



PROTECTING EQUAL OPPORTUNITY DURING ONGOING ATTACKS ON DIVERSITY, EQUITY, INCLUSION, AND ACCESSIBILITY

Social Media Toolkit | Legal Defense Fund (LDF)

INTRO

We invite you to use this toolkit's text and visuals to: 1) Show public solidarity for the unifying principles of diversity, equity, inclusion, and accessibility; 2) Demonstrate support for LDF's challenge to the Trump administration's anti-DEI executive orders; and 3) Amplify LDF's ongoing commitment to fighting for diversity, equity, inclusion, and accessibility initiatives and equal protection in honor of our 85th anniversary on March 20, 2025.

Whether posting once or many times, we're thankful for your support. And don't forget to tag LDF in your posts so we can reshare your content (see our [Social Handles](#))!

LDF'S MISSION STATEMENT

Founded in 1940 by Thurgood Marshall, the Legal Defense Fund is America's premier legal organization fighting for racial justice. Using the power of law, narrative, research, and people, we defend and advance the full dignity and citizenship of Black people in America.

LDF'S EQUAL PROTECTION INITIATIVE

LDF's [Equal Protection Initiative \(EPI\)](#) is aimed at fully realizing the U.S. Constitution's promise of equal protection under law by safeguarding, expanding, and deepening efforts to remove and remediate barriers to opportunity for Black people in the economy, our educational systems, and other areas through race-conscious and race-neutral means. For over eight decades, LDF has been at the forefront of shaping the legal meaning of the Equal Protection Clause of the U.S. Constitution's Fourteenth Amendment, most notably through its watershed victory in [Brown v. Board of Education](#). LDF also has represented Black people, as parties and amici curiae, in numerous cases regarding equal access and opportunity in PK-12 schools and higher education, employment, housing, and other sectors.

On March 19, 2025, we launched a series of whiteboard animations on our LinkedIn and YouTube that highlight the EPI work we've been committed to for the last 85 years.

NATIONAL URBAN LEAGUE (NUL) V. TRUMP

[**National Urban League v. Trump**](#) is a federal lawsuit challenging executive orders from President Trump related to diversity, equity, inclusion, and accessibility and the existence and dignity of transgender people. The lawsuit was filed on February 19, 2025, by the **Legal Defense Fund** and **Lambda Legal** on behalf of three mission-driven organizations that work to improve the standards of living for millions of Black people, transgender people, and other underserved communities: the [National Urban League](#), [AIDS Foundation Chicago](#), and the [National Fair Housing Alliance](#).

LDF and Lambda Legal argue that these executive orders prevent these and other organizations from effectively serving their communities, advocating for equal opportunity, and fulfilling their missions, leaving people of color, transgender people, and other underserved communities without critical — and often life-sustaining — services.

On February 21, 2025, LDF and Lambda Legal filed a preliminary injunction in *NUL v. Trump*, asking the United States District Court for the District of Columbia to stop the Trump Administration from implementing and enforcing the executive orders until their legal claims are resolved.

RELEVANT LINKS

Our [Protecting Access to Opportunity Page](#)

Our [Equal Protection Initiative](#)

QUESTIONS?

If you have any questions, please contact us at nstinson@naacpldf.org or gbaez@naacpldf.org

SAMPLE SOCIAL POSTS

GENERAL MESSAGING:

- Denying people equal access to opportunities because of who they are is firmly at odds with building a true democracy.
- Equal opportunity for all Americans and freedom from discrimination are guiding principles enshrined in our Constitution and our civil rights laws. None of the Trump administration's recent executive orders change that.
- Diversity, equity, inclusion, and accessibility programs help prevent discrimination and level the playing field by eliminating unfair barriers to equal opportunity.
- Efforts to foster diversity, equity, inclusion, and accessibility open doors for talented people who too often face an uneven playing field through no fault of their own.

POST COPY:

85 Years of Equal Protection Work [relevant assets [here](#)]

We proudly honor LDF's [include relevant tag] 85 years of fighting for justice in the workforce and education, challenging public and private policies that deny Black Americans, and other marginalized communities, equal opportunity.

In this crucial moment, we join them in their ongoing fight to achieve the constitutional promise of a true multiracial democracy.

We're Still Dismantling Segregation [relevant assets [here](#)]

From the classroom to the workplace, we will not allow discrimination and racial division to undermine years of civil rights progress.

Opening the doors to equal opportunity benefits all of us. We're joining LDF [include relevant tag] in the fight to establish a better, more equal country. Stay engaged in our democracy and stay informed at naacpldf.org/epi.

Don't Leave Talent on the Table [relevant assets [here](#)]

Talent exists everywhere, but opportunity does not. We cannot afford to forgo the talents and potential of any of this nation's children, including its Black children. We cannot stifle the ability of American businesses to produce a well-trained workforce.

That is why we must protect the principles of diversity, equity, inclusion, and accessibility. These values are our country's strength.

NUL v. Trump Highlight [any of the assets in the [folder](#)]

Recently, LDF and Lambda Legal filed a lawsuit challenging President Trump's attempt to ban diversity, equity, inclusion, and accessibility and erase the existence of transgender people.

Now is the time to come together in the collective fight to ensure equal opportunity and freedom from discrimination for all Americans. Join us by visiting naacpldf.org/epi!

SOCIAL HANDLES

Find LDF on social media:

Facebook: facebook.com/naacpldf

Instagram: instagram.com/naacp_ldf/

LinkedIn: linkedin.com/company/naacp-legal-defense-and-educational-fund-inc-/

Threads: threads.net/@naacp_ldf

Bluesky: bsky.app/profile/legaldefensefund.bsky.social

TikTok: tiktok.com/@naacp_ldf

Twitter/X: x.com/NAACP_LDF