



Equal Pay Social Media Kit 2016

April 2015; Updated April 2016

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Equal Pay Social Media Kit – 2016

Background. Equal Pay Day, commemorated on April 12th this year, represents the approximate day that women must work to in the current year to make the same amount of money men did in the previous year. In other words, the equal pay calculation means that a woman must have worked all of one year and well into the next year to be paid what men were paid in one year alone. The gender-based wage gap represents a pattern that has existed over many years and reflects multiple barriers to equal pay, including gender- and race-based pay discrimination, segregation of women into lower paying jobs and exclusion from higher-paying nontraditional jobs as well as lack of workplace policies that make it difficult for women to care for families without suffering an economic penalty.

\$10,800 Less Income - The wage gap of 79 cents (rounded up from 78.6 percent) is the median earnings in 2014 (latest data available) of women full-time, year round workers as a percentage of the median earnings of men full-time, year round workers, according to the Current Population Survey, U.S. Census Bureau. The median earnings describe the pay for a worker at the exact middle of all workers (in a category), working at least 35 hours, and at least 50 weeks per year and include just the money people receive in their paychecks. The 21.4 percent gap represents nearly \$10,800 in lower annual earnings for all women at the median – which accumulated over a 40 year working career is a huge loss in income.

Men Doing Better - A more recent calculation of the wage gap looking at 2015, looking at the *weekly* full-time earnings for women and men (all races, across all occupations), puts the earnings ratio (wage gap) at 81.1 – a decrease of 1.4 percent over 2014. According to the Institute for Women’s Policy Research, women’s median weekly earnings for full-time work was \$726 in 2015 compared with \$895 for men. Controlling for inflation, women’s earnings increased by 0.9 percent, while men’s earnings increased by 2.6 percent since 2014. So men were doing better than women in 2015 compared to the previous year.

NOW was the first women’s organization to publicize not only the traditional, all women’s Equal Pay Day, but also the dates that symbolize how much harder women of color must work to

make the same as their male counterparts from the previous year. So to continue that conversation about the pay gap to include the income inequalities which exist along racial as well as gender lines, the NOW again recognizes multiple Equal Pay Days.

2016 Equal Pay Day Dates. The wage disparity in the U.S. persists not only between men and women but also varies considerably by race and this pattern has persisted over many decades. Although women (of all races) are paid \$.79 for every dollar men (all races, across all occupations) are paid, the wage gaps for nearly all other major racial groups are dramatically wider. Only the Asian American women's wage gap is smaller – but many smaller sub-groups of Asian-American women have a much larger wage gap. The wage gaps and Equal Pay Days noted below are based on calculations using 2014 median year round, full time earnings.

March 15 – Asian-American Women's Equal Pay Day (88%)

April 12 – Traditional Equal Pay Day (79%)

August 23 – African American Women's Equal Pay Day (63%)

September 14 – Native American Women's Equal Pay Day (59%)

November 1 – Latina Women's Equal Pay Day (54%)

Twitter

Hashtag: #EqualPayNOW #equalpayday #equalpay

Graphics that can be used with Twitter or Facebook posts are included on page 10.

General Equal Pay – Use Any Time

- Disclosing salary to fellow workers: not protected by Equal Pay Act. ~50% of private companies will fire you for doing so. #EqualPayNOW
- At this rate, the U.S. wage gap will not close until 2059. #WeWontWaitFor2059 #EqualPayNOW #PaycheckFairnessAct
- The worldwide wage gap will take another 118 years to close at the current rate. #EqualPayNOW
- The Equal Pay Act passed over 50 years ago—but we still haven't closed the wage gap. #EqualPayNOW
- Substantially equal work deserves #EqualPayNOW!
- Women are over 2 times more likely than men to work jobs with poverty wages. #EqualPayNOW
- Approx. 2/3 of minimum wage workers are women, even though they make up <1/2 of the overall workforce. #EqualPayNOW
- Help women – increase the minimum wage! bit.ly/1c1mpHu #EqualPayNOW
- This year's high school graduates will be 61 by the time the pay gap closes. #EqualPayNOW
- **[Use the chart on pages 7-8 to find your state's percentage. The overall percentage will be in the far right column.]** In your state, women on average make approx. X% of what men make. #EqualPayNOW
- The pay gap means losing up to \$1mil over a 40 year career. What would you do w/ YOUR \$1mil? #EqualPayNOW #IWantMyMillion

Paycheck Fairness Act – Use Any Time

- Huge thanks to @SenatorBarb and @rosadelauro for reintroducing the #PaycheckFairnessAct! 1.usa.gov/1DzDhzW #EqualPayNOW
- Asking someone how much they make might be rude, but under the #PaycheckFairnessAct, at least it wouldn't get you fired. #EqualPayNOW
- The #PaycheckFairnessAct would prohibit retaliation against employees who ask about wages or disclose their pay. #EqualPayNOW

Asian American Women's Equal Pay – March 15

- Asian American women have the smallest wage gap—but still are paid only 88% of what men are paid. #EqualPayNOW #WOC
- The pay gap for Asian American women amounts to approx. \$ 500K annually. #EqualPayNOW #WOC

Traditional Equal Pay Day – April 12, Tweet Storms: 2-3PM EST

- It's #EqualPayDay – 79 cents is the median pay for all women compared to the \$1 paid to men. #EqualPayNOW
- Think all women earn 79% of what men earn? Think again. Many #WOC earn even less. #EqualPayNOW

- As of April 12, women have been paid the same amount by working into the second year men received in the previous year alone. #EqualPayNOW
- Women are paid 79¢ for every dollar a man receives—adding up to an approx. \$1,000K/yr. wage gap compared to white, non-Hispanic men. #EqualPayNOW
- The average pay gap for women across racial lines is about 79% of what men are paid. #EqualPayNOW

Black/African American Women’s Equal Pay Day – August 23

- Today we recognize Black/African-American women, who must work ~nearly 8mo extra to earn the same amt. men do in 1yr. #EqualPayNOW #WOC
- Think all women are paid 79% of what men earn? Think again. Black/African-American women earn even less.#EqualPayNOW #WOC
- On average, Black/African-American women are paid 63% of the dollar men are paid. #EqualPayNOW #WOC
- The pay gap for Black/African-American women amounts to approx. \$877K annually compared to white, non-Hispanic men. #EqualPayNOW #WOC

Native American Women’s Equal Pay Day – September 14

- Today we recognize Native American women, who must work ~8 and one –half mo extra to earn the same amt. men (all races) do in 1yr. #EqualPayNOW #WOC
- Think all women earn 79% of what men earn? Think again. Native American women earn even less. #EqualPayNOW #WOC
- On average, Native American women are paid just 59% of the dollar that men are paid. #EqualPayNOW #WOC
- The pay gap for Native American women amounts to approx. \$877K annually compared to white, non-Hispanic men. #EqualPayNOW #WOC

Latina Women’s Equal Pay Day – November 1

- Today we recognize Hispanic/Latina women, who must work ~10mo extra to earn the same amt. men do in 1yr. #EqualPayNOW #WOC
- Think all women earn 79% of what men earn? Think again. Hispanic/Latina women earn even less. #EqualPayNOW #WOC
- On average, Hispanic/Latina women are paid just 55% of the one dollar that men are paid. #EqualPayNOW #WOC
- The pay gap for Hispanic/Latina women amounts to approx. \$1,000K annually compared to white, non-Hispanic men. #EqualPayNOW #WOC

Follow for Retweets and New Material **Suggested Tweet:** This year’s high school graduates will be 61 by the time the pay gap closes. #EqualPayNOW

Suggested Tweet: This graphic could be used with a number of different posts. You can decide where you want to put it!

@IWPRresearch
 @ACLU
 @MomsRising

@equalpay4all
@9to5Org
@NWLC
@NationalNOW
@AAUWPolicy
@equalpay4all
@NationalNOW
@AAUWPolicy
@9to5Org

Facebook

People are often more likely to click on something if it has an eye-catching graphic. Any of the graphics on page 10 may be used to accompany any/all of these Facebook posts.

April 12 (Traditional Equal Pay Day)

Happy Equal Pay Day (if you're a woman)! You have finally earned the same amount of money that men did in 2015! It'll be a few more months for women of color.

August 23 (Black/African American Women's Equal Pay Day)

Today we're recognizing how much longer black/African-American women have to work to earn as much as white men made in 2015. The average black/African-American woman makes only 60 cents to the average man's dollar.

September 14 (Native American Women's Equal Pay Day)

Today we're recognizing how much longer Native American women have to work to earn as much as white men made in 2015. The average Native American woman makes only 59 cents to the average man's dollar.

November 1 (Latina Women's Equal Pay Day)

The pay gap for Hispanic/Latina women is by far the greatest. Today we're recognizing the extra work Hispanic/Latina women must put in to earn what white men made in 2015. The average Hispanic/Latina woman makes only 55 cents to the average man's dollar.

Further Reading

National Committee on Pay Equity, <http://pay-equity.org/> <http://www.pay-equity.org/info-opposition.html>

Gender Pay Inequality – Consequences for Women, Families and the Economy, A Report by the Joint Economic Committee Democratic Staff, U.S. Congress

http://www.jec.senate.gov/public/_cache/files/0779dc2f-4a4e-4386-b847-9ae919735acc/gender-pay-inequality---us-congress-joint-economic-committee.pdf

<http://nwlc.org/resources/the-lifetime-wage-gap-state-by-state/>

<http://nwlc.org/resources/the-lifetime-wage-gap-by-state-for-women-overall-2014/>

<http://nwlc.org/resources/the-lifetime-wage-gap-by-state-for-african-american-women/>

<http://nwlc.org/resources/the-lifetime-wage-gap-by-state-for-latinas/>

<http://nwlc.org/resources/the-lifetime-the-lifetime-wage-gap-by-state-for-asian-american-women/>

<http://nwlc.org/resources/the-lifetime-wage-gap-by-state-for-native-american-women/>

<http://www.iwpr.org/publications/pubs/the-gender-wage-gap-by-occupation-2015-and-by-race-and-ethnicity>

<http://www.iwpr.org/initiatives/pay-equity-and-discrimination>

http://www.theguardian.com/money/2015/mar/05/gender-pay-gap-remain-70-years-un?utm_content=bufferd6910&utm_medium=social&utm_source=twitter.com&utm_campaign=buffer

http://www.washingtonpost.com/opinions/women-work-and-the-art-of-gender-judo/2014/01/24/29e209b2-82b2-11e3-8099-9181471f7aaf_story.html

http://www.aauw.org/files/2016/02/SimpleTruth_Spring2016.pdf

<http://www.aauw.org/files/2014/03/The-Simple-Truth.pdf>

http://www.huffingtonpost.com/2014/05/12/number-of-working-moms-increase-since-1860_n_5310696.html

http://www.aauw.org/files/2015/02/The-Simple-Truth_Spring-2015.pdf

<http://statusofwomendata.org/explore-the-data/employment-and-earnings/additional-state-data/what-women-earn-by-race-ethnicity/>

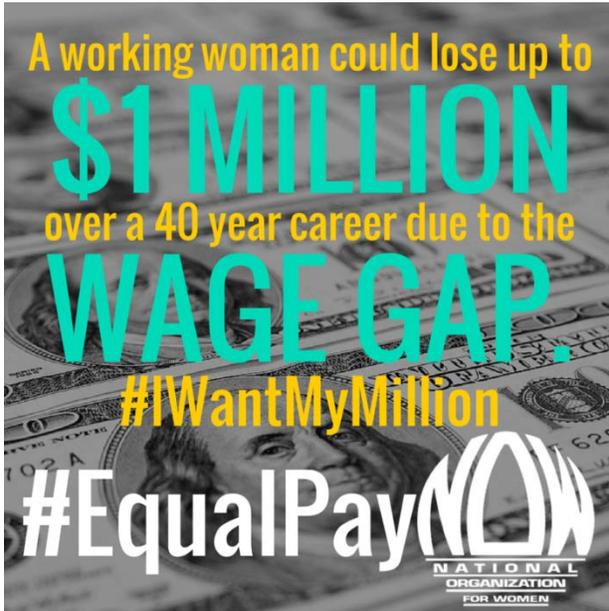
Women's Earnings as a Percentage of White Men's Earnings:
By State and by Race, 2014

	White Women	Hispanic Women	Black Women	Asian Women	Native American Women	All Women
Alabama	70.80%	45.50%	57.20%	75.00%	N/A	65.00%
Alaska	72.00%	N/A	N/A	46.90%	59.00%	65.90%
Arizona	78.40%	54.10%	68.60%	78.40%	59.90%	70.00%
Arkansas	78.00%	54.40%	70.50%	73.20%	N/A	74.20%
California	76.20%	44.10%	64.20%	73.10%	57.40%	61.80%
Colorado	77.10%	53.80%	65.50%	70.50%	55.70%	72.20%
Connecticut	75.40%	45.30%	58.50%	76.90%	N/A	70.50%
Delaware	83.60%	59.70%	72.00%	103.40%	N/A	79.70%
District of Columbia	80.00%	48.40%	55.30%	73.00%	N/A	68.20%
Florida	79.20%	59.20%	62.50%	75.00%	64.70%	71.70%
Georgia	77.70%	49.00%	63.10%	69.00%	N/A	70.00%
Hawaii	90.00%	69.40%	N/A	74.00%	N/A	77.00%
Idaho	71.90%	51.00%	N/A	N/A	N/A	69.60%
Illinois	71.70%	46.50%	63.00%	85.70%	N/A	69.00%
Indiana	73.20%	54.60%	67.50%	77.10%	N/A	71.70%
Iowa	77.80%	56.70%	62.60%	70.20%	N/A	76.70%
Kansas	75.00%	51.80%	64.70%	71.80%	N/A	72.90%
Kentucky	75.20%	58.10%	65.10%	81.40%	N/A	74.10%
Louisiana	68.20%	53.10%	49.10%	65.80%	N/A	60.60%
Maine	82.50%	N/A	N/A	N/A	N/A	81.60%
Maryland	76.90%	46.20%	68.30%	82.90%	N/A	72.80%
Massachusetts	78.10%	49.50%	61.50%	79.30%	N/A	74.40%
Michigan	74.90%	57.60%	67.40%	92.60%	61.80%	72.90%
Minnesota	80.00%	54.90%	63.70%	71.50%	63.20%	78.40%
Mississippi	73.60%	60.90%	55.60%	N/A	N/A	66.70%
Missouri	76.90%	56.90%	68.30%	72.50%	N/A	74.70%
Montana	76.40%	N/A	N/A	N/A	71.40%	76.20%
Nebraska	75.30%	53.80%	59.10%	N/A	N/A	72.00%
Nevada	80.00%	54.10%	65.20%	69.50%	61.80%	68.60%
New Hampshire	75.60%	N/A	N/A	68.50%	N/A	74.80%
New Jersey	72.90%	43.70%	59.10%	85.70%	N/A	68.40%
New Mexico	81.60%	57.90%	N/A	67.60%	51.80%	66.00%
New York	80.00%	55.20%	66.70%	81.10%	60.40%	72.30%
North Carolina	77.70%	47.50%	62.60%	70.80%	58.30%	71.50%
North Dakota	72.60%	N/A	N/A	N/A	63.80%	71.70%
Ohio	75.00%	62.50%	64.60%	82.10%	N/A	73.90%

	White Women	Hispanic Women	Black Women	Asian Women	Native American Women	All Women
Oklahoma	71.30%	50.30%	64.50%	66.80%	65.50%	67.70%
Oregon	78.70%	50.70%	71.00%	74.40%	66.00%	74.00%
Pennsylvania	76.90%	54.00%	70.00%	81.70%	N/A	74.90%
Rhode Island	81.50%	51.80%	59.60%	74.80%	N/A	76.70%
South Carolina	77.20%	55.60%	57.10%	66.70%	N/A	69.20%
South Dakota	76.60%	N/A	N/A	N/A	73.90%	76.60%
Tennessee	78.40%	47.80%	68.20%	81.80%	N/A	74.20%
Texas	71.40%	44.00%	58.60%	77.40%	69.70%	60.30%
Utah	69.00%	46.60%	N/A	70.40%	54.40%	66.40%
Vermont	87.50%	N/A	N/A	N/A	N/A	86.70%
Virginia	73.40%	50.70%	58.70%	84.60%	N/A	69.00%
Washington	73.20%	45.80%	61.90%	68.80%	62.90%	70.20%
West Virginia	67.60%	N/A	60.90%	N/A	N/A	67.60%
Wisconsin	76.30%	51.80%	62.10%	66.30%	61.10%	74.00%
Wyoming	67.00%	58.60%	N/A	N/A	N/A	65.10%
United States	78.10%	54.60%	64.50%	86.50%	61.50%	72.80%

Data provided by the Institute for Women's Policy Research, Status of Women in the States.
<http://statusofwomendata.org/explore-the-data/employment-and-earnings/additional-state-data/what-women-earn-by-race-ethnicity/>

Graphics Samples



Suggested Tweet: The pay gap means losing up to \$1mil over a 40-year career.

What would you do w/ YOUR \$1mil?
#EqualPayNOW #IWantMyMillion

