

# LGBT Foundation Campaign Guide

## Trans Day of Visibility 2018

### What is Trans Day of Visibility (TDOV)?

TDOV takes place on **March 31<sup>st</sup>** each year to celebrate trans and non-binary people and raise awareness of discrimination faced by trans people worldwide. This day was founded by Michigan-based transgender activist Rachel Crandall in 2009 as a reaction to the lack of LGBT holidays celebrating transgender people, citing the frustration that the only well-known trans-centred holiday was the Trans Day of Remembrance which mourns the loss of trans people to hate crimes, but doesn't acknowledge and celebrate living members of the trans community.

Increasing media backlash towards trans people has begun in the wake of the NHS GIC consultation in 2017 and the upcoming consultation on the reformation of the Gender Recognition Act expected in Spring 2018.

Here at LGBT Foundation, we are aware that there is a lot of pressure on trans and non-binary people to conform, change and prove their gender to others. We believe that all trans people, regardless of identity, expression, or orientation, are *enough* just as they are. Therefore, for TDoV 2018, we would like to help empower trans people to celebrate who they are, and encourage allies to voice solidarity with the trans community.

### The 'I am Enough' campaign aims are as follows:

**Affirmation & Empowerment-** For trans people, a message of strength, resilience and community. The aim of the campaign is to provide a message that ties together the following themes:

- Acceptance of individuals in their chosen gender, just the way they are without the need for change/treatment/qualifying factors.
- Promotion of self-declaration of gender Identity.
- Visibility of non-binary identities.

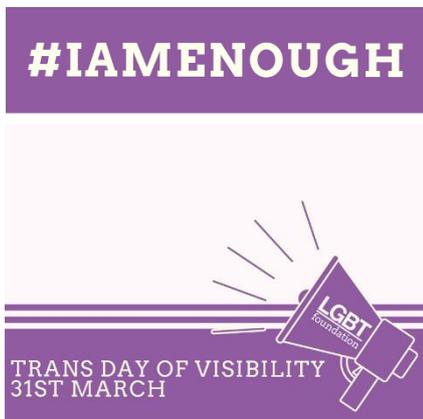
**Awareness Raising & Allyship-** For non-trans/cis people to be able to stand up and show solidarity and support for their trans family, friends and colleagues.

**We hope you will join us on 31<sup>st</sup> March and use the information in this guide to add your voice to this positive online campaign.**

Any **press and media enquiries** around TDOV should be directed to:  
[trans@lgbt.foundation](mailto:trans@lgbt.foundation)

## LGBT Foundation TDOV 2018 Campaign

There are a number of ways to get involved with our Enough Campaign.



### FACEBOOK FRAMES

Add our #IAMENOUGH or #YOUAREENOUGH Facebook frames to your profile picture!

**Step 1:** Visit <https://www.facebook.com/profilepicframes> and search for "TDoV I am Enough", or "TDoV You Are Enough".

**Step 2:** Trans, non-binary, and gender variant people can choose the purple "I Am Enough" profile picture frame. Allies can use the pink "You Are Enough" profile picture frame.



**Step 3:** Post your profile picture with the frame on Facebook, with #IAmEnough or #YouAreEnough, and #TDoV2018

**OR snap a selfie with the #IAMENOUGH or #YOUAREENOUGH Facebook frames!**

**Step 1:** Open Facebook on a mobile device. Like our Facebook page, LGBT Foundation, then tap the camera button in the top left-hand corner

**Step 2:** Tap on the magic wand button on the lower part of the screen

**Step 3:** Tap on the frame image on the bottom right of the screen

**Step 4:** Search for the #IAmEnough purple frame or the #YouAreEnough pink frame. Snap a photo of yourself and share on your Facebook story or timeline, or save the image and share on Instagram and Twitter.

**Step 5:** TAG IT! Use the hashtags #IAmEnough or #YouAreEnough and #TDoV2018, and tag us @LGBTfdn and we will collect and share your images!

## SHARE OUR JPEGS

We have created some simple JPG graphics that can be shared far and wide across Twitter, Instagram, Facebook and Snapchat.

**Step 1:** Log onto Facebook, Instagram, Twitter, or other social media platform

**Step 2:** Search for the LGBT Foundation page on Facebook, or @LGBTfdn on Twitter and Instagram, and share or save and re-upload the “I Am Enough” or the “You Are Enough” image.

**Step 3:** Use #IAmEnough, or #YouAreEnough, and #TDoV, as well as tagging us with @LGBTfdn on the social media platform of your choice.



## SHOW YOUR FACE

This is a good one for workplaces, colleges and schools. If you would like support to organise your workplace to take part please get in touch

**Step 1:** Print out the “I Am Enough” image or the “You Are Enough” images, these can be found on page 4 & 5 of this guide.

**Step 2:** Have someone take a picture of you with the image, or take a selfie with it! Share the speech bubbles amongst your team and snap pictures.

**Step 3:** Upload the image to Facebook, Twitter, or Instagram, using either #IAmEnough or #YouAreEnough, and #TDoV2018. Tag us (@LGBTfdn) to let us know you’re supporting the cause!

Alternatively, email us the image and we can share it through LGBT Foundation’s social media accounts: [trans@lgbt.foundation](mailto:trans@lgbt.foundation)



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