



SOCIAL MEDIA TOOLKIT

VENIDA BROWDER TWITTER STORM

Oct. 17, 1:00 pm Eastern

#HonorVenida

Join us on October 17 from 1:00 Eastern (10:00am Pacific) in remembering Venida Browder's strength as a mother and an advocate. Venida Browder dedicated her life to her children. She was a tireless advocate for her son, [Kalief Browder](#), who was arrested at the age of sixteen and endured solitary confinement and other abuses inside the Rikers Island Jail. Venida worked to hold the New York City justice system accountable for Kalief's death. On the first anniversary of her passing, we honor Venida's strength, sacrifice, and courage as part of the Stop Solitary for Kids campaign.

- [Twitter Storm Official Message](#)
- [More about Venida Browder](#)
- Read the [latest developments on youth solitary](#)

SPREAD THE WORD

Use the sample Facebook and Twitter language below. When posting, please always use #HonorVenida and use one of our [shareable images](#).

TWITTER

HELP US SPREAD THE WORD BEFORE OCTOBER 17

- Join us on Oct. 17 at 1pm ET to #HonorVenida on the 1st anniversary of #VenidaBrowder's passing <http://wp.me/P7zLOY-Ia>
- #HonorVenida Browder on Twitter Oct. 17 @1pm ET: She fought for action so #KaliefBrowder's life wasn't lost in vain <http://wp.me/P7zLOY-Ia>
- After #KaliefBrowder's death, she championed justice for others. On OCT. 17 at 1:00pm ET #HonorVenida #JJReform <https://buff.ly/2ykxEZD>

USE THE SAMPLE TWEETS BELOW ON OCTOBER 17

- On the first anniversary of #VenidaBrowder's passing, we recognize her strength as a mother and advocate #HonorVenida #StopSolitaryForKids
- #VenidaBrowder passed on 10-14-16 from a broken heart after losing her son. Today we celebrate her legacy #StopSolitaryForKids #HonorVenida
- She never gave up on her son, #KaliefBrowder. "People care because they see I care" #HonorVenida one year after her passing #JJReform
- She traveled 3.5 hrs to visit her son each week. She never stopped fighting for #KaliefBrowder. #HonorVenida + help #StopSolitary #CJReform

- Venida fought for action so #KaliefBrowder's life wasn't lost in vain. Act now to #HonorVenida #JuvenileJustice <http://wp.me/P7zLOY-Ia>
- After her son's death, she championed justice for others. Her tireless fight shows how powerful love and advocacy can be #HonorVenida
- FACT: 50% of suicides in facilities occur while kids are in solitary. Let's #HonorVenida & #StopSolitaryForKids <http://wp.me/P7zLOY-Ia>
- FACT: #SolitaryConfinement = permanent harm to kids. Continue Venida Browder's fight against brutality in jails #HonorVenida #NoKidsinPrison
- FACT: Each year, thousands of kids are put in solitary and adult jails. Let's #HonorVenida & #StopSolitaryForKids <http://bit.ly/20eepGx>
- After her son #KaliefBrowder's death, Venida fought to hold the NYC justice system accountable. #HonorVenida #JuvenileJustice
- #KaliefBrowder was never found guilty of a crime, but spent 2 years in solitary as a teen. Continue to #HonorVenida & #StopSolitaryForKids

FACEBOOK

We remember the courage, faith, and strength of Venida Browder. Venida fought for justice reform in New York City after her son, Kalief, suffered at Rikers from abuse and solitary confinement. After his death, she continued Kalief's fight for justice against Rikers the court system. "Justice for me and Kalief is letting them admit that they are the reason he's dead. If he would've never been literally snatched off the street in a flimsy case that never happened, he would be here." Please join us to #HonorVenida and #StopSolitaryForKids. <http://wp.me/P7zLOY-Ia>.

Venida Browder's legacy was her family, and her son whom she never gave up on. Her sixteen-year-old son, Kalief Browder, was arrested and held at Rikers for three years without being convicted of a crime. "Kalief was my son. As a mother, as a parent, you're supposed to protect your kids, and I wasn't able to protect him. They took that right away from me. But when I went to Rikers, I could see him. . . You can see your child, but you can't take your child home." After Kalief's death, Venida turned heartbreak into advocacy. Please join us to #HonorVenida and #StopSolitaryForKids.

<http://wp.me/P7zLOY-Ia>



Join Us
**OCTOBER 17,
1:00PM EST**
#HonorVenida
Twitter Storm
Help us remember Venida Browder's strength as a mother and an advocate
1953 - 2016
#KaliefBrowder



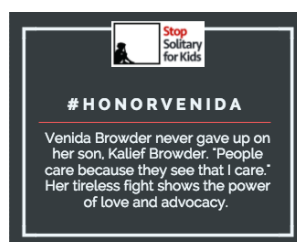
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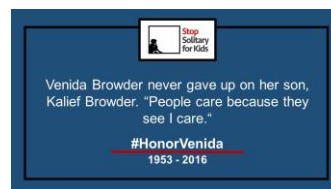
#HONORVENIDA
"Kalief was my son. I know what he went through. I went through a lot with him."
We celebrate Venida Browder as a mother and an advocate
1953 - 2016



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#HONORVENIDA
Help us remember Venida Browder's strength as a mother and an advocate



#HONORVENIDA
Venida Browder never gave up on her son, Kalief Browder. "People care because they see that I care." Her tireless fight shows the power of love and advocacy.



Venida Browder never gave up on her son, Kalief Browder. "People care because they see I care."
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1953 - 2016



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