

ABOUT THIS DOCUMENT

What's inside

Thank you for joining us as a valued partner in the All We Share Campaign. This toolkit has been thoughtfully created by Common Ground USA and One Million Truths to help you make a real impact.

Inside, you'll find everything you need to take action online, amplify our message, and be a key part of this transformative national campaign. Our goal is to reach one million Americans, and we need your help to spread the word. We encourage you to share this toolkit with your network, engage your audience, and inspire meaningful conversations that bridge divides.

Together, we can make a powerful difference. For more resources, visit Allweshare.us or reach out to us directly at allweshare@sfcg.org.

Let's get started!

Campaign description

Common Ground USA (CG-USA), a bold initiative of Search for Common Ground (Search), and One Million Truths (OMT) have come together to launch All We Share, a media campaign that offers a hopeful narrative to counteract the prevalent sense of division across the nation. We brought together a wide spectrum of people to think about their perceptions, fears, and hopes for this country. In our video, you'll see a diverse group of Americans sharing a countervailing narrative of hope for this upcoming election season.

The All We Share campaign was developed by leveraging academic research to identify the most effective strategies for changing norms around violence. This included direct consultation with a researcher from Stanford University's Polarization and Social Change Lab. The campaign team applied these evidence-based practices to shape the campaign's overall approach.



SOCIAL MEDIA SAMPLE CONTENT AND ASSETS

Supporting Graphics

- [Download Campaign Graphics](#)

This kit was developed to assist partners in maximizing visibility and amplify the bridging message of #AllWeShare.

There are four ways to help us amplify the message on social media.

Share our campaign video

We have posted the campaign video to our brand accounts: All We Share, Search For Common Ground, Common Ground USA, and One Million Truths. Please share from the official accounts. This helps amplify the brand reach of the campaign and leads people to share the video and [visit the website](#). Make sure to use #AllWeShare in your post.

Post organically on social media

Below you'll find social media graphics and sample copy that you can share on your platforms. You are welcome to make adjustments to the copy, so it fits better with your personal brand and voice. We are also including some other [key messages](#) that you can utilize. Make sure to include #AllWeShare.

Make sure to **keep your language casual, positive, and uplifting**. Here are a few other important tips to keep in mind:

- Be nonpolitical
- Be nonpartisan
- Use unifying messaging
- Stay away from polarizing messages
- Keep the spirit of aspiration and hope

1) **99.994% of Americans, regardless of identity, do not choose acts of political violence**

- » See? We already have so much in common. Let's focus on #AllWeShare.
- » Let's start here. I'm sure we have even more in common. I want to know about #AllWeShare.



SOCIAL MEDIA SAMPLE CONTENT AND ASSETS

2) 87% are tired of political division

- » I'm ready to focus on what unites us. Join me in celebrating #AllWeShare.
- » We can move forward together. Let's focus on #AllWeShare.
- » It's time to have real conversations with our neighbors and communities. It's time to focus on what unites us. Join me in celebrating #AllWeShare.
- » We get to choose how we connect with each other. I'm choosing #AllWeShare.

3) 86% believe it is possible for people to disagree in a healthy way






- » I'm choosing to talk to my neighbors, learn about their views, and start to build bridges. Join me in choosing #AllWeShare.
- » We don't have to agree on everything. But I bet there's a lot we do agree on. Let's start learning about #AllWeShare.
- » I'm ready to get to know other Americans and see for myself just how much we have in common. Let's focus on #AllWeShare.

Utilize #AllWeShare

The use and reach of #AllWeShare will be measured to determine the success of this collective campaign, so it's extremely important that you include it in all of your posts promoting your work. The #AllWeShare hashtag will also connect all of our individual posts and allow partners to search for and reshare your content.

Tag these accounts

When you're posting to various social platforms, please tag our respective accounts.

	All We Share	CG-USA	OMT
	@allweshare_	@cg_usa	@onemilliontruths
	All We Share FB	CG-USA FB	OMT FB
		CG-USA LinkedIn	OMT LinkedIn
	@allweshare		
	@allweshare		



SHARE YOUR STORIES — #ICHOOSEUS

We want to increase the productive individual actions that build a better future for everyone. We need your help creating a movement that amplifies the stories and experiences we want to see.

Much like in the campaign video, think about a productive action individuals can take that will advance us into a better shared future. Utilize the hashtag #IChooseUs when sharing these messages.

Examples:

- I choose to listen first. Join me in taking the [Listen First pledge](#). #IChooseUs #AllWeShare #ListenFirst
- I choose to protect the truth. Join me in taking the [Pro-Truth Pledge](#). #IChooseUs #AllWeShare
- I choose to find ways to unite—regardless of political views. #IChooseUs #AllWeShare
- I choose to see the best in others. What do you choose? #IChooseUs #AllWeShare
- I Choose to run for office #IChooseUs #AllWeShare
- I Choose to engage in productive conversations #IChooseUs #AllWeShare

Key messages

Statistics for Impact

- 84% of adults think political debate has become less respectful in the last several year ([Pew Research](#))
- Americans across the political spectrum overinflate the other side's support of political violence by 245% to 445% of actual levels of support. (Proceedings of the National Academy of Sciences, 2022)
- 72% of Americans agree: we have a responsibility to connect with people who are different from us ([More In Common](#))
- Americans overwhelmingly reject specific acts of violence committed against everyday people ([States United Democracy Center](#))
- 79% of people believe that creating opportunities for open dialogue can reduce divisiveness ([Public Agenda](#))

SHARE YOUR STORIES — #ICHOOSEUS

Bridging Divides

- It's time to listen to one another.
- We're focused on the unity in our community.

Better Together

- How have you worked together with someone you disagree with? Share your story and inspire others to do the same. #AllWeShare
- Across the nation, people are finding ways to unite and solve problems—regardless of political views.

Divisiveness

- Let's find real solutions, not by avoiding differences, but by embracing them and working through them together.
- We're more than just opposing sides. Let's focus on what unites us instead of what divides us.

Additional resources

Language Resources - really informative and useful studies on the impact of specific language

- [PACE Civic Language Perceptions Study](#)
- [PACE podcast on their language study](#)