

# Developing a Thoughtful Strategy for Themed Months, Weeks, Days – and Social Justice Moments

## Mixte Communications

Recognition moments – such as Black History Month, International Women’s Day or September 11th – are important. They’re intentionally dedicated to lift up a person or group of people, to remember something significant or to honor something instrumental. Not only should we recognize these days, but we must understand the way our organizational mission and our values inform how we recognize them, and then as communications experts, how this fits into our content strategy.

Determining your approach will require thoughtfulness and self-reflection – and in turn, your audiences will feel more connected to your vision, your values and the work you do overall.

And the impact of approaching these moments thoughtfully doesn’t end with your business or organization. As communications professionals, we have a real opportunity to help the world recognize these moments with equity and community building leading the way.

But it’s going to require more work on our end and a holistically different approach.

Thank you for taking the first step.



### How to use this worksheet:

- Treat it like a brainstorm instead of a perfect plan
- Get messy. Write everything down. You can clean it up later.
- Use it to facilitate conversation when you get back
- Revisit and iterate on it often



**Before you do anything – reflect**

**What are your values? At the end of the day, what do you stand for?** List up to ten, and notice what patterns begin to emerge and opportunities to combine.

**What communities does your work directly impact?** Be specific!

**What social justice issues most clearly overlap with your work?**  
Examples could include: racial equity, education, liveable wages, transportation homelessness/housing, LGBTQIA rights, women's rights, environmentalism/sustainability, reproductive healthcare, etc.



## Write your internal manifesto

Because **your organization/ business** believes unwaveringly in **values**, we recognize our responsibility to be vocal during moments related to **communities/issues**.

Write your manifesto by filling in the blank:

Because \_\_\_\_\_ believes unwaveringly in \_\_\_\_\_

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we recognize our responsibility to be vocal during moments related to

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Because \_\_\_\_\_ believes unwaveringly in \_\_\_\_\_

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## Map it out!



Visit [socialjusticeresourcecenter.org/peace-and-justice-anniversaries](https://socialjusticeresourcecenter.org/peace-and-justice-anniversaries) for a list of dates. List out the ones that align with your manifesto below. If you find yourself with more than three or four a month, go back to step one and get even more specific.

## Plan your actions – not just your social media content



- De-center yourself and lift others up:** As you step to the side, invite in the voices of people representative of the community in whatever way you can. You can do this very practically by sharing links to free resources, reposting those who are most impacted (always with credit, of course), or recommending leaders to follow.

**What are some ways your organization/company can lift others up?**

- Focus on education and action:** Share educational resources in your content around these moments and be transparent about your organization's plans to actively support communities that have been historically neglected. What you stand for is not enough for long – show your audiences that you're invested.

**What are some things you can educate about?**

**What are some actions your org/company has taken you can share?**

- Be an ally all year round:** Whatever you do, don't stop caring when the themed moment has passed. Systems of oppression won't stop, so we can't either, and tokenizing isn't a good look. As content creators, this means planning to uplift diverse voices, educational initiatives and action into your company culture all the time. Hey, no one said justice was convenient.

**How can you work this into content year round?**

- **Remember that it's not about being perfect:** I get it – it can be scary at first. Transparency and vulnerability always are (at least that's what my therapist says). Start small. You will mess up. I will mess up. We all will. When (not if) we do, we must listen, understand, and commit to doing better. We don't stop – we just get back up and keep going with more knowledge and awareness.

**How will you respond if you don't get it perfect?**

**Bonus tip: What to do once you leave here**

You've got your worksheet. Bring it back to your content team and talk through what you came up with. Then, start planning your content in an editorial calendar one day at a time.



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