

ADVANCE VOTING RIGHTS



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.

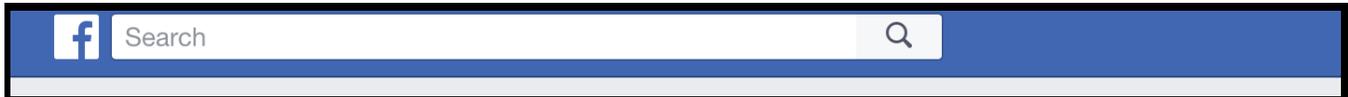
CONNECTING TO NATIONAL NOW ON SOCIAL MEDIA

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.



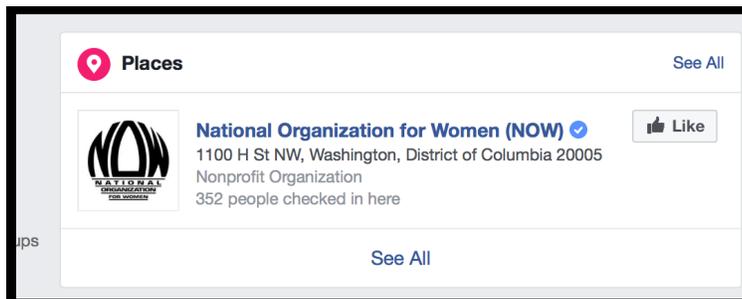
Step 2

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

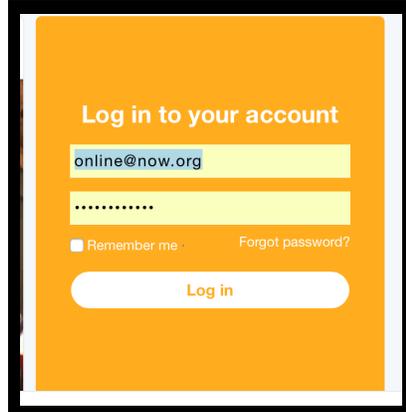
Once you have clicked on the headline, you will see our header and our home page. Underneath our header you will see three buttons. Click the 'Follow' button to follow us on Facebook. That's it you are now following us on Facebook!





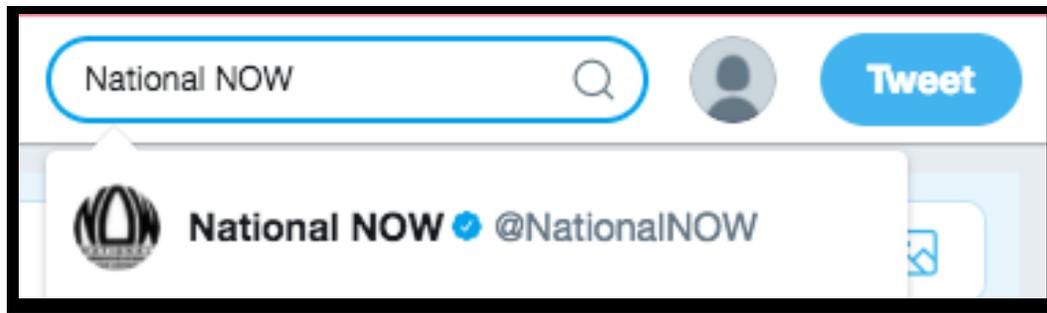
Step 1

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

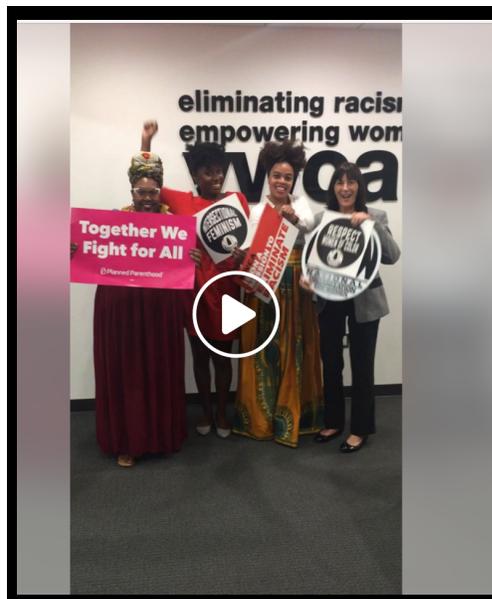
Go to the homepage of the user holding the event.

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.'

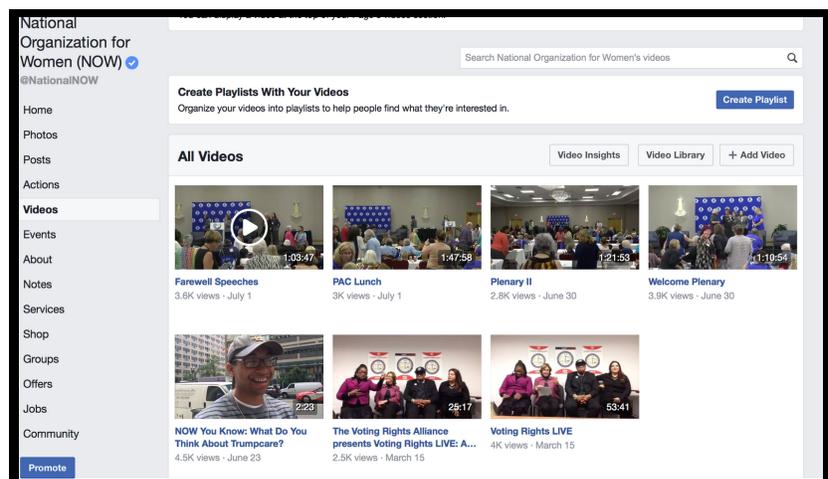
Step 3

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!

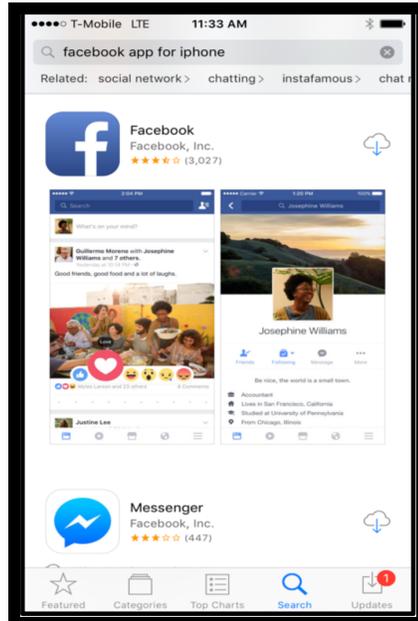


How to use Facebook Live

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.

ADVANCE VOTING RIGHTS Social Media Guide

Voting rights has become a burgeoning topic of interest following the November 2016 election upset. We have seen more citizens get involved with issues of voter suppression over the past few months. These issues include gerrymandering and the creation of voter ID laws that disenfranchise the working class, lower class voters, the elderly, and students.

NOW is committed to end voter suppression, paying special attention to state legislation that disenfranchises vulnerable communities, as well as federal policies that hold state legislators accountable for their actions. Additionally, NOW's Voting Rights campaign is centered around 1) increasing accessibility for women at the polls and 2) electing more women to run for local, state, and federal office.

States to keep an eye out for:

- Wisconsin
- Texas
- Georgia
- Virginia
- North Carolina
- Florida
- Alabama

Information relating to voting rights on a federal level. This includes:

- Voting Rights Advancement Act
- DNC's National Commission on Voting Rights
- Upcoming Wisconsin Supreme Court Case
- Texas Voter ID Case
- Texas Voter Gerrymandering Case
- Trump's Presidential Commission on Election Integrity
- Women Running in the 2018 Elections

Educational material and facts that debunk myths of voter including:

- Voting as a Feminist Issue
- The Precedent of Shelby v. Holder
- Why Women Should Run For Office
- What is Racial Gerrymandering?
- Why Midterms Matter
- Voting Rights: Target States
- What Would You Do...To Vote? Game

The diverse tactics of voter suppression:

- Voter ID Laws
- Cuts to early voting, ending same day registration
- Partisan Gerrymandering
- Racial Gerrymandering
- Felon Disenfranchisement

ADVANCE VOTING RIGHTS: Facebook Examples

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

- Voter Suppression versus Voter Fraud? Understand the difference and get involved. Here's what you need to know to stay informed <http://bit.ly/1MpeW44>
- It is unacceptable that voting machines are broken on election day. Read up on faulty voting machines and its implications for voter access: <http://ti.me/2i0IPxt>
- Racial gerrymandering habitually limits the legislative representation of African Americans and Latinos. Find out the facts on racial gerrymandering in your state: <http://bit.ly/2ec3Ghb>
- Dozens of organizations are working together to expose the systematic abuse of minority communities through voter ID laws. Please check out NOW's petition to end voter suppression and join the effort to protect your rights: <http://bit.ly/2qtkKoR>
- Former Attorney General Eric Holder has launched a new redistricting initiative with the DNC called the National Democratic Redistricting Committee. This new initiative is an effort to expose gerrymandering across the U.S. and hold representatives responsible for their manipulation of the democratic process: find out more here: <http://politi.co/2ilo3XI>
- GOP Lawmakers back up Trump's unfounded claims of massive voter fraud in the 2016 election. Call your local representatives and let them know what happens when they perpetuate lies: [Link to NAP's info brief on Shelby v. Holder]
- 14 new states have enacted voter restrictions in 2017. Join our coalition today and learn how to protect all voters in your state: [Link to NAP's info brief on gerrymandering]
- A truly unsettling story for anyone that has ever exercised their civic duty; a 97-year-old woman denied the right to vote because of an ID. <http://bit.ly/2lzLnUB>
- Researchers have found that the consequences of voter ID laws have a major effect on minority turnout. In states with strict voter ID laws, Latino turnout decreased by 9 points, African-American turnout by 8.6 points and Asian-Americans by 12.5 points. Click here find out more: <http://bit.ly/1S0hdX1>
- How are voter ID laws intentionally discriminatory against the very young and the very old? Texas allows gun permits for voting, but does not accept student ID cards! Wisconsin permitted active duty military ID cards, but prohibited Veterans Affairs ID cards for voting. Learn more here: <http://bit.ly/2yCZr5v>
- The United State Supreme Court has just agreed to take on the first partisan gerrymandering case in over 30 years. Find out more about the Wisconsin State Assembly SCOTUS case: <http://nyti.ms/2AJvD8w>
- When we talk about the suppression of voters, we are talking about women. Women are disproportionately low income, caregivers, and minimum wage workers and cuts to early voting, online registration, and voter ID laws hurts their access to the ballot. To find out more about women and voter suppression, click here: [link Voting Rights as a feminist issue].
- Felon disenfranchisement historically and currently strips millions of people from access to the polls. Sometimes access is removed for something as little as unpaid parking tickets. Take a look at the effects of felon disenfranchisement in the state of Florida: <https://www.youtube.com/watch?v=FgyES9YzJmk>

ADVANCE VOTING RIGHTS: TWITTER Examples

Hashtags to use on Twitter:

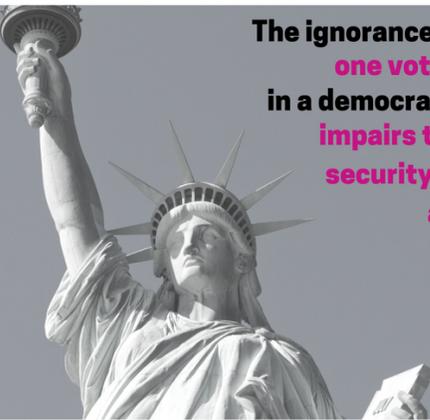
#MyVote #MyVoteMyLife #RuntoWin

#2018Elections #ourvote #NOWStrong #votersuppression

- Did you know that only 66% of voting age women have access to proof of citizenship with their current name? #votersuppression <http://nyti.ms/2j6C10u>
- African Americans waited twice as long as white voters in the 2012 presidential election. Find out why #MyVoteMyLife <http://theatlntc.com/2mbFHmY>
- Voting Rights has been a hard fought battle, don't let voter suppression of the past resurge. Join us NOW! #NOWStrong
- The SCOTUS' agreement to hear the Wisconsin partisan gerrymandering case is huge! Learn more about the upcoming Wisconsin case here: <http://nym.ag/2zvB7GM>
- Everything's bigger in Texas even the polling place closures: 403 polling places have been closed in the past five years! <http://bit.ly/2eyO7fA>
- More than 6 million citizens are unable to vote due to unfair felon disenfranchisement laws. Learn more about felon disenfranchisement and get involved: <https://www.youtube.com/watch?v=FgyES9YzJmk>
- "Early voting is not good for us" and other things GOP lawmakers have said about how voter suppression helps them: <http://nyti.ms/2cPyIJE>
- Registering to vote should not be impossible. It's time for all states to enact automatic voter registration. #MyVote #votersuppression
- Let's not have a repeat of 2016. The 2018 midterms are critical to our rights, our communities, and our futures. #MyVoteMyLife
- Women of color are the most powerful voting bloc in the Democratic party. Let's make sure we elect candidates that empower communities of color: <http://ampr.gs/2vWjRZf>
- Over 20,000 women are running for office in 2018. This isn't a phase, it's a movement. #ElectWomen #RuntoWin <http://r29.co/2z3I9RV>
- The midterm elections are critical to the future of our country. This coming November its up to us to make sure we bring progressive candidates into Congress. Click here to find out more about the 2018 midterms: <http://bit.ly/2jSHFWq>
- Want to find out who we are endorsing for office? Check out @nowPAC!
- The 2018 elections are critical to the preservation of our democracy. Find out more about midterms here:

ADVANCE VOTING RIGHTS: 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!



DON'T WASTE YOUR VOTE.

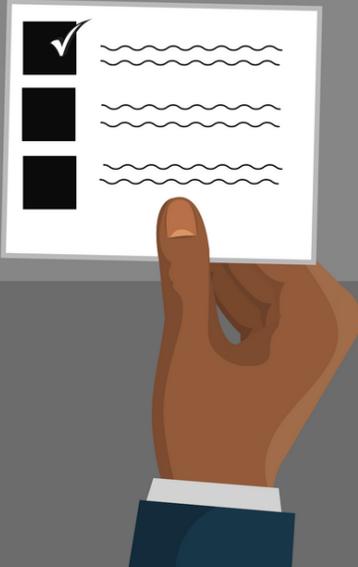
The ignorance of **one voter** in a democracy **impairs the security of all.**



DON'T WASTE YOUR VOTE.



DON'T WASTE YOUR VOTE.



VOTING RIGHTS:

A FEMINIST ISSUE

A quick look at voter suppression in the US today.

1



VOTER ID LAWS

1 in 8 women live below the poverty line; a recent study found that those living below the poverty line are twice as likely to lack the documentation needed to vote.

2



CUTS TO EARLY VOTING

In the past three presidential elections there has been an increase in early voting, particularly among African Americans and women.

3



GERRYMANDERING

Gerrymandering is always racially motivated; 3 separate states were blocked by Supreme Courts for attempts to suppress the Black and Latino vote.

4



NAME CHANGE

Only 66% of voting age women have access to proof of citizenship with their current name.

5



POLLING LOCATIONS

Nearly 500,000 eligible voters who do not have access to a vehicle live more than 10 miles from the nearest state ID-issuing office.

6



LONG VOTING LINES

On average, African Americans and Latinos wait 20 minutes more than White voters to cast their vote on Election Day.