

# **Chapter Social Media Kit: Walmart Shareholders Meeting**



June 6, 2014

# NOW's Walmart Shareholders Meeting

## 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 in the days leading up to Walmart's annual shareholders meeting.

### Hashtags

#walmart  
#WalmartWmn  
#walmarteconomy  
#walmartstrikers

### Tweets

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

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

Does @Walmart support women? Find out at @ChangeWalmart: <http://bit.ly/1anllah> (Short answer: no)

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

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

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

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

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

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

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

Three major studies found that @Walmart was the employer that had workers most reliant on government assistance. #WalmartEconomy

.@Walmart denies employees right to organize/collectively bargain: requires workers attend anti-union meetings, specially trains supervisors in union avoidance.

Many @Walmart warehouse workers are “temporary”: are subjected to low wages, dangerous working conditions & no employer-provided benefits.

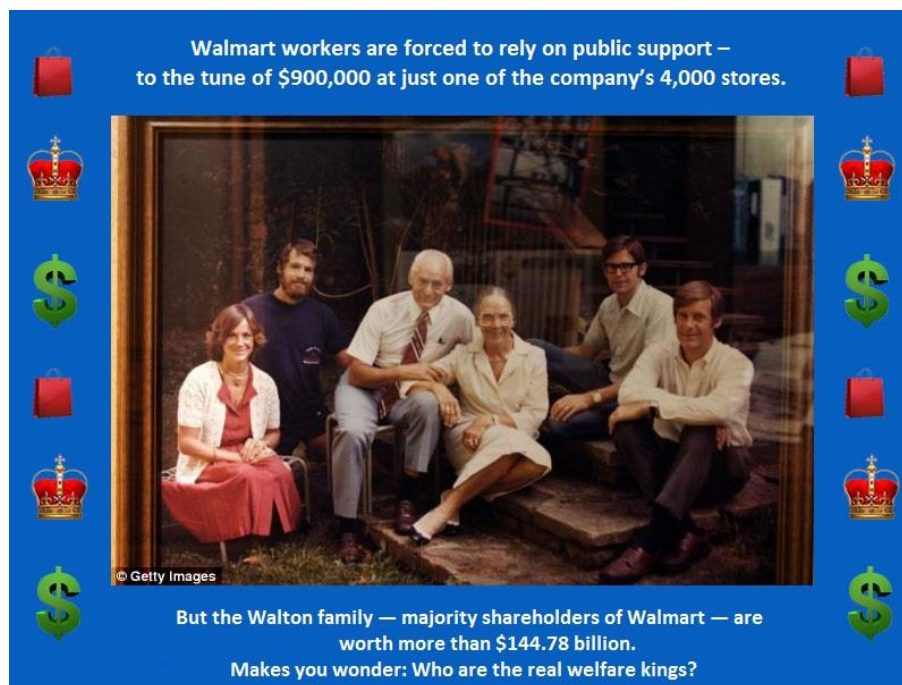
Female Walmart employees are disproportionately represented in low-paying positions.

2005 study found that @Walmart employees earn 28% less, on average, than workers employed by other large retailers. [http://brennan.3cdn.net/8ba7f4a1b9456459b2\\_a9m6bnxs1.pdf](http://brennan.3cdn.net/8ba7f4a1b9456459b2_a9m6bnxs1.pdf)

@Walmart and the Walton family disproportionately donate to anti-women candidates. Find out at @ChangeWalmart: <http://bit.ly/1anllah>

## 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:**

The Waltons are worth \$144.7 billion, but 2/3rds of Walmart employees make less than \$25,000/year!

**Caption for Twitter:**

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



**Caption for Facebook:**

In *Dukes v. Walmart* -- the largest class action gender discrimination lawsuit in U.S. history -- 1.5 million female employees accused Walmart of discrimination in promotions, pay and job assignments. The case included 120 affidavits relating to 235 stores.

**Caption for Twitter:**

*Dukes v. Walmart* was the largest class action gender discrimination lawsuit in U.S. history. #WalmartWmn

At **Walmart** 

The majority of workers are women  
**BUT**  
The majority of managers & executives  
**ARE MEN**

 @NationalNOW  
#WalmartWmn

**Caption for Facebook:**

Walmart's female employees are relegated to low paying positions, though they make up the majority of Walmart's workers.

**Caption for Twitter:**

#WalmartWmn are relegated to low paying positions, though they make up the majority of @Walmart's workers.

In 2011, female Walmart workers earned, on average,  
**\$5,200 less per year than male workers.** 



**HOURLY JOBS**

(average yearly earnings: \$18,000)

Women were paid  
**\$1,100 less per year than men**  
*in the same positions*

**SALARIED POSITIONS**

(average yearly earnings: \$50,000)

Women were paid  
**\$14,500 less per year than men**  
*in the same positions*

Despite this wage gap, female Wal-Mart employees, on average,  
**have longer tenure and higher performance ratings.**

*Walmart has fought our demands for change every step of the way.*

#WalmartWmn @NationalNOW #fairpay

**Caption for Facebook:**

Walmart's women workers are routinely paid less than their male counterparts. They often then face discrimination when they decide to start a family and become pregnant.

**Caption for Twitter:**

Dukes v. @Walmart was the largest class action gender discrimination lawsuit in U.S. history. #WalmartWmn deserve better!

**Follow for Retweets and New Material**

@JWJNational (Jobs with Justice)

@ForRespect (OUR Walmart)

@ChangeWalmart (Making Change at Walmart)

@NationalNOW

**Don't Forget!**

Put a "." before the @ symbol. This ensures that your tweets will be seen by a wider audience. Example: [.@NationalNow](#) fights for #WalmartWmn. Join us!