

spirit day



10.17.2024

CREATOR

GUIDE

spirit day

Go purple. Support LGBTQ youth. Take a stand against bullying!

As a Content Creator, we know that you're not just part of culture, you are culture!

At GLAAD, we're focused on ensuring LGBTQ people and issues are fully represented in media, from TV and film, to music, news, gaming and beyond. As the media landscape evolves, so must we, in how and who tells LGBTQ stories.

That's why we've made this [#SpiritDay](#) Resource Kit just for Creators, like you!

[#SpiritDay](#), organized by GLAAD, takes place this year on **Thursday, October 17th**. It is the world's most visible anti-bullying campaign where we ask everyone to go purple to shine a light on LGBTQ youth, who disproportionately face bullying and harassment.

Pledging to "go purple" on [#SpiritDay](#) is a way for everyone — companies, global leaders, tv & film studios, celebrities & influencers, neighbors, parents, teachers, classmates, and friends — to visibly show solidarity with LGBTQ youth and helps to create clear possibility models for them to see themselves thrive in a world where they are represented and protected.

Social Media safety has also never been more of a top priority.

[GLAAD's 2024 Social Media Safety Index](#) illuminated the epidemic of anti-LGBTQ hate, harassment, and disinformation across major social media platforms, and especially made note of high-follower hate accounts and right-wing figures who continue to manufacture and circulate most of this activity. This anti-LGBTQ rhetoric online manifests into real-life harm and has been cited as drivers of many of the more than 500 anti-LGBTQ bills introduced in states around the country this year alone, many of which target transgender people and LGBTQ youth.

This year, Spirit Day is on October 17 and serves as a reminder to LGBTQ youth and their families that they are not alone, despite the loud minority of hate. Take the Spirit Day pledge to show LGBTQ youth you've got their backs at glaad.org/spiritday and follow @GLAAD across all social media platforms to stay up to date with [#SpiritDay](#) news.

How to Activate, Social Toolkit and Resource Guides below...

It's time to take a stand for LGBTQ youth!

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SUPERCHARGE YOUR VOICE

#SpiritDay is all about making sure LGBTQ youth feel seen, heard and protected, by going purple and showing them a world where they are accepted for exactly who they are. Now, It's your turn to stand up and combat bullying in all its forms by joining thousands in a #SpiritDay pledge to support LGBTQ youth.

Sign the pledge linked below and save the date to go purple on Thursday, October, 17th!

ACTIVATE ON SPIRIT IN 3 EASY STEPS:

1. Go purple on #SpiritDay, Thursday, October 17th with GLAAD!
2. Use the hashtag #SpiritDay and follow @glaad and @protectthiskid on social media and share your own story – why #SpiritDay matters to YOU, inspiring LGBTQ youth to find success and hope in their own truth and story.
3. Sign the #SpiritDay Pledge at glaad.org/spiritday and commit to going purple on October 17 in support of LGBTQ youth. You'll also receive access to our social media kit for pledge-takers!

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DIGITAL TOOLKIT

Our Social Media Tool Kit LIVES HERE and includes:

Full kit becomes available on October 1st – save this link!

Social Cards, Identity Graphics, Activation Guides and more!

Before Spirit Day sample posts:

- The countdown is on! Join me in taking a stand against bullying on October 17th for [#SpiritDay](https://www.glaad.org/spiritday)! Take the pledge now: [glaad.org/spiritday](https://www.glaad.org/spiritday)
- We're going purple to show support for LGBTQ youth on [#SpiritDay](https://www.glaad.org/spiritday). Take the pledge to stand against bullying on October 17th! [glaad.org/spiritday](https://www.glaad.org/spiritday)
- [#SpiritDay](https://www.glaad.org/spiritday) is on its way. Take the pledge now and join us on October 17th to support LGBTQ youth: [glaad.org/spiritday](https://www.glaad.org/spiritday)
- We stand with LGBTQ youth! Take the [#SpiritDay](https://www.glaad.org/spiritday) pledge if you do too! [glaad.org/spiritday](https://www.glaad.org/spiritday)
- [#SpiritDay](https://www.glaad.org/spiritday) is about supporting LGBTQ youth. Take the pledge now and go purple on October 17th! [glaad.org/spiritday](https://www.glaad.org/spiritday)

Day-of Spirit Day sample posts:

- It's [#SpiritDay](https://www.glaad.org/spiritday)! Go purple now to take a stand against bullying and to support LGBTQ youth. [_glaad.org/spiritday](https://www.glaad.org/spiritday)
- Today is [#SpiritDay](https://www.glaad.org/spiritday) ❤️ Go purple now if you're against bullying! [_glaad.org/spiritday](https://www.glaad.org/spiritday)
- [#SpiritDay](https://www.glaad.org/spiritday) has arrived. Join us and go purple now to stand against bullying ❤️❤️ [glaad.org/spiritday](https://www.glaad.org/spiritday)
- Show LGBTQ youth that we've got their back - go purple NOW for [#SpiritDay](https://www.glaad.org/spiritday) [glaad.org/spiritday](https://www.glaad.org/spiritday)
- On [#SpiritDay](https://www.glaad.org/spiritday) we stand against bullying and show support for LGBTQ youth. Go purple today and join in on the love ❤️ [_glaad.org/spiritday](https://www.glaad.org/spiritday)

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ONE LINERS:

I am proud to take part in Spirit Day by wearing purple in a united stand against bullying and to show my support for LGBTQ youth of all backgrounds, races, religions, abilities, gender identities, and sexual orientations. Join me on October 17!

Let's tell every young person that it's okay to be who you are, no matter your background, race, religion, ability, sexual orientation, or gender identity. Wear purple on October 17 and share with hashtag [#SpiritDay](#).

No one should be bullied or called names simply for being who they are. That's why I'm wearing purple for [#SpiritDay](#) on October 17.

I support LGBTQ youth and I'm against bullying! Join me in wearing purple on [#SpiritDay](#) October 17. Find out more at glaad.org/spiritday.

I stand in unity with LGBTQ youth of every background, race, religion, ability, gender identity, and sexual orientation because I refuse to allow hateful and non-inclusive legislation, policy, and rhetoric to divide us. Stand with me on October 17!

Join me in celebrating LGBTQ youth of all backgrounds and identities by going purple on [#SpiritDay](#), October 17.

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ABOUT SPIRIT DAY

The world is going purple for GLAAD's [#SpiritDay](#) in support of LGBTQ youth and taking a stand against bullying. GLAAD organizes hundreds of celebrities, media outlets, brands, landmarks, sports leagues, tech leaders, influencers, faith groups, school districts, organizations, colleges and universities in what has become the most visible anti-LGBTQ bullying campaign in the world. Purple also symbolizes spirit on the rainbow flag.

Today, LGBTQ youth, and especially our trans and nonbinary youth, are experiencing a level of scrutiny in schools we have never seen, leading to an environment rife with stressors beyond the peer-to-peer bullying of the past. From bans on books to bans on healthcare to bathroom restrictions and teachers barred from using preferred pronouns or even talking about their identity or families, the means by which a student can express themselves and see others like them are increasingly being challenged.

You can learn more at GLAAD.org/SpiritDay!

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ABOUT GLAAD

GLAAD rewrites the script for LGBTQ acceptance. As a dynamic force in media, GLAAD tackles tough issues to shape the narrative and provoke powerful dialogue that shifts culture. GLAAD protects all that has been accomplished in LGBTQ representation and visibility, creating a world where everyone can live the life they love. Learn more at GLAAD.org and connect with @GLAAD on social media.

QUESTIONS?

Contact **The GLAAD Partnerships Team**
at partnerships@glad.org or visit glad.org/spiritday