



STANDING ON THE SIDE OF

LOVE



Standing on the Side of Love began at General Assembly 2009 as an opportunity for Unitarian Universalists to conduct creative public witness and advocacy work while building relationships and collaborations with like-minded allies.

The campaign's success is closely linked to our use of various forms of new media, including social media. Social media has created opportunities for information sharing, online advocacy and connecting to the work happening in congregations all over the country and world.



Standing on the Side of Love has primarily relied upon Facebook and Twitter as our social media platforms.

Facebook and Twitter have helped us successfully connect to many of our constituents. We have also explored other social media platforms (Flickr, YouTube, Pinterest & Instagram). Because social media requires ongoing monitoring, be sure to find out the best platforms for your constituents as you create accounts.



What has worked for Standing on the Side of Love

- Positive and Affirmative
- Timely
- Re-share content from collaborators and allies
- Use images and video
- There is room for everyone!





Standing on the Side of Love

Posted by Nora Rasman · May 28 · Edited

Sending love and light to Dr. Maya Angelou. Your words, compassion, and spirit will continue to live on. "Love is that condition in the human spirit so profound that it empowers us to develop courage; to trust that courage and build bridges with it; to trust those bridges and cross over them so we can attempt to reach each other." -Dr. Maya Angelou

Photograph by Talbot Troy



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3,200 Shares

Susan Leslie, Jennifer Toth, Heather Godbout and 2,103 others like this.

Write a comment...

Lynn Whitbeck Hepner Amen. Well done, good and faithful servant. Unlike · Reply · 14 · May 28 at 11:55am

Karen Covi



Standing on the Side of Love shared Oregon United for Marriage's photo.

Posted by Nora Rasman · May 19

Today a federal judge just ruled that the marriage ban for same-sex couples in Oregon is unconstitutional! On the heels of ten years of marriage equality in MA, we're thrilled! Click here to learn more from Oregon United for Marriage #LGBT #MarriageEquality

LOVE WINS! A federal judge just ruled Oregon's marriage ban for same-sex couples is unconstitutional! Click "like" and share to celebrate this historic moment in Oregon. Then click here to view our Decision Day page—a one-stop resource on how today's ruling will impact same-sex couples and their families: www.orunited.org/decisionday — with Hannah Brickley and Anna Waxwing.



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521 · 2 · 2 Shares

8,292 people reached

Boost Post



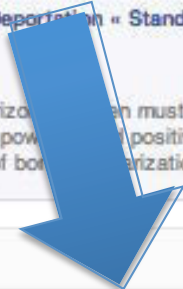
Standing on the Side of Love shared a link.
Posted by Nora Rasman [?] · June 6

Today our message comes from Rev. Diane Dowgiert, Minister at Unitarian Universalist Church-Tucson to take action to stop deportation today. "No More Deaths, a social ministry of the Unitarian Universalist Church in Tucson where I serve, ha... See More



Take Action to Stop Daniel's Deportation « Standing On The Side Of Love
standingonthesideoflove.org

As a UU minister in southern Arizona, I must call upon my faith and my belief in love as a powerful positive force of change. Living in ground-zero of border militarization and anti-



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Wendy von Zirpolo, Susan Leslie, Audra Friend and 38 others like this.

Top Comments ·



Write a comment...



Susan Leslie I just clicked the link and sent my message to DHS. Thank you Diane for companioning Daniel and his family and giving us a way to support too.
Unlike · Reply · 2 · June 6 at 3:55pm



Barb Lyttle Message sent! Bless you for all you do!
Unlike · Reply · 1 · June 6 at 5:29pm

View 1 more comment

3,278 people reached

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Standing on the Side of Love shared a link.
Posted by Nora Rasman [?] · June 5 · Edited

Now is the time to take action to call on the House of Representatives to take a vote and move immigration reform forward. Check out the work of Reform Immigration FOR America to learn more about #OccupyCIR and show your support for comprehensive immigration reform today!
#TimesisNow #Not1More



#OccupyCIR - Alliance For Citizenship
occupycir.org
#OccupyCIR



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Susan Leslie, Audra Friend, Jennifer Toth and 30 others like this.



Write a comment...

2,208 people reached

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How Standing on the Side of Love Messages

- Name anti-oppression as the lens informs and guides our work
- Manage expectations of partner coalition groups
- Mindful of identities of various messengers
- Make messages actionable



Our Standing on the Side of Love Strategy

- Connect with UUs (Congregants, Nones, Seekers and more)
- Support and celebrate work of UU Congregations
- Call attention to related justice issues
- Connect with folks engaged in social justice work across faith traditions



Lessons Learned from Standing on the Side of Love

- Reach out in love: building with people takes time, diligence and trust. Do research about who is already doing work, if anyone, that you find of interest.
- Share the love: to gain followers, build relationships and reach some policy goals, we need to share the content of our partners and allies. They'll likely do the same!
- Find your voice: social media can be vast and time consuming. Get clear about your purpose before taking on a new social media campaign and you'll have more success



STAY CONNECTED!

For more information or with questions, feel free to reach out!

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