STopping Anti-Asian Hate

A SOCIAL MEDIA TOOLKIT & RESOURCE GUIDE

AUGUST 23, 2021

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INTRODUCTION

U.S. intelligence officials are nearing the end of a 90-day investigation into the origins of Covid-19 that was ordered by President Biden. The report -- or at least portions of it -- are expected to be released to the public on or around August 24. Learning the origins of Covid-19 could enable public health experts and policymakers to take the necessary steps to prevent future outbreaks. Regardless of the reports findings there could be a surge in anti-Asian hate incidents.

WHAT YOU CAN DO

Stand in solidarity as a community. Use your voice. Get involved and encourage others to join us in creating a counter narrative online. Advancing Justice – Los Angeles has assembled this social media toolkit and resource guide for your use.

- Encourage community members to report incidents of hate
- Tell friends and family that safe, confidential and non-police help is available in multiple Asian languages
- Continue to take action by supporting policies that help AAPIs
- Attend free bystander intervention training. Learn more and sign up here.

ENCLOSED YOU WILL FIND:

FACTS the latest data on anti-Asian hate incidents
MESSAGING talking points you can use
RESOURCES a list (and links) of organizations and programs that offer support/guidance to those impacted by anti-Asian incidents
SOCIAL MEDIA CONTENT ready-to-use copy and social graphics for distribution across your own social media channels
This data is provided by Stop AAPI Hate in their most recent national report (Aug 12, 2021). You can access the full report here.

Types of Discrimination

- There are now over 9,000 reported incidents.

- Verbal harassment (83.7%) and shunning (16.5%) — the deliberate avoidance of AAPI individuals — continue to make up the two largest proportions of the total incidents reported. A majority of incidents are traumatic and harmful, but not hate crimes.

- Physical assault (13.7%) comprises the third largest category of total reported incidents, followed by being coughed at or spat on (8.5%).

National Trends

- Hate incidents reported by women make up 63.3% of all reports. Youth (0 to 17 years old) report 9.9% of incidents and seniors (60 years old and older) report 6.9% of the total incidents.

- Chinese have reported more hate incidents (43.5%) than all ethnic groups, followed by Koreans (16.8%), Filipinx (9.1%), Japanese (8.6%) and Vietnamese (8.2%).

- Of all hate incidents, 48.1% included at least one hateful statement regarding anti-China and/or anti-immigrant rhetoric.
Below are some suggested talking points regarding the Covid-19 origins report and concerns about a spike in hate.

1. **What is happening:**
   - This report will enable scientists, public health experts and policymakers to take the steps necessary to prevent a similar outbreak from happening again.
   - Using the findings of this report to politicize the pandemic will further intensify the anti-Asian hate jeopardizing the safety of AAPI community members.
   - Our community has been attacked for something that has absolutely nothing to do with us. AAPIs are NOT the virus and not the cause of its origin.
   - We are all neighbors, friends and family. We’re in this fight against the pandemic together. Scapegoating AAPIs and other communities of color isn’t going to make the virus go away.
   - AAPIs love their country, and understand the pain and suffering caused by Covid-19, but to commit violence or spew hatred at innocent Americans will not help us defeat this horrible virus.

2. **Why this is happening:**
   - Like all people of color, AAPIs have long been targets of hate and discrimination. The United States has a long history of discrimination against our communities and other communities of color.
   - The use of terms like that of “China Virus” and “Kung Flu” by the former president and other high-profile individuals helped normalize and encourage animosity against our communities.
   - Unfortunately, when people of influence express xenophobic sentiments, it makes others feel emboldened to harass and act violently toward others.

3. **What must be done:**
   - We must stand in solidarity with one another and with other communities of color. Together we are stronger and together we are more resilient. All people of color are experiencing hate and violence.
   - Focusing on crimes and policing alone is not the solution. Restorative justice solutions that require us to work together on community-based approaches that support well-being and healing.
   - Create safer neighborhoods and prevent violence such as bystander intervention training and chaperone services.
   - Increased resources/funding to AAPI community organizations so they can provide more culturally appropriate and language accessible support services for victims.

4. **Why more policing isn't the answer**
   - Many AAPI communities don’t necessarily feel more safe in the presence of police.
   - More than 90% of reported hate incidents don’t actually rise to the level of a crime so focusing on law enforcement response isn’t a viable solution.
   - Police need to be better trained to recognize and investigate hate crimes & incidents so we have better data -- especially disaggregated data by ethnic group.
### IF YOU NEED HELP, CALL ADVANCING JUSTICE - LA.

Our multilingual helplines (please share):

<table>
<thead>
<tr>
<th>Language</th>
<th>Phone Number</th>
</tr>
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<tbody>
<tr>
<td>English</td>
<td>888.349.9695</td>
</tr>
<tr>
<td>中文</td>
<td>800.520.2356</td>
</tr>
<tr>
<td>한글</td>
<td>800.867.3640</td>
</tr>
<tr>
<td>Tagalog</td>
<td>855.300.2552</td>
</tr>
<tr>
<td>ภาษาไทย</td>
<td>800.914.9583</td>
</tr>
<tr>
<td>Tiếng Việt</td>
<td>714.477.2958</td>
</tr>
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### ASIAN AMERICAN HISTORY AND CULTURE

- Check out this [link](#) to find recommended readings and toolkits to address racial justice.

- *The Amber Ruffin Show* - This six-minute video by comedian Amber Ruffin is entertaining and an informative lesson on Asian American history. Click [here](#) to view.

- *Asian Americans* is a five-hour PBS film series looking at U.S. history and the ongoing role that Asian Americans have played in shaping the nation’s story. Click [here](#) to view.

### CALIFORNIA DEPARTMENT OF JUSTICE: HATE CRIMES WEBSITE

Crimes motivated by hate are not just attacks on individual innocent people - they are attacks on our communities and the entire State.

The California Department of Justice has tools and resources to aid and assist local, state, and federal law enforcement authorities in the investigation of possible hate crimes, including the identification, arrest, prosecution, and conviction of the perpetrators of those crimes.

For more information visit: [https://oag.ca.gov/hatecrimes](https://oag.ca.gov/hatecrimes).
SOCIAL MEDIA CONTENT

Here is a wide range of ready-to-use content for you to use across your own social media channels. These assets are organized around three themes:

RISE UP

Bystander Intervention

STOPAAPIHATE.ORG

Please leverage your networks to:

- spotlight the growing number of anti-Asian incidents;
- mobilize individuals and communities to rise up and take action;
- encourage victims rise up to report these incidents; and
- empower bystanders and witnesses to take appropriate action.

TAGGING

Please be sure to follow and tag the correct Advancing Justice affiliate on Instagram and other platforms.

ADVANCING JUSTICE - LA
SOCIAL MEDIA HANDLES & LINKS

Facebook: @AdvancingJusticeLA

Instagram: @advancingjustice_la

Twitter: @aaaj_la

Linkedin: Asian Americans Advancing Justice - LA

Remember to always use these hashtags in your posts to make it easier for users to search, find and share our content:

#RiseUp
#UnitedInAction
#BystanderIntervention
#StopAsianHate
#StopAAPIHate
The Rise Up campaign was created by Advancing Justice - LA to encourage AAPI communities and allies to Rise Up and stand in solidarity. The campaign encourages AAPI individuals and supporters to seek help and get involved.

**SAMPLE SOCIAL MEDIA CAPTIONS**

**FACEBOOK**
*(suggested copy)*
- Rise Up against anti-Asian discrimination and hate crimes. Call @AdvancingJusticeLA if you or a loved one needs free victim support services or legal help, in language. Anger, fear and the feeling of hopelessness is valid and undeniable. Do not let injustice win by being silent! #RiseUp

- I stand with the Asian American and Pacific Islander (AAPI) community during this incredible time of need where the community is facing an increase in hate incidents. We are stronger together! I pledge to #RiseUp and continue to spread awareness and call for solidarity. You can learn more and support @AdvancingJusticeLA (facebook.com/advancingjusticeLA) today. #UnitedInAction

**TWITTER**
*(suggested copy)*
- #RiseUp against anti-Asian discrimination and hate crimes. Call @aaaj_la if you or a loved one needs free victim support services or legal help, in language. Anger, fear and the feeling of hopelessness is valid and undeniable. Do not let injustice win by being silent! #UnitedInAction

- I pledge to #RiseUp against anti-AAPI hate and will continue to help spread awareness and call for solidarity along with @aaaj_la. We are stronger together when we stand #UnitedInAction. Can I count on you to pledge to #StopAAPIHate today?

**INSTAGRAM**
*(suggested copy)*
- Today, I am pledging my support to the AAPI community and rising up against the surge of anti-AAPI hate. #RiseUp and get involved. Learn more @advancingjustice_la. Together we can help the most vulnerable in our AAPI community. #UnitedInAction #RiseUp

- #RiseUp against anti-Asian discrimination and hate crimes. Call @advancingJustice_la if you or a loved one needs free victim support services or legal help, in language. Anger, fear and the feeling of hopelessness is valid and undeniable. Do not let injustice win by being silent! #UnitedInAction
BYSTANDER INTERVENTION

The Bystander Intervention campaign created by Advancing Justice - LA in partnership with Hollaback! It is designed to introduce the concept of citizens safely intervening if they witness a hate incident by using approaches known as the 5D's: distract, direct, delegate, delay, and document. More info is at https://advancingjustice-la.org/bystander-intervention-trainings/

Advancing Justice - LA offers free virtual training workshops throughout the year. Nationally, the Advancing Justice network has trained approximately 75,000 individuals thus far. Free registration is at AdvancingJustice.org

Public Service Announcement
- To watch and share our short-form PSA, click here or copy the link below: https://youtu.be/a-kZNo0vY6M
- To watch and share our long-form PSA, click here or copy the link below: https://youtu.be/sHqAEUJ40f8

SOCIAL Graphics

Click to download.
**YOUTUBE**
*(suggested caption)*
If you see an act of racial harassment, there is something you can do. Safely intervene as a bystander using the 5D’s: distract, delegate, delay, direct and document. For more info, watch AdvancingJustice - LA’s PSA featuring the voice of actor Ken Jeong and illustrations by award-winning artist James Yang.

We are stronger together so share this and help educate our community and allies.
#RiseUp #UnitedInAction #BystanderIntervention
#StopAsianHate #StopAAPIHate

View AdvancingJusticeLA 30/90 second version here:
[https://youtu.be/-T6ElqUsszA](https://youtu.be/-T6ElqUsszA)

Sign up for free bystander intervention trainings:

To learn more: [www.advancingjustice-la.org](http://www.advancingjustice-la.org) and Hollaback!

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**FACEBOOK & LINKEDIN**
*(suggested caption)*
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#StopAsianHate #StopAAPIHate

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**INSTAGRAM**
*(suggested copy)*
If you see an act of racial harassment, there is something you can do. Safely intervene as a bystander using the 5D’s: distract, delegate, delay, direct and document. For more info, watch @advancingjustice_la's PSA featuring the voice of actor @KenJeong and illustrations by award-winning artist James Yang (@yangmeister).

We are stronger together so share this and help educate our community and allies.
#RiseUp #UnitedInAction #BystanderIntervention
#StopAsianHate #StopAAPIHate

Sign up for our free bystander intervention trainings:
[@advancingjustice_la](https://www.instagram.com/advancingjustice_la/)

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**TWITTER**
*(suggested copy)*
When you see racial harassment, safely intervene as a bystander using the 5D's: distract, delegate, delay, direct & document. Watch @AAAJ_LA PSA narrated by actor @KenJeong & illustrated by award-winning artist James Yang @yangmeister.

[https://youtu.be/-T6ElqUsszA](https://youtu.be/-T6ElqUsszA)

#StopAAPIHate #AAPIHM
STOP AAPI HATE
REPORT ANTI-ASIAN HATE INCIDENTS

Asian Pacific Policy and Planning Council (A3PCON), Chinese for Affirmative Action (CAA), and the Asian American Studies Department of San Francisco State University operate Stop AAPI Hate To track and respond to incidents of hate.

SAMPLE SOCIAL MEDIA CAPTIONS

FACEBOOK
(suggested copy)
We must stand together. If you see something, say something. If you have been the victim of a hate incident, please report it so we can put a stop to these horrible attacks. Go to Stop AAPI Hate: https://stopaapihate.org to report. #RiseUp #UnitedInAction #StopAAPIHate

To learn more go to @advancingJusticeLA.

INSTAGRAM
(suggested copy)
Since the start of the pandemic, the Asian American and Pacific Islander (AAPI) community has been the target of racist physical and verbal attacks. Women and the elderly are the most vulnerable. Many incidents go unreported, which slows down efforts to stop these horrible attacks.

If you or a loved one has experienced a hate incident, please report it @stopaapihate. To learn more go to @advancingjustice_la. #StopAAPIHate #RiseUp #UnitedInAction

TWITTER
(suggested copy)
If you have experienced anti-Asian hate, please report it. Reporting these attacks is vital to ensuring we allocate the resources needed to support victims and #StopAAPIHate. Go to https://stopaapihate.org. @StopAAPIHate. @aaaj_la

SOCIAL GRAPHICS
Click to download.