



TEACHING TOLERANCE

A PROJECT OF THE SOUTHERN POVERTY LAW CENTER

TOLERANCE.ORG

Campaign Analysis Handout

Complete the chart as you explore different social media hashtag campaigns related to themes of identity, diversity, justice and social action.

Hashtag	Founder(s) and Year Created (If Known)	Purpose?	Related to Identity (I), Diversity (D), Justice (J) or Action (A)? (Can be more than one!)	Intended Audience?	Comments? Connections? Questions? (Share at least two thoughts for each campaign.)
#					
#					
#					
#					