



5Ds of Bystander Intervention



SOCIAL MEDIA TOOLKIT

INTRODUCTION

In response to the alarming surge in hate incidents targeting the Asian American community, Asian Americans Advancing Justice – Los Angeles, a leading legal and civil rights organization, is launching its first-ever bystander intervention initiative. The effort includes the debut of a PSA narrated by actor Ken Jeong designed to promote awareness and usage of bystander intervention methods. Intended to prevent verbal harassment from escalating into physical violence, these techniques offer everyday people the chance to assist victims and play a role in keeping their communities safe.

Created in partnership with Hollaback!, a nonprofit working to end harassment in all its forms, the PSAs are based on the “5Ds of bystander intervention”, which are different methods a person can use to help victims of harassment. Learn more at www.AdvancingJustice-LA.org.



HASHTAGS AND TAGGING

Follow Advancing Justice – LA’s official social media profiles:

Youtube: [APALCSocal](#)

Facebook: [AdvancingJusticeLA](#)

LinkedIn: [@asian-americans-advancing-justice-los-angeles](#)

Instagram: [@advancingjustice_la](#)

Twitter: [@AAAJ_LA](#)

To rise up against racism together, always remember to tag your posts with the following:

[#RiseUp](#)

[#UnitedInAction](#)

[#BystanderIntervention](#)

[#StopAsianHate](#)

[#StopAAPIHate](#)



SUGGESTED YOUTUBE CAPTION

(upload full 90 second version)

Youtube: [APALCSocal](#)

If you see an act of racial harassment, there is something you can do. Safely intervene as a bystander using the 5D's: distract, delegate, delay, direct and document. For more info, watch our PSA featuring the voice of actor Ken Jeong and illustrations by award-winning artist James Yang.

We are stronger together so share this and help educate our community and allies.

[#RiseUp](#) [#UnitedInAction](#) [#BystanderIntervention](#) [#StopAsianHate](#) [#StopAAPIHate](#)

View our 30 second version here: <https://youtu.be/gdecrkOBt4>

Sign up for our free bystander intervention trainings: <https://bit.ly/BystanderLA>

To learn more about our organization: www.AdvancingJustice-LA.org and our partnership with Hollaback!



SUGGESTED FACEBOOK & LINKEDIN CAPTION

(upload full 90 second version with YouTube Link: <https://youtu.be/-T6ElqUsszA>)

Facebook: [AdvancingJusticeLA](#)

LinkedIn: [@asian-americans-advancing-justice-los-angeles](#)

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SUGGESTED INSTAGRAM CAPTION

Instagram: [@advancingjustice_la](https://www.instagram.com/advancingjustice_la)

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SUGGESTED TWITTER CAPTION

(upload full 90 second version with YouTube Link: <https://youtu.be/-T6ElqUsszA>)

Twitter: [@AAAJ_LA](https://twitter.com/AAAJ_LA)

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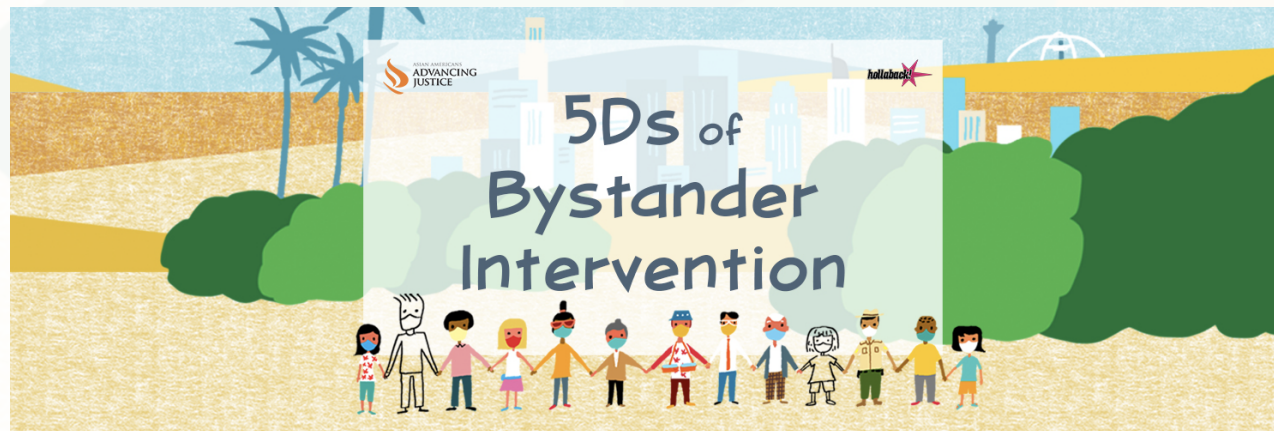
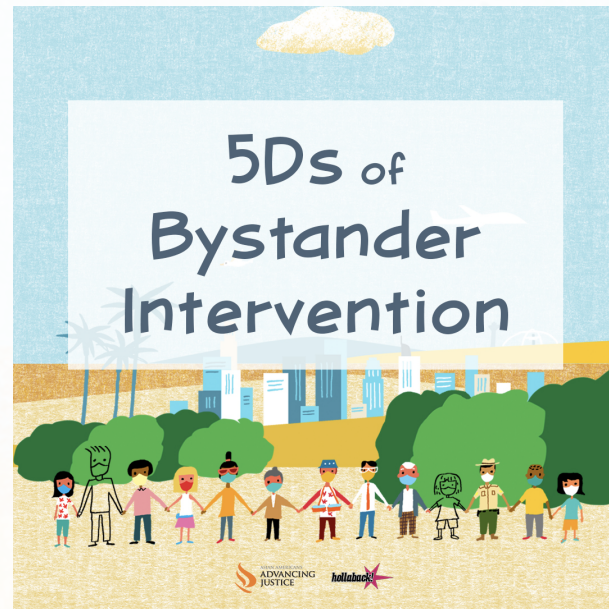
Watch our PSA narrated by actor @KenJeong & illustrated by award-winning artist James Yang @yangmeister.

<https://youtu.be/-T6ElqUsszA>

[#StopAAPIHate](#) [#AAPIHM](#)



GRAPHICS + PSAs



To download any of our graphics and videos for social media usage, please click [here](#).

To watch and share our short-form PSA, click [here](#) or copy the link below:

<https://youtu.be/gdecrrkOBt4>

To watch and share our long-form PSA, click [here](#) or copy the link below:

<https://youtu.be/-T6ElqUsszA>

