



ILLUMINATIVE

ILLUMINATIVE x #TheTimelsNow Campaign
Social Media Toolkit

ILLumiNative Social Handles	Campaign Hashtags & Social Assets
Instagram: @_illuminatives Twitter: @_IllumiNatives Facebook: @IllumiNativeOrg	Hashtags: #TheTimelsNow #ChangeTheName

Brief Background:

If sports leagues want to offer more than empty words in service of their profits, if they really want to live by the values they claim to have, they must ban the use of Native mascots, team names, insensitive gestures and the subsequent racist behavior of fans – starting with the National Football League removing the Washington team name.

A broad, diverse coalition of Native organizations and allies including: [ILLumiNative](#), [Amanda Blackhorse](#) (*Diné*, Social Worker and Indigenous Identity Advocate), [No Name Change, No Stadium](#), the [Native Organizers Alliance](#), [NDN Collective](#), [Notah Begay III](#), and the family of civil rights activist and comedian Dick Gregory are calling upon athletes, politicians, like-minded organizations, and fans to stand together to proclaim that racism is racism and it will no longer be tolerated.

Suggested Social Media Copy:

#Native youth are harmed by Native mascots and the Washington football team name. To fight racism, the @nfl must stand with Native communities and call for the @redskins to #ChangeTheName. Protect #NativeYouth, we won't wait #TheTimelsNow.

I am #Native and I am #NotYourMascot. The @nfl must stand with Native communities and call for the @redskins to #ChangeTheName. We won't wait, #TheTimelsNow.

The era of #Racist mascots and brands are done. Change is here, the @redskins name must change. Equality and justice will be empty words by the @nfl until they #ChangetheName. #TheTimelsNow