November 18 - 20, 2021
#StrengthAndLoveLA Digital Toolkit

Background
To memorialize our collective experience of nearly two years, Mayor Eric Garcetti is inviting Angelenos to come together virtually for Strength and Love, The City of Angels’ COVID-19 Memorial.

For this 3-day virtual event, happening from November 18-20, we are asking Angelenos to:

- **HONOR** those who held our city together including first responders, essential workers, small businesses owners, community organizations, caregivers, neighbors, and families. (Nov 18)
- **REMEMBER** those we have lost due to the pandemic. (Nov 19)
- **MOBILIZE** to give back to our communities, and work together to build an even more united, supportive and resilient city. (Nov 20)

We have all been impacted by the pandemic. Angelenos continue to support each other in this unprecedented moment. Strength and Love, The City of Angels’ COVID-19 Memorial will give all of us an opportunity to reconnect, form new partnerships, recognize the strength and resilience of our communities, and reflect on all we have experienced together.

Visit [LAMayor.org/COVIDMemorial](http://LAMayor.org/COVIDMemorial) to learn more.

Ways to Get Involved
Share content from this digital toolkit with your audiences!

- **Post** on social media: [Click here for suggested posts](http://Click here for suggested posts) and tag @MayorofLA on Twitter, Instagram, and Facebook or simply Repost / Retweet content from the Mayor’s social media channels. Be sure to use the #StrengthandLoveLA hashtag so we can build an online gallery and archive of all of the ways Angelenos Honored, Remembered and Mobilized
- **Amplify Online**: Promote the Strength and Love information leading up to and during the memorial on your websites, newsletters, emails and text campaigns using #StrengthandLoveLA.

- **Display a Poster in your Home, Office or Business**: Display a poster(s) or banner, take a photo and share it with the hashtag #StrengthandLoveLA. Posters will be available online to print on your own or you can inquire for already printed materials.

- **Light Up Los Angeles**: On November 18 - 20, light up your building, landmark or home in blue. (Hex Code: #0505FF. or RGB breakdown of: R = 5 / G = 5 / B = 255). [Click here](#) to see a list of participants.

### Assets, Posters and Social Media

Strength and Love materials are available for Angelenos and community partners to help recognize the City of Angels’ COVID-19 Memorial.

These graphics, posters and digital assets are downloadable, customizable, and shareable. Use them to honor an essential worker who has helped your community or toward remembering a loved one and use the hashtag #StrengthandLoveLA to include them as a part of the City of L.A.’s online memorial.

### Posters

Posters can be downloaded and printed easily at home by visiting [LAMayor.org/COVIDMemorial](http://LAMayor.org/COVIDMemorial) or by clicking this [link](#).

### Graphics for Social

- **General Strength + Love graphics** ([Facebook/Instagram - 1080x1080](#)) | [Twitter (16x9)](#)

- **Day 1: Honor** ([Facebook/Instagram - 1080x1080](#)) | [Twitter (16x9)](#)
  - In Spanish ([Facebook/Instagram - 1080x1080](#)) | [Twitter (16x9)](#)

- **Day 2: Remember** ([Facebook/Instagram - 1080x1080](#)) | [Twitter (16x9)](#)
  - In Spanish ([Facebook/Instagram - 1080x1080](#)) | [Twitter (16x9)](#)

- **Day 3: Mobilize** ([Facebook/Instagram - 1080x1080](#)) | [Twitter (16x9)](#)
  - In Spanish ([Facebook/Instagram - 1080x1080](#)) | [Twitter (16x9)](#)

- **Instagram stories** | [I Honor](#) | [I Remember](#) | [I Mobilize For](#)
Social Headers

- Twitter (1500x500)
- Facebook (820x360)

Hashtag

#StrengthandLoveLA

Accounts to Tag, Follow, and Like

- @MayorofLA (FB | TW | IG)
- @MayorsFundLA (FB | TW | IG)

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Keep checking for additional suggested posts!

Suggested Daily Posts

**DAY 1: HONOR**

It's the first day of the #StrengthandLoveLA COVID-19 Memorial!

Tonight at 8 p.m. let's clap for our heroes 👏 — the first responders, essential workers, small business owners, & others — who helped keep L.A. running during the pandemic.

Learn more ➡ LAMayor.org/COVIDMemorial

**With Day 1: Honor Graphics**

- In English [Facebook/Instagram - 1080x1080] | Twitter (16x9)

**IN SPANISH**

Hoy es el primer día de la conmemoración de COVID-19 #StrengthandLoveLA — un evento virtual para todos los angelininos.

Esta noche a las 8pm nos uniremos con un aplauso para honrar a quienes han ayudado durante la pandemia — los equipos de emergencia, trabajadores esenciales, dueños de negocios, y más.

**With Day 1: Honor Graphics**

- In Spanish [Facebook/Instagram - 1080x1080] | Twitter (16x9)
Nov. 18-20 L.A. Buildings Light-up Blue

Don't miss it! From November 18-20, step outside to see City Hall & buildings across L.A. light up blue at night as part of the Strength and Love COVID-19 Memorial!

Share how you are participating in this event using #StrengthandLoveLA! 💙

More info: LAMayor.org/COVIDMemorial
With photo of City Hall lit up

IN SPANISH
El ayuntamiento y edificios en la ciudad se iluminarán de color azul desde hoy hasta el sábado.

Comparta y participe en estos tres días publicando en las redes sociales usando #StrengthandLoveLA! 💙

Más información: LAMayor.org/COVIDMemorial
With photo of City Hall lit up

DAY 2: REMEMBER

TWITTER POST 1
On day two of the #StrengthandLoveLA COVID-19 Memorial, we are remembering our loved ones — family members, friends, & neighbors — who we've lost to COVID-19.

Join your fellow Angelenos tonight at 8 p.m. tonight & light a candle to honor their memory. 🕯

LAMayor.org/COVIDMemorial
With Day 2: Remember Graphics
● In English (Facebook/Instagram - 1080x1080) | Twitter (16x9)  
● In Spanish (Facebook/Instagram - 1080x1080) | Twitter (16x9)

TWITTER POST 2
Now through November 22, you can visit the #StrengthandLoveLA flag installation @GriffithObserv to view the nearly 27,000 flags representing each life we’ve lost to COVID-19 in L.A. County.

The installation is open to the public during Griffith Park operating hours.
With Griffith Photos

FACEBOOK AND INSTAGRAM POST
On the second day of the #StrengthandLoveLA COVID-19 Memorial, we’re remembering those we’ve lost to COVID-19.

Join your fellow Angelenos tonight at 8 p.m. tonight & light a candle to honor their memory.

Now through November 22, you can also visit the #StrengthandLoveLA flag installation @GriffithObservatory to view the nearly 27,000 flags representing each life we've lost to COVID-19 in L.A. County.

LAMayor.org/COVIDMemorial

**With Griffith Photos**

**AND/OR Day 2: Remember Graphics**

- In English ([Facebook/Instagram - 1080x1080](#)) | [Twitter (16x9)](#)
- In Spanish ([Facebook/Instagram - 1080x1080](#)) | [Twitter (16x9)](#)

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**DAY 3: MOBILIZE**

Join us for the last day of the #StrengthandLoveLA COVID-19 memorial to mobilize for a more united and resilient L.A.

Join your fellow Angelenos tonight at 8 p.m. to make L.A. shine by waving a flashlight or phone light outdoors!

LAMayor.org/COVIDMemorial

**With Day 3: Mobilize Graphics**

- In English ([Facebook/Instagram - 1080x1080](#)) | [Twitter (16x9)](#)
- In Spanish ([Facebook/Instagram - 1080x1080](#)) | [Twitter (16x9)](#)

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**OPTION 2**

On day three of the #StrengthandLoveLA Memorial, let’s mobilize for a more united and resilient L.A.!

✓ Volunteer in your community
✓ Do an act of kindness
✓ Tonight at 8 p.m. make L.A. shine by waving a flashlight or phone light outdoors.

More info: LAMayor.org/COVIDMemorial

**With Day 3: Mobilize Graphics**

- In English ([Facebook/Instagram - 1080x1080](#)) | [Twitter (16x9)](#)
- In Spanish ([Facebook/Instagram - 1080x1080](#)) | [Twitter (16x9)](#)
More Information
Interested in getting involved? Let us know!

**Fill out this google form** to pledge your commitment to virtually participating in the Strength and Love memorial campaign and visit our website at LAMayor.org/COVIDMemorial for updates.

For partner organizations
Help us get the word out about by sharing information about the memorial with your audiences. **Find sample newsletter and email drafts here.**

Contact
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