**Chapter Social Media Kit:**

**Equal Rights Amendment**

 Women’s History Month

March 2014

**NOW’s Equal Rights Amendment Chapter Social Media Kit**

**Purpose**
The purpose of this social media kit is to provide sample tweets, hashtags, Facebook posts and graphics to use and follow regarding the passage of an Equal Rights Amendment (ERA).

**Theme**

For Women’s History Month 2014, the National Action Center has chosen to revisit the Equal Rights Amendment, a piece of legislation that to this day has not been passed, and would mandate economic, social, and political equality for women. Senator Cardin currently has a proposed version of the ERA in front of the Senate, already supported by 34 Senators.

**Background Information**

There are already twenty two states with part or full equal rights amendments in the state constitution. Alaska, California, Colorado, Connecticut, Florida, Hawaii, Illinois, Iowa, Louisiana, Maryland, Massachusetts, Montana, New Hampshire, New Jersey, New Mexico, Pennsylvania, Rhode Island, Texas, Utah, Virginia, Washington, and Wyoming have all passed either partial or inclusive amendments to ensure equality.

NOW encourages other states to follow and pass their own versions of this amendment. If you would like to be involved in your state’s fight, we recommend using the wording from Representative Maloney’s bill that is currently being proposed in the House.

It states: “Women shall have equal rights in the United States and every place subject to its jurisdiction. Equality of rights under the law shall not be denied or abridged by the United States or by any State on account of sex.”

Maloney’s bill uses language adapted from Alice Paul’s original 1923 Equal Rights Amendment. It would specifically include women in the Constitution and make discrimination based on sex unconstitutional.

Senator Cardin and Representative Baldwin are also pursuing the Three-State Strategy Bill. This would remove the retroactively remove the ratification time limit of the 1978 ERA.

Representative Andrews has also proposed a version of the Three-State Strategy Bill that would confirm constitutional ratification when three more states ratify.

**Hashtags**

Use the below hashtags to show your support for the passage of the Equal Rights Amendment. Hashtags create solidarity on an issue across the social media world. Also, if you are using Hootsuite, be sure to follow these hashtags as well as use them in your tweets.

#RatifyERA

#ERANOW

#ERA

**Follow for Retweets and New Material**

@NationalNOW

@ERACoalition

Other ideas:

* Sister NOW chapters
* Local women’s interest groups and organizations
* Your elected officials

**Don’t Forget!**

Put a “.” before the @ symbol. This ensures that your tweets will be seen be a wider audience. Example: .@NationalNow celebrates and supports the #ERA. Join us!

**Tweets**

March is National Women’s History Month. Let’s make history by passing the #ERANOW #RatifyERA

“We are over 50% of the electorate. We have the power to move people in & out [of power]” -@RepGwenMoore #ERANOW

The poverty rate for working women would be cut in half if they were paid the same as men. #ERANOW

I stand with @NationalNOW in the fight to pass the # ERANOW #RatifyERA

With equal pay, the poverty rate for working single mothers would fall from 28.7%to 15%. #ERANOW #RatifyERA

Without the #ERA in the Constitution, laws like the Equal Pay Act are vulnerable and can be repealed. #ERANOW

91% believe sex equality should be guaranteed in the Constitution. Let’s turn those numbers into action. #ERANOW

Pregnancy discrimination in healthcare IS sex discrimination. #ERANOW #respectthebump

26 states still have shorter reporting periods and lesser penalties for marital rape. #ERANOW #RatifyERA

Tracy Rexroat of AZ had a salary $17,000 lower than her male peers; federal court ruled there was an “acceptable business reason.” # ERANOW

Women are still paid 77 cents to a man’s dollar, even less for Latinas and African American women. We need an #ERA.

22 states already have some equal rights guaranteed in their constitutions. Let’s get it for all 50. #ERANOW.

“A person may not be disqualified from entering or pursuing… employment because of sex.” California is in, are you? # ERANOW

The Supreme Court didn’t apply the 14th Amendment to sex discrimination until 1971. This is why we need an #ERANOW.

Justice Antonin Scalia has said he doesn’t believe the 14th Amendment protects against sex discrimination. We need an #ERANOW.

Barriers to reproductive services is sex discrimination, support the #ERANOW #RatifyERA

The economy would have produced $447.6 billion more income in 2012 if women received equal pay. #ERANOW

We support the #ERA bill proposed in the Senate by @SenatorCardin #RatifyERA

Thank you @SenatorMenendez for proposing the #ERA to the Senate!

We stand with @SenatorBoxer in the fight to pass the # ERANOW.

34 Senators want to pass the #RatifyERA, only 26 to go! Will you stand with @SenatorCardin?

@RepMaloney has brought the ERA to the House floor. We thank her for her dedication to pass the # ERANOW.

The US knew #ERA mattered when it helped write the Japanese constitution. It's time we pass our own # ERANOW. <http://www.theatlantic.com/sexes/archive/2013/01/the-american-woman-who-wrote-equal-rights-into-japans-constitution/266856/>

**Facebook Posts**

The poverty rate for working women would be cut in half if they were paid the same as men under an Equal Rights Amendment. Click here to sign NOW’s petition to support the ERA: http://action.now.org/p/dia/action/public/?action\_KEY=3037

March is National Women’s History Month. Tell your representative it’s time to make history with an ERA! Contact your Congressperson here: http://www.eracoalition.org/takeaction.php

**Members of Congress**

Use the following Twitter handles to thank the Senators and Representatives who have already stood up for the ERA.

**Example Tweet:**

@SenatorBoxer Thank you for supporting constitutional rights for women in the fight to pass the #ERANOW

@SenatorCardin

@SenatorMenendez

@RepMaloney

@SenatorBaldwin

@SenatorBegich

@SenBlumenthal

@SenatorBoxer

@SenSherrodBrown

@SenMoCowan

@SenatorDurbin

@SenGillibrand

@SenatorHagan

@SenatorHarkin

@MazieHirono

@TimKaine

@SenatorKirk

@AmyKlobuchar

@SenLandrieu

@FrankLautenberg

@SenCarlLevin

@EdMarkey

@SenJeffMerkley

@SenatorBarb

@LisaMurkowski

@ChrisMurphyCT

@SenJackReed

@SenSanders

@SenSchumer

@SenatorShaheen

@StabenowPress

@SenatorTomUdall

@MarkWarnerVA

@SenWarren

@SenWhitehouse

@RonWyden