



Support Networks

Campaign Name & Summary

“Support Networks” – A digital campaign that puts a twist on the connective power of wifi network technology to help build community around and create safe spaces for trans, non-binary, and gender-fluid youth in schools.

Creative Insight

Online social networking plays a big role in advocacy for the safety of trans, non-binary, and gender-fluid kids. But what about when it comes to real-world communities keeping them safe, in the places they’re most vulnerable?

Solution & How It Works

We’ll recruit networks of older students and staff to act as on-call volunteers to support trans youth in moments of need at school. We’ll install unique wifi networks in places like school bathrooms, where such youth often experience frightening or upsetting situations, like violent attacks or discrimination. While there, we’ll invite them to connect to a wifi ‘support network’ of their choice, which opens a web portal giving them instant access to help from trusted allies nearby – via SMS, phonecall, or emergency alert.

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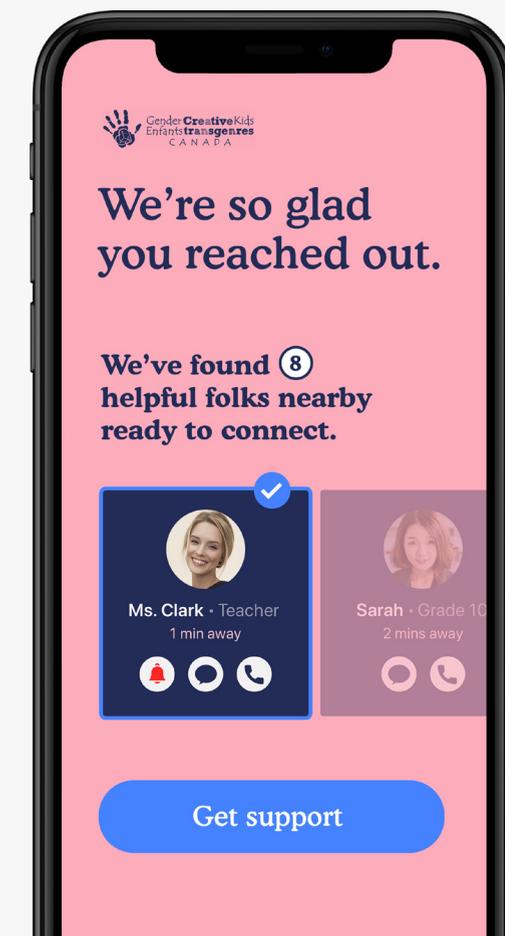
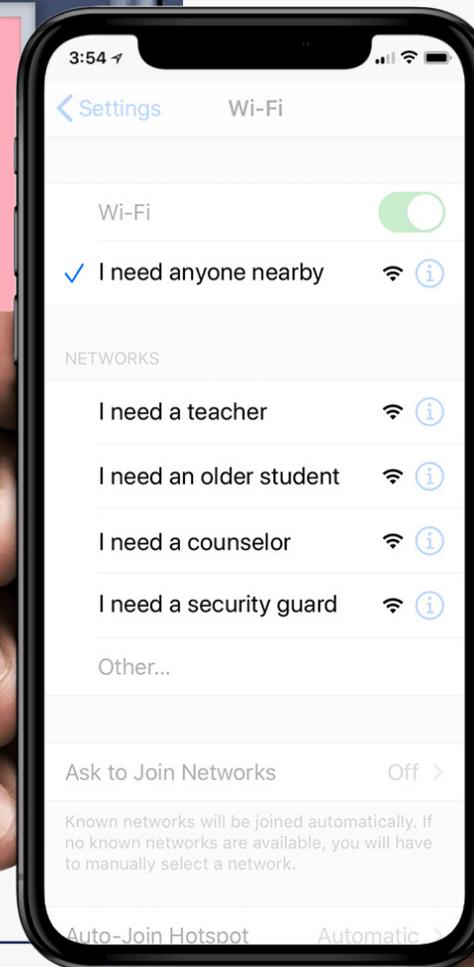
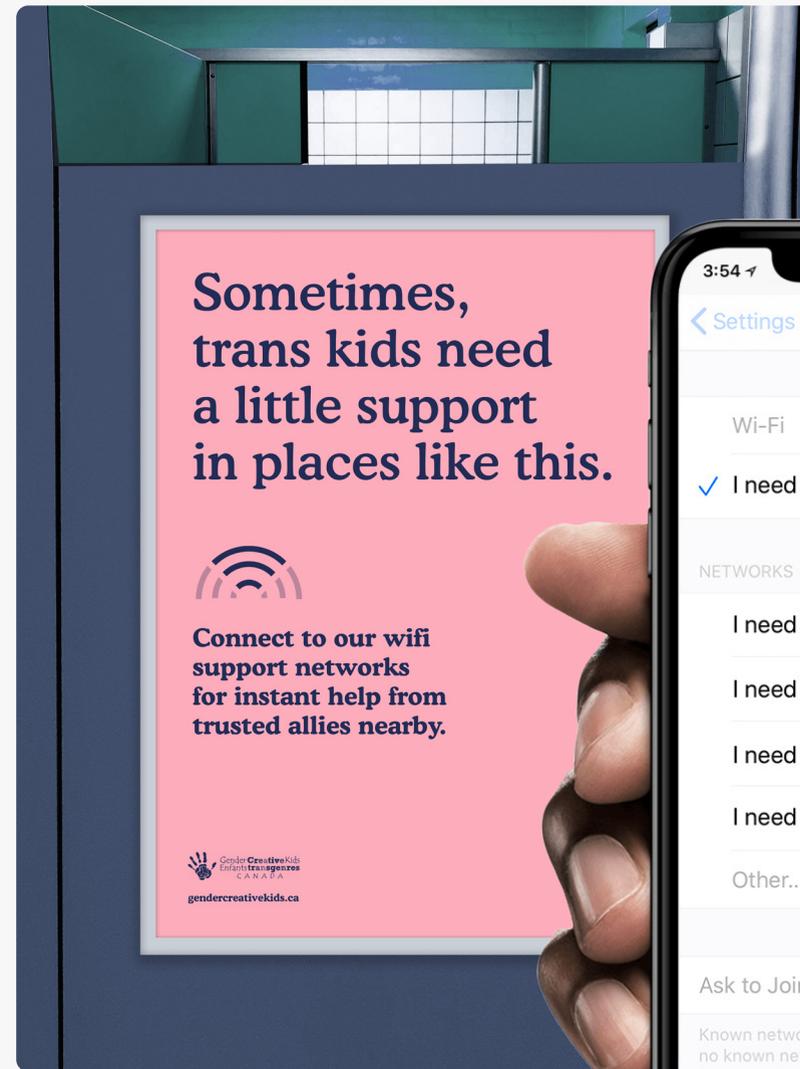
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We're creating powerful new kinds of #SupportNetworks. Calling on all student and staff volunteers willing to support trans and non-binary students in moments of need. DM to apply.



Support Network - just now

Ms. Clark, a student in the girls' bathroom needs your help. Type "Y" to let them know you're on your way.

1

2

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Social Media Examples

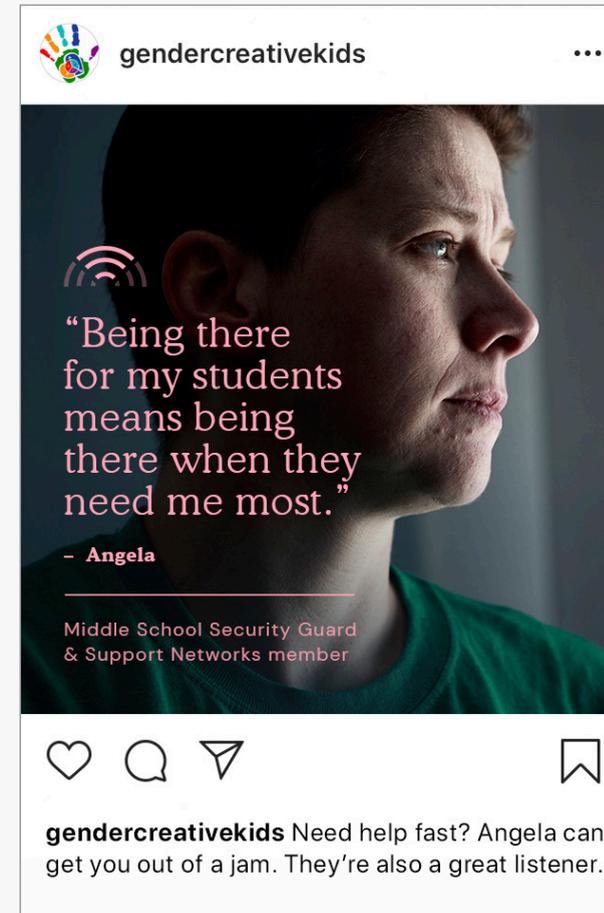


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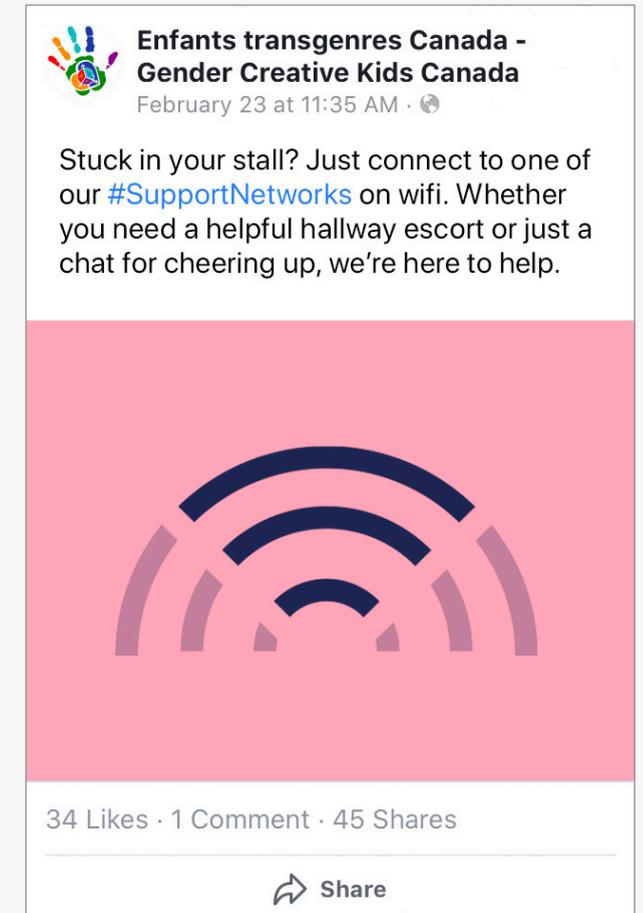
Twitter

Recruiting allies and spreading the word.



Instagram

Spotlighting trusted community members from Support Networks that trans youth are encouraged to reach out to.



Facebook

Geo-targeted ads promoting local Support Networks.