

**Black Friday 2014 Social Media Kit**

**November 28, 2014**

This social media kit is intended to provide easy-to-use social media for chapters to use in protest of Black Friday and in support of Walmart Strikers. Tweets and social media blasts should be shared on the day of.

**Background:**

Walmart is the largest private employer in the world and it’s a perfect picture of everything that’s wrong with our unequal economy. Far too many Walmart workers continue to live in poverty and rely on public programs like food stamps to survive, while Walmart rakes in $16 billion a year in profits. The Walton family that controls Walmart has more wealth than 43 percent of Americans combined. That’s why 2,000 stores (more than half of

Walmart stores nationwide) have joined calls for $15 an hour and full-timework.

This Black Friday we need to send the Waltons a message. We can’t sit back while their workers go hungry any longer.

**Theme:**

Stand in solidarity with workers striking, demand that Walmart and other large corporations treat and pay their workers fairly, and highlight the disparity between low wages paid to workers and salaries reaped by owners.

**Hashtags**

#WalmartStrikers

#raisethewage

**For up-to-date social media and chapter information, be sure to request to follow NOW’s Field Team @FieldTeam\_NOW**

**Tweets:**

On Black Friday – and all year long – stand with #WalmartStrikers

We support #WalmartStrikers as they fight for better pay and safer work environments.

Thousands of people are mobilizing against @Walmart’s low wages, discriminatory practices & unsafe work environments. #WalmartStrikers

Want the facts about @Walmart? @ChangeWalmart has all the info you need: http://bit.ly/tFN1eg #WalmartStrikers

Does @Walmart support #LGBT families? Find out at @ChangeWalmart: http://bit.ly/17CqjD7 (Short answer: no) #WalmartStrikers

Does @Walmart support women? Find out at @ChangeWalmart: http://bit.ly/1anIlah (Short answer: no) #WalmartStrikers

Does @Walmart provide good healthcare benefits? Find out at @ChangeWalmart: http://bit.ly/yTOmbZ (Short answer: no) #WalmartStrikers

Does @Walmart support communities of color? Find out at @ChangeWalmart: http://bit.ly/1djAZ8A (Short answer: no) #WalmartStrikers

AK, AR, NE, and SD all passed measures to increase minimum wage! Walmart and other big corporations need to take the hint and #raisethewage

Arkansas, HQ of @Walmart, voted to #raisethewage in the midterm elections. Walmart, take the hint and increase worker pay nationally!

17 states + DC have voted to #raisethewage to btw $7.75-$11.50. Walmart and other big corporations need to follow the example!

.@Walmart makes $17 billion – yes, billion – in profits a year. CEO makes more in 1 day than many workers in 1 year. #walmartstrikers

One half to 2/3rds of @Walmart workers make less than $25,000/yr #PovertyWages #WalmartStrikers

If @Walmart & other large retailers paid FT workers $25,000/yr: 1.5 million families lifted out of poverty. #WalmartStrikers

If @Walmart & other large retailers paid FT workers $25,000/yr: retail sales would go up! #WalmartStrikers

.@Walmart is retaliating against #WalmartStrikers. What is the corporation so afraid of?

.@Walmart Is Trying to Block Workers’ Disability Benefits: http://bit.ly/1aXeQwT Article via @MotherJones Stand with #WalmartStrikers!

Democrats blast @Walmart “#WelfareKings” http://bit.ly/18cgUMr It is time for us all to stand with #WalmartStrikers

#WalmartStrikers are putting their livelihoods on the line for better pay and for a fair economy for all workers.

Walton family, majority shareholders of @Walmart, are worth $144.7BILLION. 2/3 of workers earn poverty wages. #WalmartStrikers

Walton family, majority shareholders of @Walmart, are worth $144.7BILLION — more than 42% of Americans combined! #WalmartStrikers

.@Walmart management has illegally fired workers for striking. We stand with #WalmartStrikers to protect worker’s rights.

Other companies are following @Walmart’s lead: creating low paid, part time temp jobs. #WalmartStrikers

Due to low wages, many @Walmart workers must turn to food stamps to survive. #WalmartStrikers

Costco, other retailers won’t force their employees to work on Thanksgiving. Will @Walmart follow their example? #walmartstrikers http://www.huffingtonpost.com/2013/11/13/costco-thanksgiving\_n\_4262774.html?utm\_hp\_ref=tw

Activists successfully force Target to give up discriminatory hiring practices against former criminals http://www.salon.com/2013/11/18/david\_beats\_goliath\_how\_the\_little\_guy\_beat\_the\_mega\_corporation/

Even two minimum-wage jobs are still not enough to ensure a family’s economic security http://www.basiceconomicsecurity.org

.@Walmart among HuffingtonPost’s 10 Companies Paying Americans the Least http://www.huffingtonpost.com/2013/11/16/companies-pay-americans\_n\_4288090.html?ref=topbar

One weird trick for @Walmart to raise wages – and it wouldn’t cost consumers anything http://www.demos.org/sites/default/files/publications/A%20Higher%20Wage%20Is%20Possible.pdf

Patricia’s Story – she earns $13.10/hour after working at @Walmart for 11 years via @Demos http://www.demos.org/patricias-story

Patricia’s Story – 11 years of employment at @Walmart, still struggling to make ends meet http://www.demos.org/patricias-story

Higher worker pay means more buying power. That’s good for workers AND businesses. #walmartstrikers

It’s time for @Walmart to respect workers across the country. Support #walmartstrikers.

**You can also write your own tweets and mention @Walmart and use #WalmartStrikers!**

**Don’t forget:** with tweets that start with an @ symbol, put a period before the symbol. This ensures that your tweets will be seen be a wider audience.
**Example:** .@Walmart makes $17 billion – yes, billion – in profits a year. CEO makes more in 1 day than many workers in 1 year. #walmartstrikers

**NOTE**
**Follow for retweets or new material:**
**@JWJNational (Jobs with Justice)**
**@ForRespect (OUR Walmart)**
**@ChangeWalmart (Making Change at Walmart)**
**@NationalNOW**

**Graphics:**

How to use: Right click, with your mouse, on the image and “save as picture”. You will need a copy of this image saved on your computer to upload to Facebook and Twitter.



**Facebook Caption:** This Black Friday – and every day — we stand with Walmart strikers. Will you?

**Tweet:** This Black Friday – and every day — we stand with #WalmartStrikers. Will you?



**Facebook Caption:** Two-thirds of Walmart workers make less than $25,000 per year. That’s the real Walmart.

**Tweet:** If @Wamart & other FT retail workers made $25,000/yr…#WalmartStrikers



**Facebook Caption:** Walmart says it’s all about: Save money. Live better.
But at what cost?
Read more about it here: <http://j.mp/IeCNVN>

**Tweet:** .@Walmart says it’s all about: Save money. Live better. But at what cost? Read more @ThinkProgress: http://j.mp/IeCNVN #WalmartStrikers



**Facebook caption:** Walmart workers are forced to rely on public support – to the tune of $900,000 at just one of the company’s 4,000 stores. But the Walton family — majority shareholders of Walmart — are worth more than $144.78 billion. Makes you wonder: who are the real welfare kings?

**Tweet:** Walton family wealth ($144.78B) & @Walmart profits ($17B/yr) comes at cost of taxpayers. Who are real #WelfareKings? #WalmartStrikers