The 21-Day Equity Challenge is an opportunity to expand our knowledge and understanding of the historic and persistent inequities that play a role in our social and economic landscape here in Southeastern Michigan.

Use this language to share your organization’s commitment to the equity challenge and encourage your followers to sign up.

**SAMPLE SOCIAL POSTS**

**HASHTAGS**

Please use hashtags for all Equity Challenge posts so that United Way can track and share your posts!

#EQUITYCHALLENGE  #TAKETHEEC22

**HANDLES**

TW & IG: @UnitedWaySEM

FB & LI: @United Way for Southeastern Michigan

**MAIN ANNOUNCEMENT GRAPHIC**

Are you ready for a new challenge? Join us and sign up for @unitedwaysem’s 21-day #EquityChallenge to deepen your understanding of inequities across SE MI, confront bias, and commit to justice. Sign up at UnitedWayEquityChallenge.org

We are committed to creating a more just and inclusive community, so we’re taking @unitedwaysem’s 21-day #EquityChallenge and you should, too. Sign up at UnitedWayEquityChallenge.org

Change starts right here with you. And each of us. Commit to it and our community. #TaketheEC22 with @unitedwaysem and dive into 21 days of thought-provoking and actionable content. Sign up at UnitedWayEquityChallenge.org

**WE ACCEPTED THE CHALLENGE GRAPHIC**

And you can, too! Sign up for @unitedwaysem’s 21-day #EquityChallenge to build and expand your learning for and with our community. Accept the challenge at UnitedWayEquityChallenge.org

#TaketheEC22 with @unitedwaysem and commit to building, learning, and growing individually and collectively to do better for our community. Accept the challenge at UnitedWayEquityChallenge.org

Join us in signing up for @unitedwaysem’s 21-day #EquityChallenge, so we can all do better for ourselves, each other and our community. Accept the challenge at UnitedWayEquityChallenge.org