

Justice For Anthony Social Media Toolkit

Developed by the National Black Justice Coalition

(Use this image to support social posts)



<http://nbjc.org/sites/default/files/Awful-House-Protest-v6.jpg>

[Link to the official press release from NBJC, Women's March and Campaign Zero](#)

Background & Context

This toolkit is designed to raise awareness about what has happened to [Anthony Wall](#) and to highlight the need to hold businesses providing public accommodations that discriminate against Black people accountable.

Anthony Wall is a 22-year-old Black gay man who took his younger sister and her friends to a local Waffle House in Warsaw, NC on May 4 after escorting her to the prom. During their time at the Waffle House, Anthony—and those that were with him—got into an argument over their table not being cleaned for service. This argument led to an altercation where inappropriate homophobic and racial slurs and threats to inflict physical harm were said to him. Police were called, and a [viral video](#) captured on a cellphone shows Wall being choked and slammed to the ground by police officer Frank Moss of the Warsaw Police Department.

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What happened to Anthony, sadly, is not an isolated incident and the National Black Justice Coalition along with other civil rights organizations and leaders are taking strategic action to demand that corporate leaders take full responsibility for the injustices that occur within their establishments. In order to hold accountable both Waffle House and the Warsaw, NC police department, there is a dire need for all people of goodwill to put pressure on these entities to respond to the violent treatment and unwarranted arrest of Anthony Wall. To support this effort, we invite you to share the messages that follow:

Campaign Hashtags: Please use the following hashtags when posting on social media about Anthony, Awful House and transgressions against Black bodies:

- #AnthonyWall
- #JusticeforChikesia
- #BoycottAwfulHouse
- #BoycottWaffleHouse

Messaging Talking Points

- No one should be treated differently by a business or an employee because of their race, gender, sexual orientation, gender identity or background
- No person or entity has the right to abuse, neglect or violate Black people, no matter how they show up in the word.
- It is never acceptable to target (or discriminate against) a group of people.
- We must stop patronizing businesses who do us harm...who do not honor our humanity.
- No matter our race, sexual orientation, gender identity or background, we all are worth fighting for. None of us are free, until all of us are free!
- Starbucks responded to an opportunity to address a deficit in professional development and cultural competency by leading in a meaningful way; however, Waffle House has taken zero responsibility for highly publicized racial incidents involving their employees.

Sample Tweets/Instagram Captions Media Posts

- We demand justice for #AnthonyWall in the aftermath of his unwarranted & violent arrest at #AwfulHouse in #NC. #AnthonyWall #BoycottWaffleHouse
- No person should experience discrimination or be mistreated, especially by businesses providing public services. #AnthonyWall #BoycottWaffleHouse
- Black people are under attack for simply existing and we must responded to this epidemic with action. #BoycottWaffleHouse #AnthonyWall
- There is video evidence of the horrible ways that both #AnthonyWall & #ChekesiaClemons were treated at #AwfulHouse in NC & AL yet the company has taken ZERO responsibility for the mistreatment of Black people in their establishment. #AnthonyWall #BoycottWaffleHouse

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- #AwfulHouse must take action to repair the damage their employees have done to #AnthonyWall, #ChekesiaClemons and others who have encountered racism or bias. #AnthonyWall #BoycottWaffleHouse
- Starbucks responded to an opportunity to lead in a meaningful way; however, #AwfulHouse has taken zero responsibility for highly publicized racial incidents involving their employees. #AnthonyWall #BoycottWaffleHouse
- Call the Warsaw, NC Mayor's Office (Call 910-293-7814 ext 106) & voice your strong concern about his support of the officer who violently attacked & arrested Anthony.
- Call 910-293-7814 ext 106 and demand that Anthony's case be thoroughly investigated and results in accountability of the police officer who attacked Anthony.
- Call the #AwfulHouse Corporate Offices at 770-729-5700 and alert them that you will be boycotting them & other companies that profit from Black business but do not respect the human rights of all Black people. #AnthonyWall #BoycottWaffleHouse #AwfulHouse
- Demand that #AwfulHouse release a formal apology to #AnthonyWall & #JusticeForChekesia for mistreatment treatment at their restaurants.
- Demand that #AwfulHouse respond with a plan of action to ensure that these incidents of hate never happen again in their stores without accountability. #AnthonyWall #BoycottWaffleHouse

Sample Facebook Post

Anthony Wall is a 22-year-old Black gay man who took his younger sister and her friends to a local Waffle House in Warsaw, NC on May 4 after escorting her to the prom. During their time at the Waffle House, Anthony—and those that were with him—got into an argument over their table not being cleaned for service. This argument led to an altercation where inappropriate homophobic and racial slurs and threats to inflict physical harm were said to him. Police were called, and a [viral video](#) captured on a cellphone shows Wall being choked and slammed to the ground by officer Frank Moss of the Warsaw Police Department.

To date, Waffle House has not responded with a plan of action to ensure than an incident like this doesn't happen again without accountability. Share this post and tag @WaffleHouse or call their corporate offices at 770-729-5700 to alert them that you will be boycotting them & other companies that profit from Black business but do not respect the human rights of all Black people. #AnthonyWall #BoycottWaffleHouse

Rally Video Link *(use this video in your posts)*

<https://youtu.be/ymM9Pd-U26Y>

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Join the Digital Campaign

Sign the petition, led by Color of Change and the National Black Justice Coalition, to ensure Justice for Anthony Wall. Link [HERE](#)

Please join the National Black Justice Coalition and The National LGBTQ Task Force by adding your **organizational** name to letters – one to the CEO of Waffle House and one to the District Attorney with jurisdiction over the Warsaw Police Dept demanding justice for #AnthonyWall.

Please use this [link](#) to add your organization's name to the letter by Thursday, June 14th at 12 pm EST.

Women Demand #JusticeForChikesia and #AnthonyWall

<https://actionnetwork.org/petitions/women-demand-justiceforchikesia>

Links to Articles for LinkedIn and Other Social Posts (articles are hyperlinked)

[NBJC Stands in Solidarity with Anthony Walls, Demands Accountability from Warsaw, NC Police After Waffle House Chokehold and Arrest](#)

[National Black Justice Coalition Condemns Warsaw Mayor A.J. Connors for Response to Violent Arrest of Anthony Wall by Warsaw Police](#)

[Police investigate viral video of officer putting man in chokehold outside Waffle House after prom](#)

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Additional Digital Assets



<http://nbjc.org/sites/default/files/Waffle-house-Wall-v2.jpg>

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#NOJUSTICENOPROFIT
#JUSTICEFORANTHONYWALL
#JUSTICEFORCHIKESIACLEMONS

AWFUL
House

MARCH FOR JUSTICE
GATHERING 10AM SHARP

FRIDAY, JUNE 15TH

WAFFLE HOUSE HQ
5986 FINANCIAL DR | NORCROSS GA 30071
FLYER DESIGNED BY: @NONVATIVDESIGNANDCO

<http://nbcj.org/sites/default/files/Justice-For-Chikeshia-Anthony.jpg>