



# UNLOCK THE FUTURE

FOR WOMEN & GIRLS

 NOW

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## SOCIAL MEDIA TOOLKIT

### OVERVIEW

The National Organization for Women (NOW) is launching a series of rallies to protest the inhumane treatment of women and girls in immigration detention prisons.

**Take Action:** NOW has drafted a Bill of Rights that demands detained women and girls have access to vital human needs such as hygiene products, whole woman's health care and mental health care, among other provisions.

**Get Organized:** As we move forward, NOW will provide the logistical work for hosting the rallies in collaboration with our local chapters across the country. We are looking for partner organizations to support our efforts including outreach assistance, sponsorships, in-kind support, and connecting with potential speakers and on-the ground contacts.

**Rally for Immigrant Rights:** Commit to attending a rally and potentially sending a speaker to represent your organization. NOW needs organizations and supporters on the ground to strengthen our movement. The time is NOW – we hope to see you in San Diego, Houston, and Phoenix!

**WHEN** - Campaign goes live 9/4

### RALLIES

San Diego, CA - 10/6

Houston, TX - 11/17

Phoenix, AZ - 12/8

### TWEETSTORMS

Thursday, October 3 – 1PM PST, 4PM EST

Monday, November 11 – 1PM PST, 4PM EST

Wednesday, December 4 – 1PM PST, 4PM EST

**HASHTAG** - #UnlockTheFuture

## **CONTACT** - National NOW

- Twitter: @NationalNOW, @ToniVP, @ChrisFNunes
- Facebook: @NationalNOW
- Instagram: @NationalNOW
- Catherine Lampi, fund@now.org
- Kimberly Hayes, press@now.org

## **PARTNER ORGS**

- Feminist Majority PAC, @FemMajority
- The Outrage, @its\_the\_outrage
- NCJW Arizona, @ncjwarizona
- Women's March California, @womensmarch\_ca
- Legal Momentum, @legalmomentum
- Handmaids' Resistance Phoenix, @handmaidsresist
- National Council of Jewish Women (NCJWAZ), @azjews4justice
- UltraViolet, @ultraviolet
- UNITEHERE!, @unitehere
- CASA, @CASAforall
- Dolores Huerta Foundation, @DoloresHuertaFD
- Justice for Migrant Women, @mujerxsrising
- Sister Song, @SisterSong\_WOC
- Period. A Menstrual Movement, @periodmovement
- Black Women's Blueprint, @BlackWomensBP
- Catholics for Choice, @Catholic4Choice
- Raices, @RAICESTEXAS
- The Global Women's Institute, @GWUGlobalWomen
- Religious Coalition for Reproductive Choice, @RCRChoice
- Houston Youth Activists, @htxyouthactvsts

### **LINKS**

[Unlock the Future Webpage](#)

[Bill of Rights](#)

[Facebook Event](#)

[Eventbrite Event](#)

### **SAMPLE GRAPHICS**

[Instagram graphics](#)

[Facebook graphics](#)

[Twitter graphics](#)

[Bill of Rights graphics](#)

## **SAMPLE TWEETS** - [Twitter graphics]

- Immigrants are denied #HumanRights — Sign the Bill of Rights and demand change to #UnlockTheFuture <https://now.org/stand-with-now-demand-humane-treatment-for-detained-immigrants/>
- I'm committed to ending the mistreatment of women & girls in US detention jails. Join me in standing up for #ImmigrantRights with @NationalNOW and attend the rally this Sunday 10/6 to #UnlockTheFuture <http://bit.ly/2oCZkGM>
- Tell this administration we won't accept this inhumane treatment of immigrants. Join me in standing up for #ImmigrantRights with @NationalNOW and attend the rally this Sunday, 10/6 to #UnlockTheFuture <http://bit.ly/2oCZkGM>
- The 1st #UnlockTheFuture rally is happening this Sunday 10/6 in San Diego! Join the NOW team, civil rights activist @doloreshuerta, international activist @Tia\_Oso, @womensmarch\_ca + more to fight the inhumane treatment at migrant camps! #CloseTheCamps <http://bit.ly/2oCZkGM>
- Stand up to this administration's inhumane treatment of women & girls! Attend an #UnlockTheFuture rally near you <http://bit.ly/2oCZkGM>
- TAKE ACTION: Sign up to attend @NationalNOW's non-violent demonstrations against immigrant detention jails. Together we can #UnlockTheFuture of migrant women and girls
- Join @UltraViolet, @Catholic4Choice, @ SisterSong\_WOC, @NationalCASA, @UNITEHERE11 + many more feminists and human rights groups this Sunday 10/6 in San Diego to protest the treatment of women and girls in immigration detention jails #UnlockTheFuture <http://bit.ly/2oCZkGM>
- TAKE ACTION: Migrants fleeing to the U.S. are often seeking refuge from sexual violence, assault and poverty and they deserve a fair and humane immigration process. Come to @ NationalNOW's #UnlockTheFuture rally this Sunday 10/6 in San Diego to fight back! @ UCSDDem, @USDMEChA, @PPGAofSDSU <http://bit.ly/2oCZkGM>
- Call out your senator and ask them to co-sponsor H.R. 3918/S. 2113: Stop Cruelty to Migrant Children Act. Together we can #UnlocktheFuture of women and girls
- Sign up to attend the first #UnlockTheFuture rally 10/6 in San Diego! We are calling for an end to the Trump administration's treatment of women and girls in immigration detention jails. Join me to demand change! #CloseTheCamps <http://bit.ly/2oCZkGM>

## **SAMPLE INSTAGRAM/FACEBOOK POSTS** - [Instagram graphics/Facebook graphics]

- I stand with @NationalNOW and state my opposition to the inhumane treatment of people housed in detention prisons and the current cruel, costly, privately owned detention prison system. Join me and the @NationalNow team to #UnlockTheFuture migrant of women and girls <http://bit.ly/2oCZkGM>
- Tell this administration we won't accept their inhumane treatment of immigrants. I am standing @NationalNOW to demand detained women and girls have access to vital human needs such as hygiene products, whole woman's health care and mental health care, among other provisions. <http://bit.ly/2oCZkGM>

- I'm committed to ending the mistreatment of women & girls in US detention jails. I will use my voice to demand change. I will not stand back and watch as immigrants are denied #HumanRights — Join me in standing up for #ImmigrantRights with @NationalNOW and sign here to #UnlockTheFuture of migrant women and girls [https://forms.office.com/Pages/ResponsePage.aspx?id=Q1EwPSRYmUOiLx-Qn-Xkbik-1zmSZnpNnUVVxUu\\_499UMFVCSU4wWThCSlg2OThCQTJHS0xRODVKTiQLQCN0PWcu](https://forms.office.com/Pages/ResponsePage.aspx?id=Q1EwPSRYmUOiLx-Qn-Xkbik-1zmSZnpNnUVVxUu_499UMFVCSU4wWThCSlg2OThCQTJHS0xRODVKTiQLQCN0PWcu)
- Immigration is a feminist issue! Join me in standing up for #ImmigrantRights with @NationalNOW and sign here to #UnlockTheFuture of migrant women and girls [https://forms.office.com/Pages/ResponsePage.aspx?id=Q1EwPSRYmUOiLx-Qn-Xkbik-1zmSZnpNnUVVxUu\\_499UMFVCSU4wWThCSlg2OThCQTJHS0xRODVKTiQLQCN0PWcu](https://forms.office.com/Pages/ResponsePage.aspx?id=Q1EwPSRYmUOiLx-Qn-Xkbik-1zmSZnpNnUVVxUu_499UMFVCSU4wWThCSlg2OThCQTJHS0xRODVKTiQLQCN0PWcu)
- Thousands of immigrants are being inhumanely locked away in horrific and immoral detention facilities - and the women and girls among them are suffering the most. Many are seeking refuge from sexual violence, assault and poverty and they deserve a fair and humane immigration process. Immigration is a feminist issue and we have an obligation to give them access to vital human needs such as reproductive health care, feminine hygiene products and mental health care, among other provisions. The time to act is NOW @NationalNOW #UnlockTheFuture <https://now.org/stand-with-now-demand-humane-treatment-for-detained-immigrants/>
- I am proud to be a part of @NationalNOW's movement for #ImmigrantJustice. Now more than ever we need to band together and demand change to current immigration system. We need a system with dignity, humanity and respect. Together we can #UnlockTheFuture <https://now.org/stand-with-now-demand-humane-treatment-for-detained-immigrants/>

### **BILL OF RIGHTS SPECIFIC POSTS** - [Bill of Rights graphics]

- I believe that immigrants have the right to freedom from sexual and physical assault, abuse and harassment while in custody, and to see the federal law enforced that allows any detained person fleeing from such crimes or violence of any kind be permitted to immediately seek asylum. Join me and sign @NationalNOW's Bill of Rights for People Housed in Immigration Detention Prisons #UnlockTheFuture <https://now.org/stand-with-now-demand-humane-treatment-for-detained-immigrants/>
- I believe that immigrants have the right to respect for families by ending the cruel policy of family separations and by ensuring that any detention stays be of a short duration. Join me and sign @NationalNOW's Bill of Rights for People Housed in Immigration Detention Prisons #UnlockTheFuture <https://now.org/stand-with-now-demand-humane-treatment-for-detained-immigrants/>
- I believe that immigrants have the right to a legal system that is accessible, humane and respectful of trauma survivors, delivered in migrants' native languages. Join me and sign @NationalNOW's Bill of Rights for People Housed in Immigration Detention Prisons #UnlockTheFuture <https://now.org/stand-with-now-demand-humane-treatment-for-detained-immigrants/>

- I believe that immigrants have the right to safety, respect and medical care for LGBTQIA+ individuals and individuals with disabilities. Join me and sign @NationalNOW's Bill of Rights for People Housed in Immigration Detention Prisons #UnlockTheFuture <https://now.org/stand-with-now-demand-humane-treatment-for-detained-immigrants/>
- I believe that immigrants have the right to safe, comfortable living conditions, healthy food and fresh drinking water. Join me and sign @NationalNOW's Bill of Rights for People Housed in Immigration Detention Prisons #UnlockTheFuture <https://now.org/stand-with-now-demand-humane-treatment-for-detained-immigrants/>
- I believe that immigrants have the right to reliable, prompt, continual and quality medical care, including whole women's health issues, and all necessary medications. Join me and sign @NationalNOW's Bill of Rights for People Housed in Immigration Detention Prisons #UnlockTheFuture <https://now.org/stand-with-now-demand-humane-treatment-for-detained-immigrants/>
- I believe that immigrants have the right to control their own bodies and autonomy over their reproductive health decisions, including birth control and abortion. Join me and sign @NationalNOW's Bill of Rights for People Housed in Immigration Detention Prisons #UnlockTheFuture <https://now.org/stand-with-now-demand-humane-treatment-for-detained-immigrants/>
- I believe that immigrants have the right to consistent and free of charge access to quality personal hygiene necessities, including menstrual products. Join me and sign @NationalNOW's Bill of Rights for People Housed in Immigration Detention Prisons #UnlockTheFuture <https://now.org/stand-with-now-demand-humane-treatment-for-detained-immigrants/>
- I believe that immigrants have the right to prompt release for pregnant migrants and migrants with breastfeeding infants, and appropriate prenatal and infant care while in custody. Join me and sign @NationalNOW's Bill of Rights for People Housed in Immigration Detention Prisons #UnlockTheFuture <https://now.org/stand-with-now-demand-humane-treatment-for-detained-immigrants/>
- I believe that immigrants have the right to mental health services informed by awareness of the gender-based violence and associated trauma experienced by detained immigrants. Join me and sign @NationalNOW's Bill of Rights for People Housed in Immigration Detention Prisons #UnlockTheFuture <https://now.org/stand-with-now-demand-humane-treatment-for-detained-immigrants/>