



Social Media Toolkit: Mobilize for Reproductive Justice

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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?

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:

1. 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.
2. It has the power to educate many people at once and connect them to resources they might not otherwise find.
3. 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.

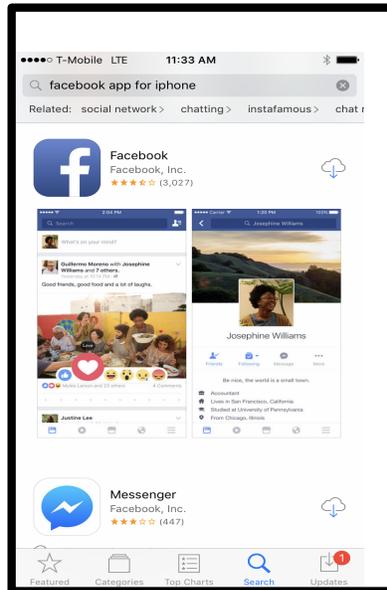


How To Use Facebook Live

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.

In order to film an event such as a panel discussion, an interview or a conference, it is suggested the person use an iPad rather than a cellular phone. For events such as these, the same rules apply, however, make sure your front facing camera (camera used to take selfies) is in use. Using an iPad also affords you the ability to set it up on a docking station and let it record as you are live.



Mobilize for Reproductive Justice Facebook Guide

Reproductive Justice is an incredibly important issue, and one that is under attack by the current administration. Our primary concerns for the “Mobilize for Reproductive Justice” campaign are: the looming repeal and replacement of the Affordable Care Act, which includes the defunding of Planned Parenthood, and the nomination of Neil Gorsuch.

As such, MRJ-related posts should pay particular attention to:

- Posts on the Affordable Care Act Repeal and Trump’s new health care plan
 - The ACA’s birth control mandate and its importance for American women
 - Safety net protections for vulnerable citizens, particularly lower income women

- Discuss state legislation around access to abortion and birth control. This includes:
 - TRAP Laws
 - Restricted access
 - Fetal ‘Rights’ Legislation
 - Lack of access to birth control or other reproductive pharmaceuticals
 - **NOTE:** To find out what is happening in your state, please go to this link:
 - <https://rewire.news/legislative-tracker/>

- The nomination of Gorsuch for Supreme Court Judge
 - His voting history
 - His vested interest
 - His effect on the SCOTUS

- Support Coalition Work
 - All Above All
 - Planned Parenthood



Mobilize for RJ: Facebook Examples

- The Michigan GOP has sponsored three anti-choice bills in the month. Call your local representatives and let them know what happens when they play politics with our health: [Link to phone script or legislation around anti-choice bills.]
- The ACA's birth control repeal could cost American women more than 1.4 BILLION dollars a year in copays. Join the coalition today and learn how you can protect your rights...and your wallet. [Link to NOW RJ Initiative.]
- Trump's nominee for the next Supreme Court Justice is Neil Gorsuch, a man who has shown he has little regard for reproductive rights or women's health. Find out more about Gorsuch's legislative history here: [Link to NAP Gorsuch Brief.]
- Neil Gorsuch's voting history tells us a lot about what he will be like as a member of the SCOTUS. He has voted twice to repeal the ACA's birth control mandate AND has said that he would have ruled in favor of the churches in *Burwell v. Hobby Lobby*. Make sure your representative does not approve Gorsuch!
- In a heartbreaking video, a group of women remind us of what it was like to grow up before Roe: <http://bit.ly/2lJeY04>
- Rejoice! Two SC legislators have come together in a bipartisan effort to ensure that insurance companies cover and supply a full year of birth control at first prescription: <http://bit.ly/2l5lZop>
- The new ACA 'plan' provides no support for no support for birth control, no support for reproductive health needs, and fundamentally no support for women. Absolutely Disgusting. [Link to related article.]
- The Trump Administration's new health insurance plan is horrifying. In addition to completely eliminating birth control coverage for women, it also leaves low income individuals at the mercy of their insurance care providers...if they even have one. Despicable.
- Women across the country are now faced with the reality that they will no longer have access to birth control. Going back to a time before *Griswold v. Connecticut* is not something we can afford. [Link to relevant article.]



Mobilize for Reproductive Justice Twitter Guide

The issue of reproductive justice on Twitter is incredibly prolific, more so than any other social media platform. This community is comprised of activists, doctors, advocates, organizers, academics, celebrities, and more; as such, education and messaging on reproductive justice issues within the Twittersverse is plentiful. The National Action Program recommends that advocates spend time highlighting state level issues, emphasizing ongoing policy work, supporting organizations—like PPFA—that are in a high risk environment, and building relationships with our pro-reproductive rights activists.

- **ACA & Birth Control**
 - Focus on the repeal of ACA and its effect on low-income women and women of color
 - Show disapproval (strong disapproval) of the new health insurance plan created by Trump Administration
 - Emphasize how many women and what types of women will be affected by the repeal in your state
 - Call-out representatives that support the ACA repeal

- **Potential approval of Neil Gorsuch as the new Supreme Court Justice**
 - Highlight his conservative background on progressive issues such as Hobby Lobby and the ACA's birth control mandate
 - Emphasize his cozy relationship with big business
 - Use this platform to call out representatives that support the Gorsuch nomination

- **Express urgency**
 - How is this affecting women right now?

- **Uplifting Coalitions**
 - All Above All
 - Planned Parenthood
 - NARAL



Mobilize for RJ: Twitter Examples

- We will not be pulled back to past by our current administration. Join us as we march forward in feminism: <http://bit.ly/2kINacS>
- According to a recent study, 99% of women who elected to have abortion feel they made the right decision <http://bit.ly/2loP1Ds>
- The IUD is over 99% effective in preventing unwanted pregnancy, make sure women have access to it!
- Access to birth control isn't something we can afford to lose, support [Insert bill/act here]
- Harrowing: @thescene reminds us of what it was like for women before Roe in their own words: <http://bit.ly/2lJeY04>
- Unacceptable: In Wisconsin 22 hospitals have been fined for their refusal to tell rape survivors about emergency contraception
- Let's not beat around the bush: Sessions doesn't care about marginalized groups. He's been fighting progress since the 80's.
- Who's fighting for your rights? Find out more about @AllAboveAll here: <http://bit.ly/2kX6XEN>
- Check out this amazing article from Feministing's @Hello_Quita on the EACH Woman Act! <http://bit.ly/2k8tiPN>
- As the Trump Administration attempts to tear down @PPFAaction, we promise to help fight to 'keep their doors open'
- Apparently our legislatures throw tantrums when presented with the fact women need abortion clinics <http://bit.ly/2mj0d0M>
- Who is actually protected by Trump's new health care plan, because it sure isn't women.
- Well @rewire pretty much says it all. The Hyde Amendment is a thinly veiled attack on women of color. Again who is the government actually protecting? <http://bit.ly/2m3fh62>
- It's 2017 and we are still arguing with old white men about whether or not women deserve access to birth control

