

**MOBILIZE
FOR
REPRODUCTIVE
JUSTICE**



**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.

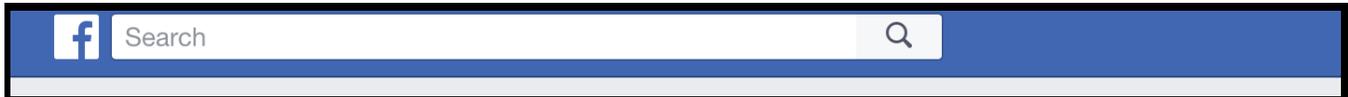
CONNECTING TO NATIONAL NOW ON SOCIAL MEDIA

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:

Facebook

Step 1

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



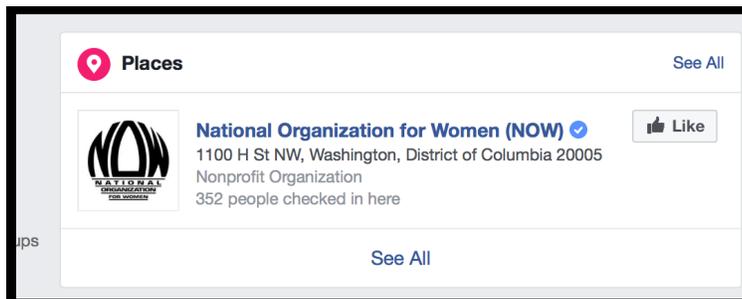
Step 2

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

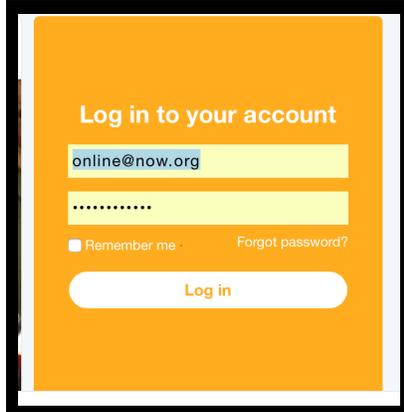
Once you have clicked on the headline, you will see our header and our home page. Underneath our header you will see three buttons. Click the 'Follow' button to follow us on Facebook. That's it you are now following us on Facebook!





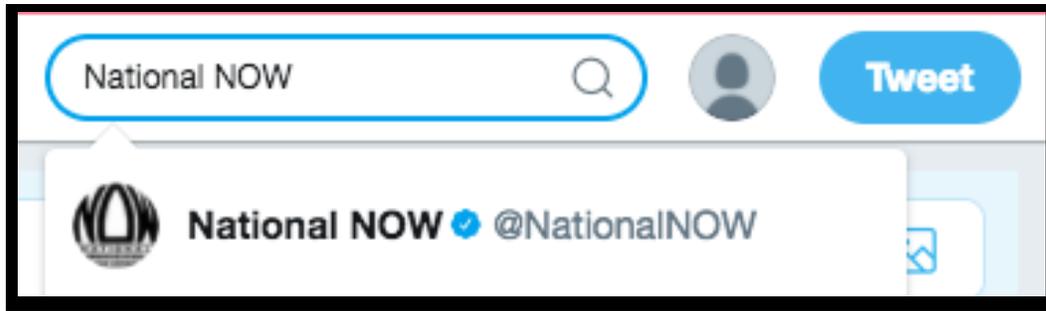
Step 1

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

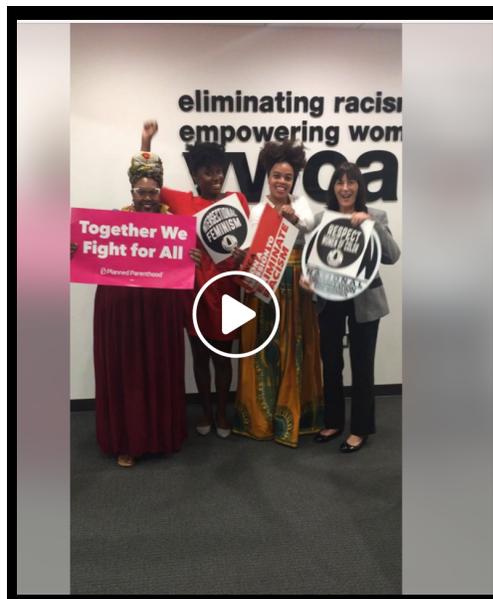
Go to the homepage of the user holding the event.

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.'

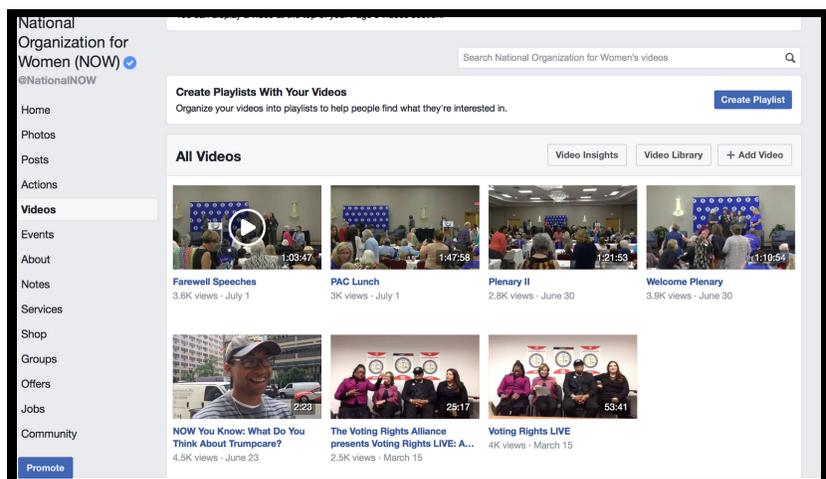
Step 3

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!

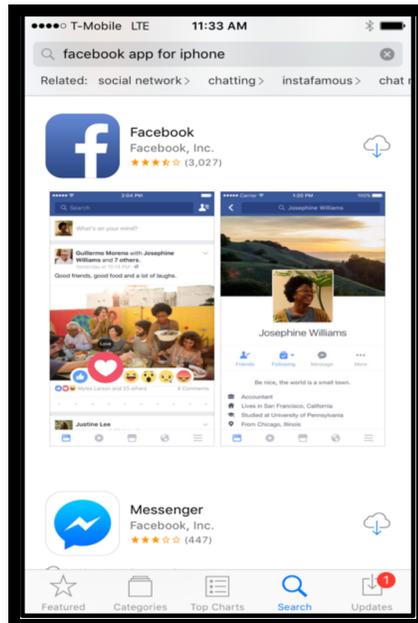


How to use Facebook Live

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.

REPRODUCTIVE JUSTICE SOCIAL MEDIA GUIDE

Now, more than ever, reproductive rights are under attack on both a federal and state level. Our current administration, along with anti-choice legislators have continued to restrict and remove access to reproductive services such as abortion and birth control. Within the states, conservative lawmakers have set out measures, including limiting access to proper sex education and enforcing TRAP laws that force the closing of dozens of healthcare centers and clinics. On social media it is our duty to advocate for the continued protection of a women's right to reproductive services, support organizations and spaces that provide direct services for women, and educate our followers on threats to access on a federal level and in the states.

Inform users on federal legislation that threatens women's access to reproductive care such as abortion bans and fetal rights laws:

- The continued attempts to repeal of the Affordable Care Act that include cuts to family planning, medicaid, and the defunding of Planned Parenthood
- Continued "Fetal Rights" or "Fetal Pain" Bills
- Abortion "bans"; 6-week or 20-week bans
- HHS allowances that let pharmacists and companies refuse to provide employees and customers with access to birth control, Plan B, and other oral contraceptives

Inform other activists on state legislation that threatens women's access to reproductive care such as TRAP Laws and birth control mandates:

- TRAP Laws that effect clinics across the country
- State-level abortion bans
- State level cuts to Planned Parenthood
- State-level cuts to sex education, or abstinence-only education
- Calling out crisis pregnancy centers (fake clinics)

Advocate for access to reproductive services and organizations:

- Clinic Defense and clinic escorts
- Planned Parenthood Action
- Community Health Centers
- Comprehensive Sex Education

Education around underrepresented communities and their care:

- Transgender People
- Rural Women
- Disabled Women
- Undocumented Women
- Low-Income Women
- Women of Color

REPRODUCTIVE JUSTICE: FACEBOOK EXAMPLES

Here are a few examples of Facebook posts relating to Reproductive Justice. Please feel free to use them. To post, highlight and copy the post you would like and paste into Facebook.

General

- Across the country women have felt the sting of state-level abortion bans and restrictions to reproductive access. Our access to care should not be a political bargaining chip. Join the resistance and protect our care!
- When women stand, we win! We will not allow conservative lawmakers to turn back the clock on our rights! Join the resistance and protect our care!
- We can't stop now: the Trump administration has doggedly attacked reproductive rights. These attempts will continue to fail as long as we continue to stand for our constitutional right to access to legal and safe abortion.
- We believe in the inherent worth of women and we place value in their lives, dreams and experiences. Most importantly, we believe women have the right to make their own reproductive decisions.

Birth Control

- Removing access to affordable birth control and comprehensive sex education has, in fact, increased the rate of teen pregnancies in this country. The US currently has the leading rate of teen pregnancy in the developed world. This has to change.
- Let's be clear birth control use is not radical in the 21st century. Approximately 99% of all sexually active women have used it at some point in their lives. We need to continue to protect our access.
- Religion is not a license to discriminate! Employers who deny their workers access to birth control are not exercising their right to religion, they are infringing upon the rights of thousands of women.

Abortion Bans

- Abortion bans are not only unnecessary, they are dangerous. Only 1% of abortions happen after the 20-week period and those are related to threats to the woman or the fetus.
- Abortion bans are not just a federal issue, 17 states passed abortion bans in 2017 alone. To find out more about your state click here: <http://bit.ly/2C0OM9M>
- *Roe v. Wade* guarantees constitutional access to legal abortion for all women. 20-week bans impede on this right. To take action and learn more about abortion bans, click here: <http://bit.ly/2E1ytdG>

Other Issues

- When we fight for reproductive justice, its important that we remember that restrictions to care disproportionately effect low-income and disabled women.
- Statistics show that the United States holds the worst for maternal mortality rates in the developed world. Its time we focus on providing proper care for women, instead of restricting their access to reproductive care.

REPRODUCTIVE JUSTICE: Twitter Examples

Hashtags to use on Twitter:

#MyBodyMyChoice #BelieveWomen #Fight4BC #NOWStrong

- We will not go back! Tell your MoC to support [insert bill here]
- Let's leave reproductive choices to the ladies. #mybodymychoice
- Conservative lawmakers' obsession with stripping women's rights is not just disturbing, it is downright dangerous. The time to act is NOW!
- Let's recap shall we? 20-week abortion bans are 1) unconstitutional, 2) dangerous, and 3) incredibly unpopular. #STOPTHEBANS
- Restricting access to comprehensive sex education has statistically increased rates of teen pregnancy and STDs. Let's do the smart thing and educate our kids.
- Stand in solidarity with the nearly 29 million women of reproductive age whom are denied insurance coverage for abortion care.
- The IUD is over 99% effective in preventing unwanted pregnancy, let's make sure all women have access to it!
- Trans individuals lack access to basic reproductive services that address their needs on a regular basis. We need comprehensive care for all women!
- 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.
- #TrustWomen According to a recent study, 99% of women who elected to have abortion feel they made the right decision: <http://bit.ly/2loP1Ds>
- Fact: The ability to make reproductive health care decisions has given women more opportunities to educational and employment opportunities
- We believe in the inherent worth of women and we place value in their lives, dreams and experiences. Most importantly, we believe women have the right to make their own reproductive choices.
- Community health centers are critical in providing medical care for thousands of citizens, yet Congress has failed to continuously fund them.
- Believe women. Trust women. Support the reproductive choices of women.
- Access to abortion and birth control have saved the lives of millions of women across the globe, giving them the opportunity to pursue their dreams. We will not let anti-choice legislators turn back the clock on our rights.
- Your calls, tweets, and emails are working, but we have to keep up the pressure! Keep calling your MoC 📞
- Let's be clear: freedom of religion does not give any politician or employer the ability to discriminate or infringe upon the rights of others.
- Crisis Pregnancy Centers are dangerous to women and their reproductive health. Don't let CPC's target women looking for reproductive care.
- The right to safe, legal, and accessible abortion shouldn't depend on immigration status, gender-identity, race, or sexuality.

REPRODUCTIVE JUSTICE: GRAPHICS

Graphics are a great way to convey a point or a message. Here are a few voting rights graphics to post on social media!

WHO WOMEN SHOULD TRUST WITH THEIR REPRODUCTIVE DECISIONS:

- ~~Their Senator~~
- ~~Their Boss~~
- ~~Donald Trump~~
- Their Physician
- Themselves

HANDS OFF MY RIGHTS.

#HHS_CODES 



NO TURNING BACK
#WOMENRESIST2018



CALL YOUR SENATORS

202-224-3121 

#STOPTHEBANS



REPRODUCTIVE JUSTICE: THE ISSUES

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1 ABORTION ACCESS

TRAP laws have greatly reduced abortion access, especially in low-income areas.
- 

2 ACA

The GOP is still pushing to repeal the ACA, leaving millions without coverage.
- 

3 BIRTH CONTROL

The Trump Administration has attempted to remove access to birth control through the rollback of an Obama era mandate.
- 

4 PLANNED PARENTHOOD

Annually, Planned Parenthood provides women's healthcare services for 2.4 million individuals.
- 

5 WOMEN OF COLOR

Maternal mortality rates are over three times higher among African-American women.
- 

6 MEDICAID

17 million women rely on Medicaid for their healthcare needs including maternal care.