



# LATINO INAUGURAL 2021

ONCORE PERFORMANCE SAT. JAN. 23

## SOCIAL MEDIA TOOLKIT

Official Theme: **INHERITANCE, RESILIENCE & PROMISE**

**WHERE TO WATCH the encore streaming:**

- **Latinos Unidos official website** at <https://latinoinaugural.org>
- **Facebook** <https://www.facebook.com/Latinolninaugural>

When: **Saturday, January 23 at 9:00 p.m. eastern / 8:00 p.m. central**

### HANDLES



@Latinolninaugural



@inaugural2021



Latinolninaugural2021

### HASHTAGS

**#Latinolninaugural2021**

**#LatinosAreEssential**

**#TheLatinoPromise**

**#LatinosUnidos**



Latino Inaugural

## VISUAL ASSETS

Sharable Assets Attached

### Sample Tweets (English & Spanish)

Special Encore Show! Eva Longoria hosts the official #LatinolInaugural2021 tomorrow, Jan. 23 at 9pm EST/8pm CST, a virtual tribute show with more special guests and featured performances. Watch at [www.latinoinaugural.org](http://www.latinoinaugural.org)

(Organization) is proud to unite with Latinos Unidos to co-host the #LatinolInaugural2021 An American Tribute to Democracy: Inheritance, Resilience & Promise

Estamos orgullosos de unirnos con Latinos Unidos como coanfitriones del #LatinolInaugural2021 un Tributo Americano a la Democracia; Herencia, Resiliencia & Promesas

ENCORE SHOW! Sat, Jan.19 at 9pm EST/8pm CST watch at [www.latinoinaugural.org](http://www.latinoinaugural.org) and <https://www.facebook.com/LatinolInaugural> as we celebrate and honor our community.  
#LatinosAreEssential #LatinolInaugural

Watch the #LatinolInaugural2021 from the comfort and safety of your own home!

Disfruta el #LatinolInaugural2021 desde la comodidad y seguridad de tu casa!

“I understand the success and prosperity of the Latino American community is indispensable for the success and prosperity of the United States of America!” - President Elect Joe Biden  
#LatinosAreEssential

“Entiendo que la prosperidad y el éxito de la Comunidad Latinoamericana es indispensable para la prosperidad y el éxito de los Estados Unidos de América!” – presidente electo Joe Biden  
#LatinosAreEssential

# SHARABLE ASSETS

Event Promotional Flier

Latinos Unidos 2021 Flier

Join over 50 national Hispanic organizations in partnership with the Presidential Inaugural Committee for an **ALL-STAR CELEBRATION OF UNITY!**

EDWARD JAMES OLMOS ★ JOHN LEGUIZAMO ★ RITA MORENO ★ LIN-MANUEL MIRANDA  
GABY MORENO FEATURING DAVID GARZA ★ EMILIO ESTEFAN ★ GILBERTO SANTA ROSA  
BECKY G ★ ANA NAVARRO-CÁRDENAS ★ DAVID ORTIZ "BIG PAPI" ★ PRINCE ROYCE  
NICHOLAS GONZALEZ ★ IVY QUEEN ★ SKIP MARLEY ★ FARRUKO ★ SHAGGY  
CEDELLA MARLEY ★ REYES ★ MARIACHI NUEVO SANTANDER ★ AND...  
MEMBERS OF CONGRESS & SPECIAL GUESTS!



**LATINO INAUGURAL 2021**  
INHERITANCE, RESILIENCE & PROMISE

HOSTED BY  
**EVA LONGORIA**

**SPECIAL ENCORE RE-AIRING**  
**SAT. JAN 23 9:00PM EST**  
WATCH AT [LATINOINAUGURAL.ORG](http://LATINOINAUGURAL.ORG)

PRESENTING

**somos** **MOMENTO LATINO**

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AMERICAN LEVERAGE ASSOCIATION primo TV Charter aft

Latinos Unidos 2021 FB Event Cover



Latinos Unidos 2021 FB Page Cover Co-Hosts SAMPLE

*(shows logo placement for co-hosts)*





# Latinos Unidos 2021 FB Page Cover Co-Hosts Template



# Latinos Unidos 2021 FB Page Cover Final



# Latinos Unidos 2021 Square Co-Hosts SAMPLE Final

*(shows logo placement for co-hosts)*



# Latinos Unidos 2021 Square Co-Hosts Template



## Latinos Unidos 2021 Square Presenters



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INHERITANCE, RESILIENCE & PROMISE

**SPECIAL ENCORE RE-AIRING**  
**SAT. JAN 23 9:00PM EST**  
WATCH AT [LATINOINAUGURAL.ORG](http://LATINOINAUGURAL.ORG)

HOSTED BY  
**EVA LONGORIA**

PRESENTED BY

 