

**RATIFY THE
EQUAL
RIGHTS
AMENDMENT**



**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?

Often, people dismiss social media and its' importance in social justice movements. Over the past 20 years, however, 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 across the world who are dedicated to the same causes, building a community made up of a variety of ideas, narratives, and experiences.
- Social media has the power to educate many people at once and connect them to resources they might not otherwise find.
- Social media 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, the quality of your posts is far more important. Make your posts meaningful by gathering 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 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. Work with local activists to expand your movement into different communities online through retweets, likes, tags, and shared content.

Note: The current cultural climate has bred an increased uptick in aggressive rhetoric in digital spaces. If you are feeling unsafe, please do not hesitate to disengage, block the user and notify the social media platform administrators.

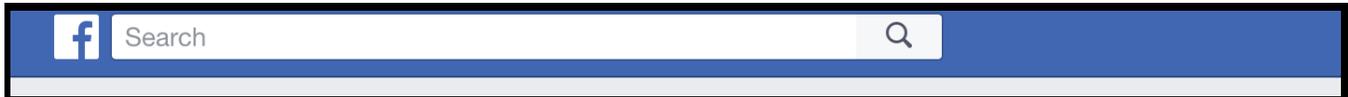
CONNECTING TO NATIONAL NOW ON SOCIAL MEDIA

In order to tap into National NOW's work it is important that you stay abreast of our content and all of our actions. The easiest way to do that? Connect with us online! Here are a few easy steps to follow on social media to make sure that you are connected with NOW:



Step 1

When you log into your Facebook account, go to the search bar at the top of your page.



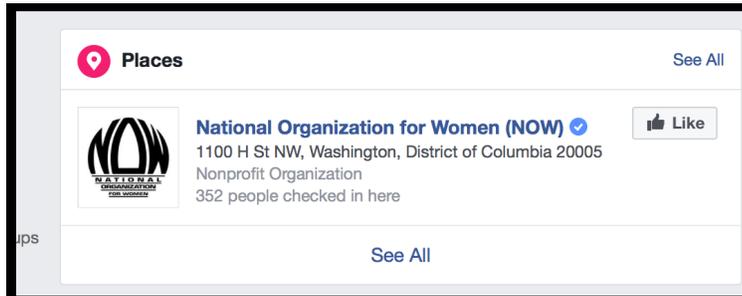
Step 2

In the search bar type in 'National Organization for Women' and then click on the magnifying glass.



Step 3

On the main page, National NOW's Facebook page will pop up. Click on the headline for our page.



Step 4

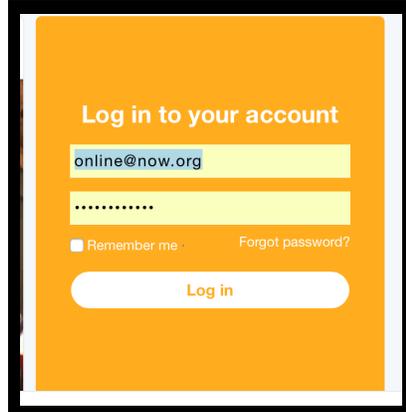
Once you have clicked on the headline, you will see our header and our home page. Underneath our header you will see three buttons. Click the 'Follow' button to follow us on Facebook. That's it you are now following us on Facebook!





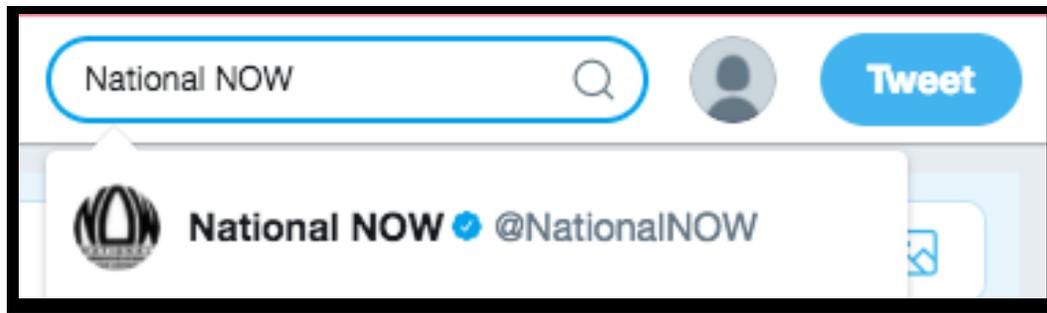
Step 1

Log into your Twitter account.



Step 2

In the search bar on the top right hand of page, type 'National NOW'.



Step 3

On the search page, National NOW's Twitter page will appear. When it appears, click 'FOLLOW'. That's it you are now following us on Twitter!



Using Facebook Live

Over the past year, National NOW has facilitated and participated in a number of Facebook Live events. Facebook Live events are live stream videos broadcast directly on the Facebook page of a user. Although many organizations use Facebook Live to broadcast panels, debate, and workshops, Facebook Live can also be used to record events such as rallies or protest in real time. Below are the steps to watch a Facebook Live Event or conduct your own live stream.

How to Watch A Facebook Live Event

Step 1

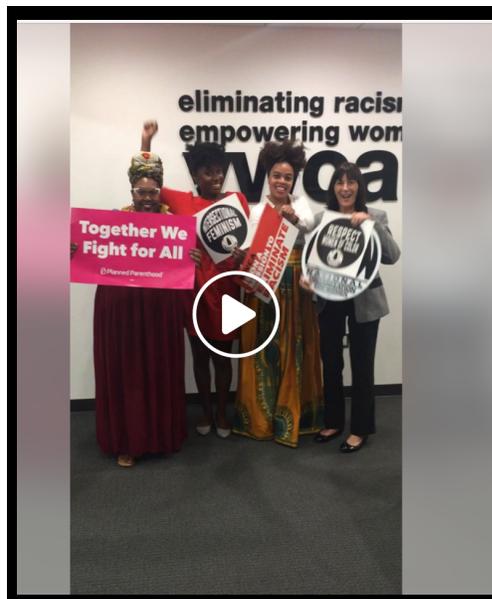
Go to the homepage of the user holding the event.

Step 2

Scroll down on the page to find the latest post. Once you have scrolled down, you will see a video posted on the account that will read 'Facebook Live, Now Recording.'

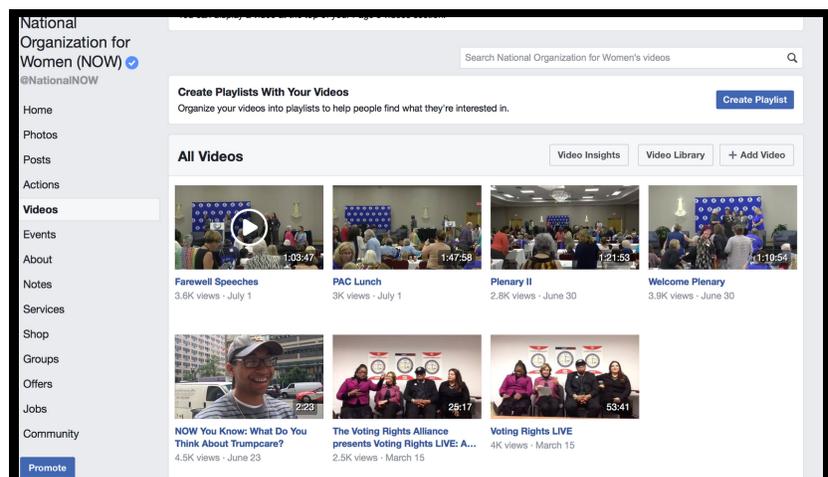
Step 3

Once you find the video click the center of the image, the 'Play' button and the video will stream directly and you can join in and watch!



Step 4

If you are looking for an older Facebook Live video, look on the left-hand side of the page and find the tab entitled 'Videos'. From there, you will be able to find the designated video and watch at your leisure!

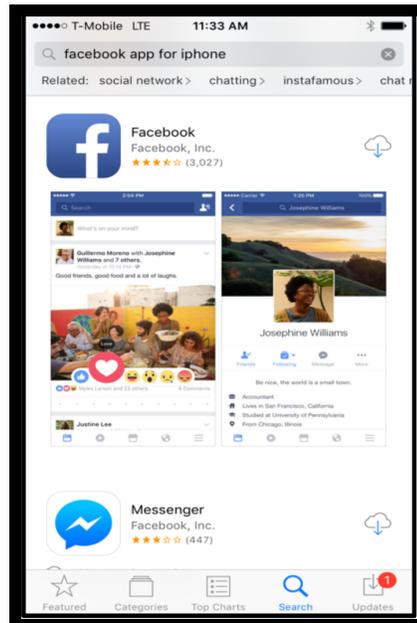


How to use Facebook Live

NOTE: You can only go live on Facebook through Facebook's iOS (iPhone, iPad) app or Android (Galaxy, Notebook, etc) app. Facebook Live cannot be used on a desktop computer or laptop.

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.

Step 5

Tap 'Go Live' to begin.

Step 6

Tap 'Finish' when you want your video to end.

RATIFY THE ERA Social Media 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

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

States to keep an eye out for:

- Virginia
- Illinois
- Georgia
- North Carolina
- Florida

Educational material about the ERA:

An Intersectional Approach to the ERA

ERA: Strategies For Ratification

Women's Equality: Quick Facts

ERA: Target States

Share Your Vision For Equality!

**For state-specific content, please contact the National NOW team at actionpolicy@now.org*

NOW has made ratifying the ERA a top priority for decades. The National Action Campaigns 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.

RATIFY THE ERA: Facebook Examples

Here are a few examples of Facebook posts relating to NOW's work with the ERA. Please feel free to use them directly. To post to Facebook, highlight the post you would like and paste into Facebook.

- Shocking Statistic: Over 72% of people think that the ERA is already a part of the constitution. Want to be informed on the real facts? Take a look here: https://now.org/wp-content/uploads/2017/04/The-ERA_-An-Intersectional-Approach-8.pdf
- To ratify the ERA, we currently need two more states to approve it. To find out more about the three-state strategy, click on the link below! <https://now.org/wp-content/uploads/2017/06/TARGET-STATES.pdf>
- 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.
- 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/2lAsyC8>
- 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.
- 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 cents. For every \$1 a White man makes, Latinas make 54 cents. Let's support fair wages and in turn, support women of color.
- Today, 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.
- With all of the progress women have made in society, we still do not have gender equality guaranteed in the Constitution. The time for action is NOW! Join Us:
- It's time that our representatives prioritize our rights! If you live in a state that has not ratified the ERA, contact your MoC and join the fight!
- What do women really want? Equal Rights, equal pay and equal protection under the law. Support the ERA Today!
- Equal protection under the law should not be revolutionary. It's time our legislators step up and advocate for equal protection under the Constitution.
- In today's day and age, women are doctors, lawyers, astronauts, politicians, construction workers, and police officers. Yet in each and every field women are paid less than their male counterparts. It's time everyone support and equal wage and the ERA.
- Equality is not a radical concept. It promotes the fair treatment of all individuals despite race, gender and economic status. If we want to create a more equal society, we must pass the ERA.

RATIFY THE ERA: TWITTER Examples

Hashtags to use on Twitter:

#ERANOW #NOWStrong #38toWin
#2018Elections #ERAYes

- Across the country, women are rapidly losing access to spaces that provide equitable healthcare. It is time we incorporate gender into the constitution #ERANOW
- Women's Equality is about the articulation of our dignity as citizens and autonomous individuals. #ERANOW
- Why we fight: Access to healthcare, equal pay, protection for LGBTQIA+ persons, an end to systemic racial inequality. #ERANOW
- Only 23 states provide constitutional protection from sex discrimination. We must ratify the ERA to extend those rights to everyone. #ERANOW
- Women are slowly breaking down the gender barriers in different fields of industry <http://bit.ly/2kYPhb5>
- Gender disparities exist everywhere: Nationally, women receive \$300 less in social security than men.
- Across the country, women are rapidly losing access to spaces that provide equitable healthcare. It is time we incorporate gender into the constitution #ERANOW
- 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??!
- Unacceptable: The minimum wage in 22 states is below \$8. Do you who most minimum wage workers are? Women.
- Did you know that women in computing are paid only 87% of what their male counterparts are paid? Ratifying the ERA would change that.
- Scary: 72% of Americans believe that the ERA is already a part of the Constitution. News brief: It's Not.
- Why We Need The ERA: Because our Congress is now controlled by a bunch of 'white, rich misogynists' <http://bit.ly/2ltxgid>
- What kind of country do we want to raise our children in? How about a country that supports the equal rights of all people despite gender?! It's time we ratify the ERA!
- Economic equality, an end to violence against women, fair employment opportunities: these are the things the ERA support!
- 90% of Americans support the Equal Rights Amendment. So why haven't we passed it? It's past time we #RatifytheERA
- Inclusion and equality should not be radical in the 21st century. When we #RatifytheERA, we take a step in the right direction.
- Let's say it loud for all those in the back: Women's rights are human rights. #RatifytheERA.
- Want to find out if your state has ratified the ERA? Check it out here and get active! <http://www.eracoalition.org/cosponsors.php>