

FROM EXECUTIVE PRODUCERS
SHAWN "JAY Z" CARTER AND HARVEY WEINSTEIN

TIME | THE KALIEF BROWDER STORY

A SIX-PART
DOCUMENTARY EVENT

PREMIERES MARCH 1 10/9c **Spike**

#STOP SOLITARY FOR KIDS

SOCIAL MEDIA TOOLKIT

SPREAD THE WORD ON SOCIAL MEDIA

Use the sample Facebook and Twitter language below, and click here for [shareable images](#). Whenever possible include an image in your post to engage target audiences, and please always use **#StopSolitaryForKids** and **#KaliefBrowder**.

- **Series Website:** <http://spke.co/2kM45eh>
- **SSK Website:** <http://www.stopsolitaryforkids.org/>

TWITTER

.@SPIKE and Jay Z team up to tell the tragic story of #KaliefBrowder. Learn why we must #StopSolitaryForKids: <http://spke.co/2kM45eh>

#KaliefBrowder spent 2yrs in solitary w/o trial starting @ age 16. @SPIKE & JayZ tell his story <http://spke.co/2kM45eh> #StopSolitaryForKids

.@SPIKE & Jay Z tell #KaliefBrowder's story: teen suffered 2 yrs in solitary w/o a trial <http://spke.co/2kM45eh> #StopSolitaryForKids

3 yrs at Rikers, 2 yrs in solitary, 1 backpack, no trial. Watch @Spike's #KaliefBrowder series <http://spke.co/2kM45eh> #StopSolitaryForKids

#KaliefBrowder never found guilty of a crime, but spent 2 yrs in solitary as a teen. Hear more: <http://spke.co/2kM45eh> #StopSolitaryForKids

Jay Z and @Spike's "TIME: The #KaliefBrowder Story" highlights the urgency to #StopSolitaryForKids. Learn more: <http://spke.co/2kM45eh>

#KaliefBrowder's story tells us we must #StopSolitaryForKids across the country. Learn how to take action: <http://bit.ly/2I3P1Ee>

#KaliefBrowder's story is not an isolated case. This injustice occurs nationwide. Act now to #StopSolitaryForKids: <http://bit.ly/2I3P1Ee>

Join Jay Z, @Spike, corrections administrators, families and advocates coming together to #StopSolitaryForKids! <http://bit.ly/2l3P1Ee>

Watched Jay Z and @Spike's #KaliefBrowder story and want to #StopSolitaryForKids? Join the campaign: <http://bit.ly/2l3P1Ee>

FACT: We can keep facilities safe without #SolitaryConfinement. Watch #KaliefBrowder's story + #StopSolitaryForKids <http://spke.co/2kM45eh>

FACT: 50% of suicides in facilities occur while kids are in solitary. Let's #StopSolitaryForKids like #KaliefBrowder <http://bit.ly/2l3P1Ee>

FACT: Solitary confinement can have permanent+devastating effects. Hear #KaliefBrowder's story <http://spke.co/2kM45eh> #StopSolitaryForKids

FACT: Each year, thousands of kids are subjected to solitary confinement. Together, we can #StopSolitaryForKids <http://bit.ly/20eepGx>

FACT: Kids with unaddressed mental health needs are often placed in solitary confinement. Let's #StopSolitaryForKids <http://bit.ly/2l3P1Ee>

FACT: Putting kids like #KaliefBrowder in solitary doesn't make facilities safer. Join @Spike & #StopSolitaryForKids <http://bit.ly/2l3P1Ee>

FACT: #SolitaryConfinement can have permanent+devastating effects on kids. Join the movement to #StopSolitaryForKids <http://bit.ly/2l3P1Ee>

FACT: Many kids like #KaliefBrowder in solitary do not receive mental health & drug treatment. #StopSolitaryForKids <http://bit.ly/2l3P1Ee>

FACEBOOK

- 3 years at Rikers, 2 years in solitary, 1 teen's life, no trial. Never convicted of a crime, Kalief Browder spent two years in solitary confinement beginning at age sixteen. After three years in jail, his case was thrown out. Solitary confinement can cause long-lasting psychological and emotional damage, especially on youth, and Kalief was no exception. After being released and struggling with anxiety and flashbacks, Kalief Browder took his own life in 2015. Now Jay-Z is teaming up with Spike TV to tell Kalief's tragic story and explain why we must #StopSolitaryForKids. #StopSolitary <http://spke.co/2hr2Tug>
- Kalief Browder had his education and his adolescence taken from him, even though he was never convicted of a crime and consistently asserted his innocence. Three years at Rikers, two of them in solitary confinement, left him haunted and traumatized. He took his own life at his home in the Bronx in 2015. Learn about #KaliefBrowder's tragic story and why we must #StopSolitaryForKids #StopSolitary <http://spke.co/2hr2Tug>
- Jay Z and Spike TV join the growing list of corrections administrators, impacted families, and advocates coming together to end the solitary confinement of youth. Watch the new docuseries "TIME: The Kalief Browder Story" to learn about #KaliefBrowder's tragic story and why we must #StopSolitaryForKids! #StopSolitary <http://spke.co/2hr2Tug>
- FACT: Solitary confinement can have permanent and devastating effects, yet every week thousands of kids are put in solitary confinement across the country. Spike TV and Jay Z's "TIME: The Kalief Browder Story" shows the dangers of solitary confinement. #KaliefBrowder's story is not an isolated case. There are ways to #StopSolitary. Learn more and help #StopSolitaryForKids. <http://spke.co/2hr2Tug>
- FACT: Putting a young person in solitary confinement increases the risk of suicide and self-harm. Over half of suicides that occur in juvenile facilities happen when youth are in solitary. Spike TV and Jay Z's "TIME: The Kalief Browder Story" shows the dangers of solitary confinement, but #KaliefBrowder's story is not an isolated case. The abuses that Kalief endured happen to youth across the country. Learn how you can #StopSolitaryForKids: <http://spke.co/2hr2Tug>