Help Stop Hate Campaign:
"Not in Our State"
Social Content Toolkit

HELP STOP HATE

Help Stop Hate officially launched on Oct. 30, 2024 as a statewide initiative aimed at raising awareness and encouraging the public to report acts of hate they witness or experience.

As part of this effort, Help Stop Hate is launching a new campaign to send a clear message: **Not in Our State**. Hate has no place in Illinois. Through education, outreach, and engagement, this campaign empowers communities to stand against acts of hate in all its forms.

As a valued stakeholder, you play a critical role in amplifying this message. This toolkit provides ready-to-use content to help you spread awareness and drive action in your networks.

In this content toolkit you will find:

An introduction to Help Stop Hate

Guidelines on how to post, hashtags to use, and who to tag

Pre-made social posts with suggested post captions

Newsletter blurb you can adapt to spread the word in your network

By using this toolkit, you can reinforce that Illinois is a state where hate is not tolerated and where everyone deserves to feel safe and respected. Together, we can take a stand and make it clear: ***Not in Our State***.

What is *Help Stop Hate*?

Help Stop Hate is a confidential service that provides meaningful support to assist victims and witnesses of hate acts in reporting what happened and connecting them and their communities with vital resources.

The service is free, confidential, and not affiliated with law enforcement.

Online reports can be made in English and Spanish.

Callers can report in the language of their preference and receive assistance from call specialists trained in trauma-informed care.

Help Stop Hate is a project of the Illinois Commission on Discrimination and Hate Crimes (CDHC) and the Illinois Department of Human Rights (IDHR).

Posting Guidelines and Tips

Post on or after early April, the official "Not in Our State" campaign launch

Uses the official hashtags to amplify your content:
#HelpIllinoisStopHate and ***#ReportHateGetSupport***

Follow, tag, & share CDHC and IDHR with the social media handles
@ILHateCrimes on Facebook, X, and Instagram and ***@IllinoisDHR***
on Facebook, Bluesky, Instagram, X, and LinkedIn

Tailor sample post language and graphics provided in this content toolkit

Pre-made Social Media Posts

Social Post 1
Not in Our State

Social Post Caption

Not in our state. We stand united against discrimination and bias, ensuring every resident feels safe and valued.

If you or someone you know has experienced hate, report it. Call (877) 458-HATE or visit ILStopHate.org.

#HelpIllinoisStopHate

Click here to download

*Social graphics are available in sizes for Facebook, Instagram, and Instagram Stories in blue, purple, and green colorways.

Social Post 2

Report Hate. Get Support.

Social Post Caption

No act of hate is too small to report. By speaking up, you help protect your community and create a safer, more inclusive Illinois.

Report hate acts, get support and access vital resources.

#ILStopHate   #ReportHateGetSupport

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*See next page for full carousel post

Social Post 2

Report Hate. Get Support.

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Social Post 3

Help Illinois Stop Hate

Social Post Caption

Stopping hate starts with all of us. By reporting acts of hate, we can build awareness, provide support, and work toward safer communities across Illinois.

Take action today—call (877) 458-HATE or visit ILStopHate.org. Together, let's create a welcoming environment for all!

#IllinoisUnited   #HelpIllinoisStopHate

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Help Illinois *stop hate.*

HELP
STOP
HATE

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REPORT HATE
GET SUPPORT

Social Post 4

What is Hate?

Social Post Caption

Hate can take many forms—verbal threats, physical violence, vandalism, or online harassment. No matter the form, it has no place in Illinois.

Learn more and report hate by calling (877) 458-HATE or visit ILStopHate.org to report online.

#ILStopHate

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Social Post 5

Why Report Hate

Social Post Caption

Don't stay silent! Your voice matters.
When you report hate, it helps protect others
and strengthens our communities.

Help Stop Hate makes it easy to share your
experience confidentially, online or by phone.

#ReportHateGetSupport   #HelpIllinoisStopHate

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Social Post 5
Why Report Hate

HELP STOP HATE

NOT in OUR STATE.

What is hate?
Acts of hate target people based on their actual or perceived race, creed, color, religion, ancestry, gender, sexual orientation, physical or mental disability, citizenship, immigration status, or national origin.

Such acts are deeply harmful.

ILStopHate.org / 877 458 HATE

Why report hate?
When you report hate, you can access vital resources, build awareness and help make Illinois safer and more inclusive for all.

REPORT HATE GET SUPPORT

How can we stop hate?
Report an act of hate you have experienced or witnessed to Help Stop Hate by calling 877 458 HATE (4283) or visit ILStopHate.org to report online.

Help Illinois **stop hate.**

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Social Post 6

How Can We Stop Hate?
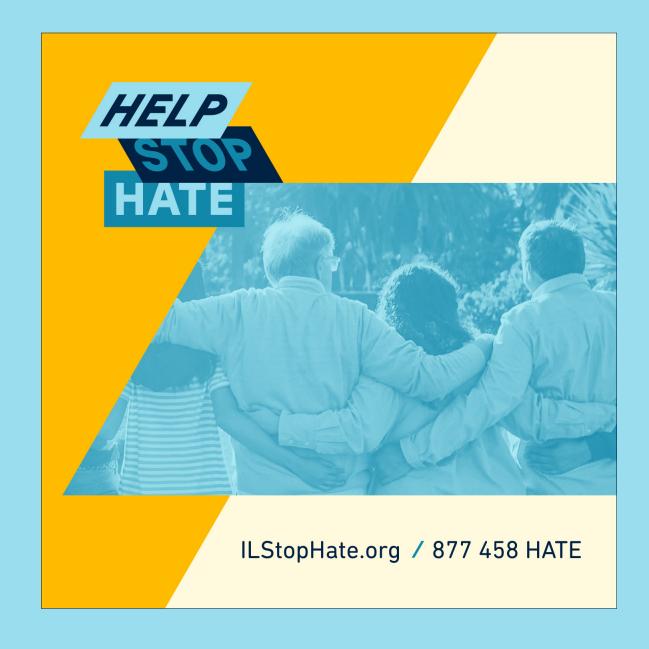
Social Post Caption

Stopping hate starts with awareness and action. Speak up, support those affected, and report hate when you witness or experience it. Together, we can make Illinois safer for all.

Call (877) 458-HATE or visit ILStopHate.org to take action.

#ILStopHate   #HelpIllinoisStopHate

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Pre-made Newsletter or E-blast Blurb

Newsletter Blurb

In recent years, Illinois has seen a stark rise in hate and extremism, reflecting a troubling national trend. In response, Governor JB Pritzker, along with the Illinois Human Rights Department (IDHR) and the Illinois Commission on Discrimination and Hate Crimes (CDHC), announced the official launch of Help Stop Hate, a confidential service that provides support and resources to individuals and communities affected by hate.

Help Stop Hate provides meaningful support to assist victims and witnesses of hate acts in reporting what happened and connecting them and their communities with vital resources. The service is free, confidential, and not affiliated with law enforcement. Online reports can be made in seven languages. Callers can report in the language of their preference and receive assistance from call specialists trained in trauma-informed care.

Hate has no place in Illinois – but we need your help to ensure our communities remain safe and inclusive for all. By speaking up and reporting hate acts you witness or experience, you play a crucial role in making Illinois a place where everyone is treated with dignity and respect.

Visit ILStopHate.org or call (877) 458-HATE Monday to Friday from 12-9 PM to report what you've experienced or witnessed. Together, we can send a clear message: **Not in Our State**. Hate and bias will not be tolerated in Illinois.

For more information, visit ILStopHate.org and read the full press release on the launch here.

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REPORT HATE GET SUPPORT

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