

# Chapter Social Media Kit: One Billion Rising



February 14, 2014

# NOW's One Billion Rising Chapter Social Media Kit

## Purpose

The purpose of this social media kit is provide sample tweets, hashtags, Facebook posts and graphics to use and follow on and around One Billion Rising (also known as V-Day).

## Theme

Every organization involved in One Billion Rising "rises" for a specific issue. This year, NOW will rise against military sexual assault by supporting passage of the Military Justice Improvement Act (or "MJIA"). It is possible the MJIA will be voted on prior to February 14 so please start tweeting and posting immediately.

## Hashtags

Use the below hashtags to show your support for women in the military and One Billion Rising. 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.

#PassMJIA  
#NotInvisible  
#Rise4Justice  
#ReasonToRise

## Tweets

Today our #ReasonToRise is the Military Justice Improvement Act #PassMJIA  
#NotInvisible #Rise4Justice

In 2012 an anonymous survey of Active Duty Military revealed 26,000 instances of rape and sexual assault. #ReasonToRise #PassMJIA

The Pentagon says 85% of sexual assaults go unreported. Maybe bc perpetrators so often hold rank over their victims #PassMJIA #reasontorise

Survivors deserve specialized prosecutors & protection from retaliation. Support the #MJIA  
#PassMJIA

When an 18 yr old serving in our military is "repeatedly drugged and raped" by her superior officers for 9 mo, it is time to #PassMJIA

"They gave him the Military Professional of the Year Award during his rape investigation"  
<http://ow.ly/t2Qdy> #Rise4Justice #PassMJIA

More than 500,000 people have been sexually assaulted in the military. #NotInvisible #ReasonToRise  
#PassMJIA #Rise4Justice

79% of women serving in the military report persistent experiences of sexual harassment #ReasonToRise #PassMJIA #Rise4Justice

“Take an aspirin and go to bed” -Response to survivor after being raped by her superior officer. #ReasonToRise #Rise4Justice #PassMJIA

"You don't have to worry about the enemy, you have to worry about your own soldiers" <http://ow.ly/t2Uol> #PassMJIA #Rise4Justice

“You’re probably just a little slut” & other terrible responses to those raped while defending our country <http://ow.ly/t2V17> #PassMJIA

“If you tell anyone, I’ll tell them you’re a dyke” & other horrible responses to those raped while defending our country #PassMJIA

20% of sexual assault survivors think rape is "to be expected" in the military. Is that what you think @SenThadCochran? #PassMJIA

.@TomCoburn, less than 3% of those charged with sexually assaulting a member of the military face punishment. It's time to #PassMJIA

.@SenOrrinHatch when 62% of military sexual assault victims experience retaliation, its time to protect our troops & #PassMJIA

.@MarcoRubio, women make up 15% of active-duty forces, but 47% of sexual assault victims. Our troops deserve better. #PassMJIA

37% of women veterans report being raped at least twice. That's un-American. Call @SenWhitehouse if you agree: 202.224.2921 #PassMJIA

@SenJohnBarraso, 14% of women veterans report having been gang raped in the military. It's time to #PassMJIA

Victims of military sexual assault are 6x more likely to attempt suicide. Call @SenKaineOffice 202.224.4024 and tell him to #PassMJIA

.@MaxBaucus 90% of military sexual assault survivors receive involuntarily discharge 80% of perpetrators are honorably discharged #PassMJIA

.@MarkWarner our veterans say “Rape is part of the job description” #PassMJIA and protect our troops. <http://ow.ly/t2Uol>

.@SenToomey, there is no justice when a legally unqualified general can overturn a jury verdict #PassMJIA <http://ow.ly/t2VUz>

"I have never met 1 person who has reported a sexual assault offense & kept her career" Is this justice @JerryMoran? <http://ow.ly/t2W45>

Stand with @RepSpeier and help #PassMJIA <http://ow.ly/t2WGa> #NotInvisible  
#ReasonToRise #Rise4Justice

@BarackObama we urge you to publicly support the Military Justice Improvement Act.  
Survivors need your leadership now! #PassMJIA

@WhiteHouse Survivors deserve specialized prosecutors and protection from retaliation.  
We need you to support the #MJIA today! #ReasonToRise

## 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.



### Caption for Facebook:

These Senators are standing in the way of justice for our servicemembers. It is time to pass the Military Justice Improvement Act. One Billion Rising!

**Caption for Twitter:**

It is time to pass the Military Justice Improvement Act! #PassMJIA



**Caption for Facebook:**

Our military deserve better. Today, for One Billion Rising we rise for the Military Justice Improvement Act. What are you rising for?

**Caption for Twitter:**

#ReasonToRise #PassMJIA

**Follow for Retweets and New Material**

@NationalNOW

@vday

**Other ideas:**

- Sister NOW chapters
- Local One Billion Rising Groups
- Local women’s health center or clinic
- Your elected officials

**Senators**

The following Twitter handles belong to Senators who have not yet supported the MJIA. Use their handles to get your message out:

@SenWhitehouse

@MarcoRubio

@SenJohnBarraso  
@TomCoburn  
@SenThadCochran  
@SenOrrinHatch  
@SenKaineOffice  
@MaxBaucus

@MarkWarner  
@SenToomey  
@JerryMoran  
@McConnellPress  
@SenMikeLee  
@SenRonJohnson

Also, feel free to share the Senators' phone numbers and email addresses on Twitter and Facebook to encourage others to make their voices heard. Their contact information is:

**Max Baucus** (D - MT)

(202) 224-2651

[www.baucus.Senate.gov/contact/emailForm.cfm?subj=issue](http://www.baucus.Senate.gov/contact/emailForm.cfm?subj=issue)

**Sheldon Whitehouse** (D - RI)

(202) 224-2921

[www.whitehouse.Senate.gov/contact/](http://www.whitehouse.Senate.gov/contact/)

**John Barrasso** (R - WY)

(202) 224-6441

[www.barrasso.Senate.gov/public/index.cfm?FuseAction=Conta...](http://www.barrasso.Senate.gov/public/index.cfm?FuseAction=Conta...)

**Tom Coburn** (R - OK)

(202) 224-5754

[www.coburn.Senate.gov/public/index.cfm/contactsenatorcobu...](http://www.coburn.Senate.gov/public/index.cfm/contactsenatorcobu...)

**Thad Cochran** (R - MS)

(202) 224-5054

[www.cochran.Senate.gov/public/index.cfm/email-me](http://www.cochran.Senate.gov/public/index.cfm/email-me)

**Orrin Hatch** (R - UT)

(202) 224-5251

[www.hatch.Senate.gov/public/index.cfm/contact?p=Email-Orrin](http://www.hatch.Senate.gov/public/index.cfm/contact?p=Email-Orrin)

**Ron Johnson** (R - WI)

(202) 224-5323

[www.ronjohnson.Senate.gov/public/index.cfm/contact](http://www.ronjohnson.Senate.gov/public/index.cfm/contact)

**Time Kaine** (D-VA)

(202) 224-4024

<http://www.kaine.senate.gov/email/>

**Mike Lee** (R - UT)

(202) 224-5444

[www.lee.Senate.gov/public/index.cfm/contact](http://www.lee.Senate.gov/public/index.cfm/contact)

**Mitch McConnell** (R - KY)

(202) 224-2541

[www.mcconnell.Senate.gov/public/index.cfm?p=contact](http://www.mcconnell.Senate.gov/public/index.cfm?p=contact)

**Jerry Moran** (R - KS)

(202) 224-6521

[moran.Senate.gov/public/index.cfm/e-mail-jerry](http://moran.Senate.gov/public/index.cfm/e-mail-jerry)

**Marco Rubio** (R - FL)

(202) 224-3041 [www.rubio.Senate.gov/public/index.cfm/contact](http://www.rubio.Senate.gov/public/index.cfm/contact)

**Patrick J. Toomey** (R - PA)

(202) 224-4254

[www.toomey.Senate.gov/?p=contact](http://www.toomey.Senate.gov/?p=contact)

**Mark Warner** (D-VA)

(202) 224-2023

<http://www.warner.senate.gov/public//index.cfm?p=ContactPage>

## **Don't Forget!**

Put a "." before the @ symbol. This ensures that your tweets will be seen by a wider audience. Example: [@NationalNow](https://twitter.com/NationalNow) is rising to #PassMJIA. Join us!