



# **Ratify the ERA: Social Media Toolkit**





*The Women's March, Black Lives Matter, DAPL, Occupy: What do these movements have in common? They all started in the digital world.*

## WHY IS ONLINE ACTIVISM IMPORTANT?

Why is online activism important? Often, people dismiss social media and its' importance in social justice movements. However, over the past 20 years, studies have found that social media is a unique tool that allows people to connect, learn, and mobilize at an unprecedented rate. Here are a few reasons why:

- Social media helps link people from all over the world who are dedicated to the same causes, building a community made up of a variety of ideas, narratives, and experiences.
- It has the power to educate many people at once and connect them to resources they might not otherwise find.
- It can enhance our offline activism, creating a foundation and jumping-off point for 'on the ground' action.

# 4 WAYS TO ENHANCE YOUR ONLINE ACTIVISM

## QUALITY, NOT QUANTITY

While there's something to be said for saturating people's timelines with news you care about, the quality of your posts is far more important. Make your posts meaningful by sourcing your information from reputable sources. Attach relevant videos, articles, and graphics to captivate readers, and make sure your posts are well-written and free of grammatical errors.

## ENGAGE IN (INFORMED) DISAGREEMENT...

Conversing with people who hold opposing views is healthy and sometimes even productive! It forces us (and others) to consider, defend, and reevaluate our beliefs. However, when voicing your opinions with people on the internet, keep the conversation respectful. Stick to the facts, refrain from name-calling, and see your position through.

## ...BUT, REMEMBER TO PICK YOUR BATTLES

Although it can be productive to engage in healthy discussions, sometimes it just isn't worth it. Consider the level of influence you have over the person you're trying to debate. Offer to speak offline with someone about an issue you feel particularly passionate about if it feels appropriate for the situation.

## COLLABORATE AND CONNECT WITH OTHERS

Pooling your resources with like-minded groups can make your movement that much stronger. Don't let your hashtags disappear into oblivion; work with local activists to expand your movement into different communities.

Note: The current cultural climate has bred an increased uptick in aggressive rhetoric in digital spaces. If you are feeling unsafe in a particular space or with a particular user, please do not hesitate to disengage and block that person/user.



# HOW TO USE FACEBOOK LIVE

For newcomers to this feature of Facebook, here are a few simple steps for Facebook Live use and best practices.

NOTE: You can only go live on Facebook through Facebook's iOS (iPhone, iPad) app or Android (Galaxy, Notebook, etc) app. Facebook Live is not applicable through desktop computers or laptops.

Step 1: Download the Facebook App on your iPhone or Android phone:



Step 2: Once it is downloaded and you have logged in under your NOW profile, go to the top of your News Feeds. Tap 'What's On Your Mind?'

Step 3: Tap Live Video.

Step 4: Write a description of your broadcast (using the aforementioned guidelines).

Step 5: Tap Go Live to begin. Step 6: Tap Finish when you want your video to end.



# RATIFY THE ERA FACEBOOK GUIDE

**NOW has made ratifying the ERA a top priority for decades. The National Action Program has identified several areas of focus for the campaign:**

- Pursue a three-state strategy to ratify the ERA
- Pursue a start-over strategy to ratify the ERA
- Advocate for an inclusive and intersectional ERA interpretation that includes equitable access to all aspects of reproductive health care and centers marginalized people, including LGBTQIA individuals, immigrants, women of color, and women with disabilities
- Educate and inspire women—particularly a younger generation of women—as to why the ERA is still so important.

**NOW's National Action Program is also excited to announce the creation of a Visions for Equality campaign. This initiative asks young women to paint their own unique vision of equality as a creative method and interpretation of gender equity in America. We ask that you:**

- Share blogs and posts from Visions for Equality
- Submit your own blog content with Visions for Equality and share it on Facebook
- Express your Vision for Equality on your Facebook page

# RATIFY THE ERA TWITTER GUIDE

Did you know that 72% of Americans already believe an Equal Rights Amendment is a part of the Constitution? We need to raise awareness about the fact that women in this country still don't have constitutional equality, and why that's so important—for all women! We ask that you educate the general public on what the ERA is, its capabilities, and why it matters

**This includes:**

- Fact tweets on the ERA
- How the ERA protects women
- The full breadth of the ERA and its potential in sectors of education, economics, and social justice
- Tweet under the hashtag #Visions4Equality
- Posting your vision of equality in the future



## RATIFY THE ERA: FACEBOOK EXAMPLES

- Shocking Statistic: Over 72% of people think that the ERA is already a part of the constitution. Want to informed on the real facts? Join us at our weekly ERA info session and learn about your rights! Info in the link below:
- Domestic violence is an issue that often goes ignored. The ERA guarantees that the perpetrators of domestic violence will be punished to the full extent of the law. This is why we need the ERA.
- In North Carolina, an organization just posted a billboard proclaiming women don't want equal rights. This is why we NEED the ERA: <http://bit.ly/2IAasyC8>
- The ERA touches so many issues of gender disparity. From fair wages to support of birth control. Let's make sure that the ratification of the ERA does not disappear from the agenda.
- Author, Doug Parry wrote an op-ed of the merits of the ERA in 2017. Sound off below and give us your thoughts on what the ERA means to you!  
<http://bit.ly/2mmbBK3>
- To make the ERA an amendment in the Constitution, we currently need three more states to approve it. To find out more about the three-state strategy, click on the link below!
- When we look at the gender wage gap, we see that Black and Latino women bear the burden of that gap. For every \$1 a White man makes Black women make 64 cent. For every \$1 a White man makes, Latinas make 54 cents. Let's support fair wages and in turn, support women of color.
- The ERA is one of the only documents that provides gender equity for women. This includes wages, labor, job discrimination, and education. Get involved NOW!
- North Carolina just introduced the ERA in House Bill 102 and Senate Bill 85. Call your representatives and let them know how much you care.
- In 2017, women are still disproportionately affected by issues of class and income. Women make up the majority of minimum wage workers, yet 22 states have a minimum wage that is less than \$8. Supporting the ERA is a promise to make sure women are compensated adequately for their labor.



## ADVANCE VOTING RIGHTS: TWITTER EXAMPLES

- Why We Need The ERA: Because our Congress is now controlled by a bunch of 'white, rich misogynists' <http://bit.ly/2ltxgid>
- Women are slowly breaking down the gender barriers in different fields of industry <http://bit.ly/2kYPhb5>
- The last national women's strike led to the passing of the ERA, can we do it again? #WomensStrike
- Only 23 states provide constitutional protection from sex discrimination. We must ratify the ERA to extend those rights to everyone.
- Scary: 72% of Americans believe that the ERA is already a part of the Constitution. News brief: It's Not.
- Did you know that women in computing are paid only 87% of what their male counterparts are paid? Ratifying the ERA would change that.
- Gender disparities exist everywhere: Nationally, women receive \$300 less in social security than men.
- Unacceptable: The minimum wage in 22 is below \$8. Do you who most minimum wage workers are? Women.
- So Nevada just ratified the ERA...Virginia, it's your turn.
- The ERA has not been ratified since 1982 and Nevada just did it in less than three weeks. What's taking the rest of the country so long??!

## VISIONS FOR EQUALITY TWEETS

- My vision of equality is a world that values the lives of Black women.
- In my vision for equality, reproductive rights are not a luxury but a right.
- In my vision for equality, women are being paid a living wage that provides for themselves and their families.

