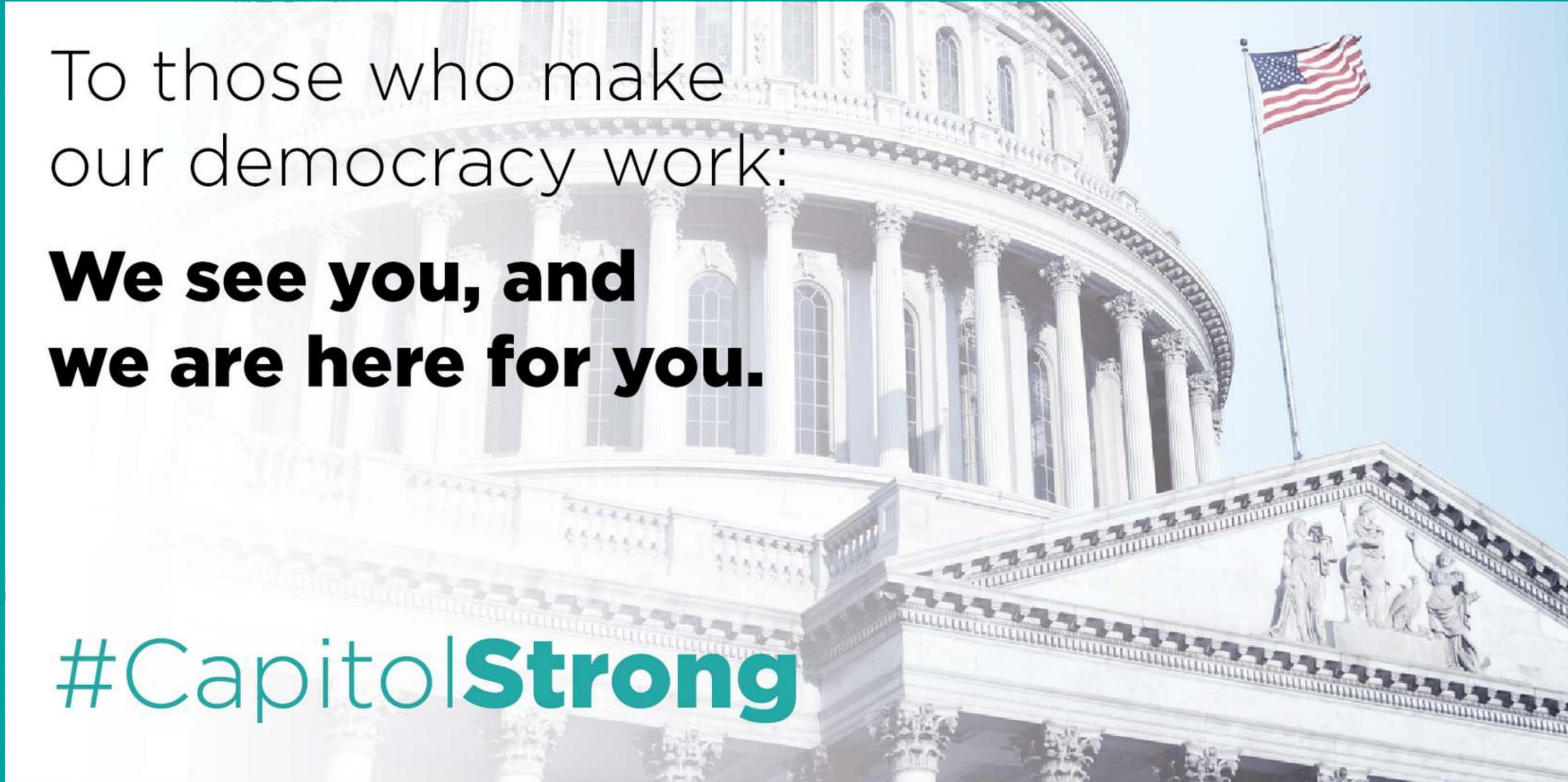
SUPPORT #Capitol**Strong**

# #CAPITOLSTRONG

To those who make  
our democracy work:

**We see you, and  
we are here for you.**

#Capitol**Strong**



# #CAPITOLSTRONG



# SAMPLE TWEETS

One year later, I am still proud to support #CapitolStrong. In these challenging days, it is important to recognize the varied faces and stories of congressional and service staff working in the U.S. Capitol. They still need our support. #CapitolStrong [capitolstrong.org](https://capitolstrong.org)

The attack on our democracy one year ago put lives at risk and instilled fear in those who experienced the siege firsthand. The people who serve and work in Congress are a reflection of our country's diversity and are united in their public service. #CapitolStrong [capitolstrong.org](https://capitolstrong.org)

Congressional staff, we are here for you. #CapitolStrong is a coalition of civil society organizations working to strengthen and invest in the institution of Congress and the people who serve there. For more information and resources, visit [capitolstrong.org](https://capitolstrong.org).

# SAMPLE TWEETS

Today we reflect and remember the fateful events that occurred one year ago today. To those experiencing trauma, fear, anger or to those who might just be numb, #CapitolStrong stands with you.

The violence and disruption to our democracy were overwhelming to witness, but most so for the congressional and service staff who experienced it firsthand. To all staff, thank you for the work you do to support our democracy. Your sacrifices do not go unnoticed. #CapitolStrong

If you are a congressional employee in need of support today, here is a list of resources available to you on and off the Hill. Thank you for your service. #CapitolStrong <https://capitolstrong.org/resources/>

A reminder to take care of yourself today. #CapitolStrong

# SAMPLE FACEBOOK/LINKEDIN

The violent attack on the U.S. Capitol last year on Jan.6 left a painful scar on our country and our democracy. Public servants working in support of Congress are committed to serving our country and are the lifeblood of our democratic system of government. They should have never to feel that their lives were in danger. One year later, we will still recognize the varied faces and stories of staff working in the U.S. Capitol. Copy/paste this message to show your support! We are all #CapitolStrong. [Capitolstrong.org](https://capitolstrong.org)

People who work in Congress usually support others. One year after the Jan. 6 attack on the U.S. Capitol, congressional and service staff need our support. Share [capitolstrong.org](https://capitolstrong.org) to rally behind our public servants!

# CONTACT US

## FOR COMMUNICATIONS SUPPORT

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