

# JUSTICE FOR KEITH LAMAR

## SOCIAL MEDIA TOOLKIT

### BACKGROUND

*Learn more on his website*

**KEITH LAMAR** is an innocent man wrongfully on death row in Ohio. On November 16, 2023, he is **slated to be executed for crimes he did not commit**. The state of Ohio intends to execute him, based solely on uncorroborated testimonies and withheld evidence. Keith has **maintained his innocence** for nearly three decades, all while being held in indefinite **solitary confinement**.

### WEBSITE

[www.KeithLaMar.Org](http://www.KeithLaMar.Org)

### SOCIAL MEDIA

*See the following pages for wording suggestions and who else to tag in your posts!*

[@JusticeForKeithLaMar](https://www.instagram.com/JusticeForKeithLaMar)

[@JusticeForKeithLaMar](https://www.facebook.com/JusticeForKeithLaMar)

[@FreeKeithLaMar](https://twitter.com/FreeKeithLaMar)

[#JusticeForKeithLaMar](https://www.instagram.com/JusticeForKeithLaMar)

### HASHTAGS

### HOW TO GET INVOLVED

**Learn** about Keith from his website (you can explore his [videos and music collaborations](#), his [book](#), [podcasts](#) and [articles!](#)). Then join us in **sharing** what you are learning about this Cleveland-born poet, writer and activist.

When it comes to social media, **every like, share, and comment makes a difference!** And if giving in financial ways is within your means, **consider donating**.



[DONATE](#)

### TWITTER



**LIKE, COMMENT and RETWEET** the [New York Times article](#) on Keith!

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**Example Tweet:**

*Ohio constituents deserve to know your thoughts on this important story and Keith's fight for his innocence!*  
[#JusticeForKeithLaMar](#) [@FreeKeithLaMar](#)

**Tag Ohio Representatives and those running:**

Mike DeWine - Ohio Governor

[@GovMikeDeWine](#)

Bill Seitz - US Representative for Ohio

[@CincySeitz](#)

Nan Whaley - running for Governor in Ohio

[@NanWhaley](#)

John Cranley - running for Governor in Ohio

[@JohnCranley](#)

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**Example Tweet:**

*I'd love to hear you cover this story from a local angle. Ohio readers need to hear this important perspective about the state's court system!* [#JusticeforKeithLaMar](#)  
[@FreeKeithLamar](#)

**Tag several Ohio-based journalists:**

[@stateofohioshow](#) [@WEWS](#) [@EyeOnOH](#)

[@Rooster\\_Ohio](#) [@monthlyeditor](#) [@miss\\_ethompson](#)

[@lbischoff](#) [@joingles](#) [@tylerjoelb](#) [@jmborchardt](#)

[@EricLagatta](#) [@SoSaysLucia](#) [@awhcolumbus](#)

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**Example Tweet:**

*The state of Ohio intends to execute an innocent man based solely on uncorroborated testimonies and withheld evidence. Keith LaMar deserves to be free!*  
[#JusticeforKeithLaMar](#) [@FreeKeithLaMar](#)

**Tag influential people you are connected to.**

### IG & FB

FOLLOW Keith's accounts on [Instagram](#) and [Facebook](#)! Engage with his pages and posts!



**LIKE, COMMENT and SHARE** the [New York Times article on FACEBOOK](#) or [Keith's post about it on INSTAGRAM](#)

#### Example Text:

Check out this powerful [@NYTimes](#) article on Keith LaMar, a wrongfully convicted human on death row. He is collaborating with musicians to release a historic jazz album- the first of it's kind! After nearly 3 decades in solitary confinement, this innocent man deserves to be free! [#JusticeforKeithLaMar](#)  
[@JusticeForKeithLaMar](#)

**SHARE** Facebook and Instagram posts about Keith from his page.

#### Posts for the reading-inclined:

*@So.Informed talks about Keith LaMar*  
*Typical exoneration cases*



[IG](#) [FB](#)  
[IG](#) [FB](#)

#### Posts for the musically-inclined:

*"Unintentional Vignettes" clip*  
*New Single: "Tell 'Em the Truth"*

[IG](#) [FB](#)  
[IG](#) [FB](#)

#### Posts for the visually-inclined:

*"Be Free" an improvisation*  
*Freedom First weekend in Chicago*

[IG](#) [FB](#)  
[IG](#) [FB](#)

#### Posts for the listening-inclined:

*Pieces of a Man podcast with Brian Jackson*

[IG](#) [FB](#)

#### Posts for the action-inclined:

*5 Actions to help Keith LaMar*

[IG](#) [FB](#)