

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 jumpingoff 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.

f	National Organization for Women	Q	
	national organization for women (now)		

Step 3

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



Step 4

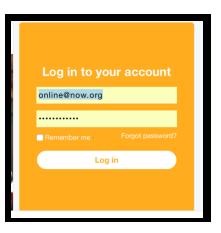
Once you have clicked on the headline, you will see our header and our home page. Underneath our header you will see three buttons. Click the 'Follow' button to follow us on Facebook. That's it you are now following us on Facebook!





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.'

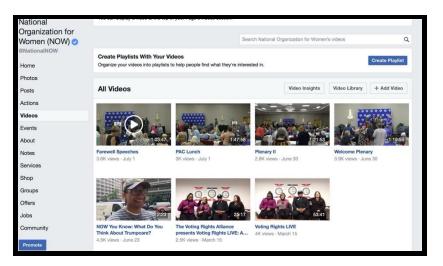
Step 3

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

TapLive 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.



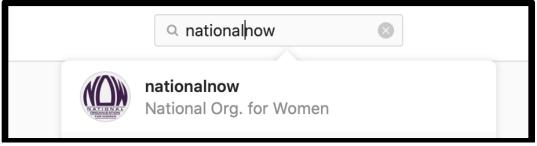
Note: Instagram's interface works much better through Instagram's iOS (IPhone, IPad) app or Android (Galaxy, Notebook, etc.) app mobile device app than its online webpage on a computer or laptop.

Step 1 Log into your Instagram account.



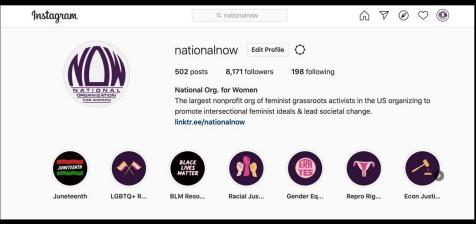
Step 2

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



Step 3

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



How to use Instagram Stories

NOTE: You can only use Instagram Stories on Instagram through Instagram's iOS (IPhone, IPad) app or Android (Galaxy, Notebook, etc.) app. Instagram Stories cannot be used on a desktop computer or laptop.

Step 1

Download the Instagram 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 on this icon to create a new post:



Step 3

Look to the bottom of your screen, and tap on "STORY".

Step 4

Create your own post here, or upload a graphic from your mobile device's photo library.

Step 5

Look to the bottom of your screen, and tap on the icon reading "Send To".

Step 6

Select your audience. If you would like all of your followers (suggested) to view the graphic, tap on the blue "SHARE" icon next to the text "Your Story".

Step 7

Look to the bottom of your screen, and tap on the blue "Done" icon. Now, your Instagram story should be successfully posted!

RATIFY THE ERA Social Media Guide

Did you know that 72 percent of American's already believe the Equal Rights Amendment is part of the constitution? We need to raise awareness about the fact that women still don't have constitutional equality and why that's so important.

2020 saw two landmark decisions in terms of ratifying the Equal Rights Amendment. In January, Virginia ratified the ERA, becoming the 38th and final state needed to do so. One month later, the House of Representative voted in favor or removing the ERA deadline. Despite this, there is still work to be done in order to ensure that the ERA is added to the constitution and encapsulates equal rights for *all* women.

NOW has made ratifying the ERA a top priority for decades. We ask that you help us educate the general public on what the ERA is, its capabilities, and why it matters

Educational material about the ERA:

- An Intersectional Approach to the ERA
- Women's Equality; Quick Facts

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

The National Action Campaigns has also identified several areas of focus for the campaign:

- Pursue a joint resolution removing the deadline for the ratification of 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 as to why the ERA is still so important.

RATIFY THE ERA: Social Media Copy Examples

*Statistics Caveat: Please ensure that all statistics posted are up-to-date and accurate.

Hashtags to use on Social Media: #ERANOW #ERAYes

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

- Unacceptable: The COVID-19 pandemic has had a disproportionate impact on minimum wage workers, who were already making as little as \$7.25 in 22 states. Do you know who most minimum wage workers are? Women. #ERANOW
- Why we fight: Access to healthcare, equal pay, protection for LGBTQIA+ people and an end to systemic racial inequality. #ERANOW
- Across the country, women are rapidly losing access to spaces that provide equitable healthcare. It is time we incorporate gender equality into the U.S. Constitution #ERANOW
- What do women really want? Equal Rights, equal pay, and equal protection under the law. Support the ERA Today! #ERAYES
- Equal protection under the law should not be revolutionary. It's time our legislators step up and advocate for equal protection under the Constitution. #RatifyERA
- Equality is not a radical concept. It's about treating everyone equally, regardless of their race, gender and economic status. If we want to create a more equal society, we must pass the ERA.
- Inclusion and equality should not be radical in the 21st century. When we #RatifytheERA, we take move in the right direction.
- Let's say it loud for all those in the back: Women's rights are human rights. #RatifytheERA
- Did you know that women in computing are paid only 87% of what their male counterparts are paid? Ratifying the ERA could change that.
- Scary: 72% of Americans believe that the Constitution guarantees equal rights to women. News flash: it doesn't. #ERANOW
- Only 23 states provide constitutional protection from sex discrimination. We must ratify the ERA to extend those rights to everyone.
- Economic equality, an end to violence against women, fair employment opportunities: these are the things the ERA advances!
- 90% of Americans support the Equal Rights Amendment. It's past time we #RatifytheERA
- Gender disparities exist everywhere: Nationally, women receive \$300 less in social security than men. #RatifytheERA
- The ERA is about articulating our dignity as citizens and autonomous individuals #ERANOW

- 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.
- With all of the progress women have made, we still do not have gender equality

RATIFY THE ERA: Social Media Graphics

Hashtags to use on Instagram: #ERANOW #ERAYes

• Example Graphics for Facebook and Instagram Posts:



• Example Graphics for Instagram Stories:



• Example Graphics for Twitter Posts:

