




**STRONGER
TOGETHER**
AMERICAN RIVER COMMUNITIES



Pride Together 2025 **TOOLKIT**



Pride Month is an opportunity to visibly and meaningfully support our LGBTQ+ neighbors, coworkers, families and community members. This toolkit was created to help our partners, agencies and organizations take simple but powerful steps to celebrate, educate and activate throughout June.

Welcome

We're so glad to have you as part of Stronger Together: American River Communities (STARCommunities) as we kick off our Pride Together 2025 initiative. Whether you're joining us for the Sacramento Pride March, sharing allyship tips on social media or decorating your office to show support — you're helping us foster a stronger, more inclusive region.

We've packed this guide with ready-to-use content, social templates, allyship tips and engagement ideas to make participation easy, flexible and authentic. Let's show the region what it looks like when we stand in solidarity, visibility and celebration — together.

With pride,
STARCommunities



WHAT'S INCLUDED

- Facebook banner image
- LinkedIn banner image
- Instagram/Facebook feed graphics/reels
 - Captions and hashtags

Social Media

PRIDE TOGETHER 2025

This collection of graphics, photos, captions and messages is designed to help you celebrate Pride in a way that reflects your organization's unique voice.

You're encouraged to adapt the content — use what resonates, modify what you need and share when and how it makes sense for your audience.

The following post images depict the Canva templates and have a frame for you to drag and drop in your logo. **Click on the image to be directed to the Canva template.**

Our core message this year is about showing up with purpose. Pride is about visibility, safety and support — and we are proud to stand together in celebrating diversity, supporting equity and uplifting every voice in our region.

Use these tools to help turn allyship into action, your way.

POSTING

Posts for:	14 days
Posting frequency:	2-3 per week

HASHTAGS

#PrideTogether2025
#STARCommunities
#StrongerTogether
#PrideWithPurpose
#LGBTQIA+Support
#AllyshipInAction



Social Media Posts

Post Image / Graphic

Theme/Content

Caption

1



Launch Post:
Welcome to Pride Month

Pride Month is here! We are joining @STARCommunities in #PrideTogether2025 – a regional campaign to show support, visibility, and joy for our LGBTQIA+ neighbors. Join us all month long as we celebrate, learn and lift each other up.

2



Ally Tip #1 – Listen & Learn

Being an ally starts with listening. Pride is more than parades – it's about honoring lived experiences. This week, we encourage you to read, watch or listen to a new LGBTQIA+ story.

3



Flag Series Carousel – Intro

Let's talk about Pride flags! Each one represents a unique identity and experience. This month we'll highlight the meaning behind a few you might see around town. #PrideWithPurpose

4



Flag 1: Progress Pride Flag

The Progress Pride Flag represents forward movement – and includes trans and marginalized POC communities. When you fly this flag, you celebrate inclusion and progress.



Social Media Posts

Post Image / Graphic

Theme/Content

Caption

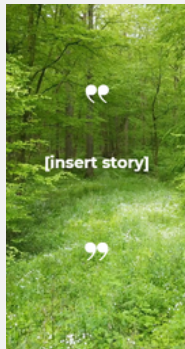
5



Ally Tip #2 – Use Inclusive Language

Pronouns matter. Names matter. The words we choose show respect — or don't. Using inclusive language is one small way to build a more welcoming space for everyone.

6



Community/Employee Story 1: Reel

Example:

"I've never felt more seen than the day our city raised the Pride flag." - [First name, community member]

7



Local Highlight: Pride Flag at Local Business

Visibility matters. We're proud to see businesses across our region raising the Pride flag in honor of inclusion. Join us and share a photo!

8



Ally Tip #3 – Speak Up Against Harm

Hear a joke that doesn't sit right? See a policy that excludes? Silence can reinforce harm. Speaking up shows real allyship — even when it's uncomfortable.



Social Media Posts

Post Image / Graphic

Theme/Content

Caption

9



Flag 2: Transgender Pride Flag

The light blue, pink and white stripes of the Transgender Pride Flag are a symbol of self-determination and courage. We see you, we support you.

10



Community/Employee Story 2: Reel

Example:

"Pride is the only time I've felt safe holding my partner's hand in public." These stories are why we do this.

11



Pride Parade Promo

We're marching together with @STARCommunities in Sacramento for Pride! Bring your signs, your colors, your joy — and walk with purpose.

12





Ally Tip #4 – Support LGBTQ+ Orgs



Donate, volunteer, follow, share. Local LGBTQIA+ organizations are doing vital work — and they need you to show up all year long. Tag your favorite below!



Social Media Posts

	Post Image / Graphic	Theme/Content	Caption
13		Final Flag: Nonbinary Pride	The yellow, white, purple and black of the Nonbinary Pride Flag represent a spectrum of identities. There's more than one way to be yourself — and we support them all.
14		Pride Reflections + Thank You	Thank you for showing up for Pride Month with us and @STARCommunities. Whether you marched, posted, listened or learned — you made our region brighter. Let's keep the momentum going.

Banner Images

	Banner Image	Theme/Content	Platform
1		Pride Together 2025	Facebook
2		Pride Together 2025	LinkedIn

