



**ILLUMINATIVE x #TheTimesNow Campaign**  
**Social Media Toolkit**

IllumiNative Social Handles	Campaign Hashtags & Social Assets
Instagram: <a href="#">@_illuminatives</a> Twitter: <a href="#">@_IllumiNatives</a> Facebook: <a href="#">@IllumiNativeOrg</a>	Hashtags: #TheTimesNow #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:**

*We must end racism in its entirety. Allowing the @nfl to continue to use the @redskins name is destructive to Native communities and cannot be tolerated any longer. Change the name @Redskins @nfl #TheTimesNow #ChangeTheName*

*We are not equal until all our communities are equal. Change the name @Redskins @nfl #TheTimesNow #ChangeTheName*

*I'm joining a call to support our Native American communities. The @redskins do not get a pass in this battle for equality and justice. @nfl #TheTimesNow #ChangeTheName*