

Choosing A Topic

Instructions: Choose a topic that you want to learn more about and create a social media campaign for it. If you would like to choose a topic not on this list, get approval from your teacher.

Topic 1: Equal Pay for Women

According to the National Women's Law Center, women, in general, make 74 cents for every 1 dollar white men make. This means that if a white man makes \$100,000 a year, a woman would make \$74,000. In addition, African American women typically make 64 cents for every dollar white men make. This means that if a white man makes \$100,000 a year, an African American woman would make \$64,000. If you were to multiply this number over 30 years of work, a white man would make \$3,000,000 and an African American woman would make \$1,920,000. This means African American women make more than one million dollars less than white men!

Topic 2: Maternal and Paternal Paid Time Off

Currently, there are no national laws that give mothers and fathers paid time off after the birth of a child. This means that when parents stay home to care for a new baby, they are not getting paid by their job. Why should parents stay home with new babies? Research shows that the first few months of a child's life is an important time for parents to bond with their children and learn about their new babies needs. It is also a time when parents are the most stressed out and can use a break from work to only focus on their new child.

Topic 3: Discrimination in the Workplace

According to a study conducted by Pew Research Center in 2017, 50% of women in a STEM (Science, Technology, Engineering, and Math) job say they have experienced gender discrimination at work. 19% of men say they have experienced gender discrimination in the workplace. Discrimination can refer to the following: women being told they aren't as good at math as men; women not receiving jobs that are more advanced or technical, women being told they didn't do an experiment right when there was no basis for it; men not being given a promotion because they are not married.

Steps to Make a Social Media Campaign

Step 1: Choose a message

Your message is the point you are trying to make to your audience. Your message should include the following:

- Clear and concise language. It is important that people can quickly understand your point of view so they can decide whether they agree with you.
- Firmly express your point of view on a topic. Human rights activists take a clear stance on how they feel about a topic. It is important that you give your opinion in the social media posts.

Step 2: Decide on an audience

The audience will be the people who are paying attention to your social media campaign. You can select one or more audiences. You should carefully choose an audience based on the message you created.

- Teens (ages 13-18): 66% use Facebook, 76% use Instagram, 75% use Snapchat, and 47% use Twitter.
- Young Adults (ages 18-29): 81% use Facebook, 64% use Instagram, 68% use Snapchat, and 40% use Twitter.
- Adults (ages 30-49): 78% use Facebook, 40% use Instagram, 26% use Snapchat, and 27% use Twitter.
- Adults (ages 50+): 53% use Facebook, 25.5% use Instagram, 6.5% use Snapchat, and 13.5% use Twitter.

Step 3: Decide on the purpose of your campaign

There can be many different purposes for your campaign. You can select one or more purpose.

- Get people to RSVP for an event
- Raise awareness about an issue
- Get people to change their mind on an issue
- Get people to post on their social media about an issue

Steps to Make a Social Media Plan

Step 4: Choose a Social Media Channel

Choose one social media channel for your campaign. Think about your audience and the purpose of your campaign when you consider what channels you want to use. For example, you can post more visuals on Instagram compared to Twitter. If your campaign requires a lot of visuals, you may want to use Instagram or Snapchat.

Facebook



- Use if you want to focus on both visuals and text.
- Use if your message is long or more in-depth.

Instagram



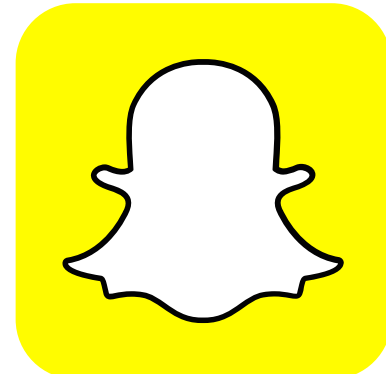
- Use if you want to focus on both visuals and text.
- Use to create a community of people who believe in a cause and want to use the same hashtag.

Twitter



- Use if you want to focus mainly on text (could incorporate a few visuals).
- Use for short, quick messages. Use if you want to raise awareness and have people share the messaging with many people quickly.
- Use to create a community of people who believe in a cause and want to use the same hashtag.

Snapchat



- Use if you want to focus on visuals.
- Use to share short videos.
- Use to build anticipation for an upcoming event by posting stories each day.

Steps to Make a Social Media Plan

Step 5: Brainstorm Ideas for Visuals and Text

Brainstorm ideas for four different posts for your social media campaign. The text on your social media campaigns should be short and fit the social media channel you use. You should also incorporate at least two historical sources into your text and visuals.



The whole community will be there.

Will you?

**Sign up to attend the "ALL PARENTS
DESERVE PAID TIME OFF" rally. Free t shirt
will be provided to first 500 people who
RSVP!**

Don't forget to sign up for the rally by June
10th! www.signupfortherally.com
Message me with any questions!

**I have already lost one pair of AirPods looking at
this picture.**



**But I am not losing my motivation to make sure
women have equal pay in the workplace!**



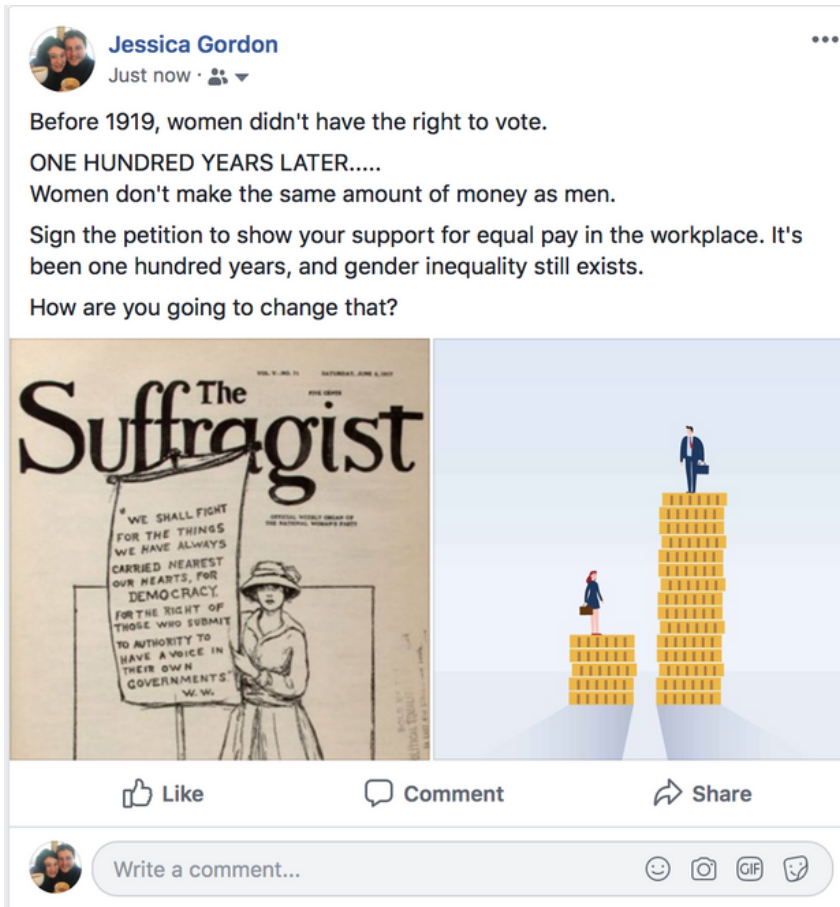
It's time that we raise awareness. Did you
know that African American women make
64 cents for every dollar that white men
make in the workplace?
#takeaction #equalpayintheworkplace


Steps to Make a Social Media Plan

Step 6: Design Layout and Format Posts


Use the templates provided (or use a computer) to create your 4 posts. Make sure to include hashtags and descriptions if they are used on your social media platform.



Facebook Post Example








Jessica Gordon
Just now · 

Before 1919, women didn't have the right to vote.
ONE HUNDRED YEARS LATER.....
Women don't make the same amount of money as men.
Sign the petition to show your support for equal pay in the workplace. It's been one hundred years, and gender inequality still exists.
How are you going to change that?



 Like  Comment  Share

 Write a comment...    

Instagram Post Example



Brandons Men in the past cared about women's equality and right to vote. Men now care about women's equality and the right to a safe workplace without discrimination. My friends and I support women's rights. Do you?
[#workplacediscrimination](#) [#genderequality](#)
[#coolguyssupportwomen](#)

Sources to Use



Three women hold a banner with a quote from Susan B. Anthony: "No self respecting woman should wish or work for the success of a party that ignores her." Anthony said this in 1872 and 1894. The women believe that men have the responsibility to vote in favor of the 19th Amendment.



This banner has a quote from one President Wilson's speeches in 1917. This banner was made by a supporter of women's rights who wanted to use the President's words as a reason to give women the right to vote.

President Wilson was said to be against the passage of the 19th Amendment!

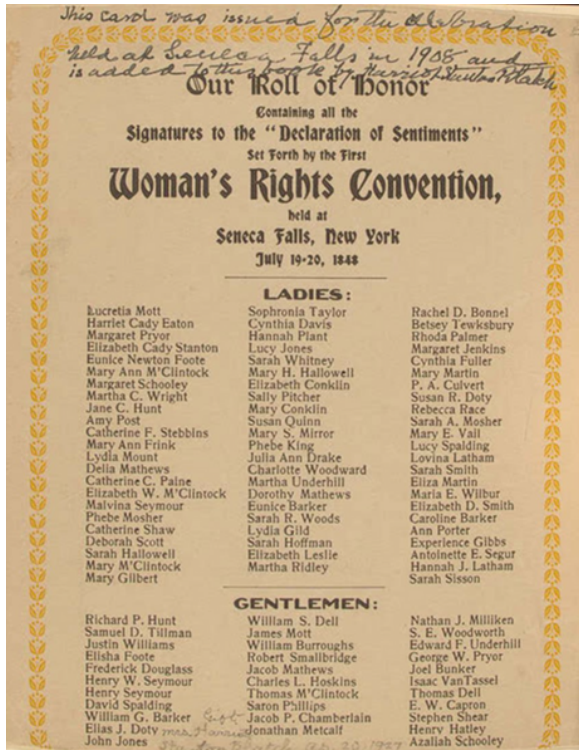


This button was worn by supporters of woman suffrage. "Votes for Women" became a popular slogan that was widely known.

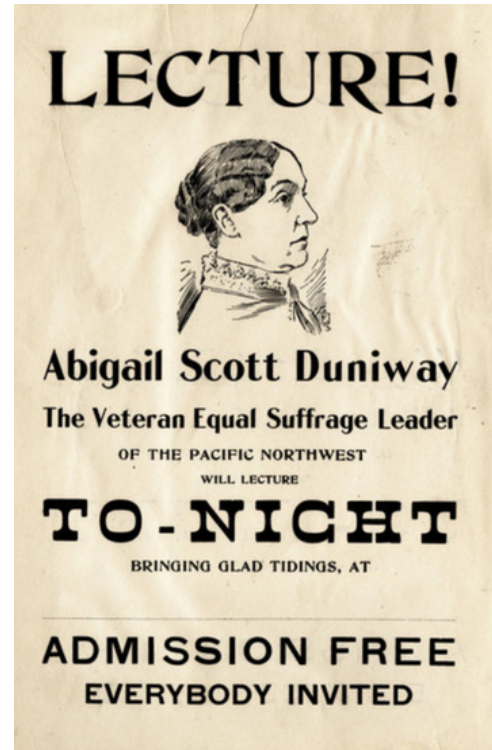


This is a "Jailed for Freedom" pin that is a prison door with a heart lock on it. Women would wear this pin while protesting for women's rights.

Sources to Use



This is the Declaration of Sentiments. This document was signed by supporters of women's right to vote. It was signed in 1848, 72 years before the 19th Amendment was put into law.



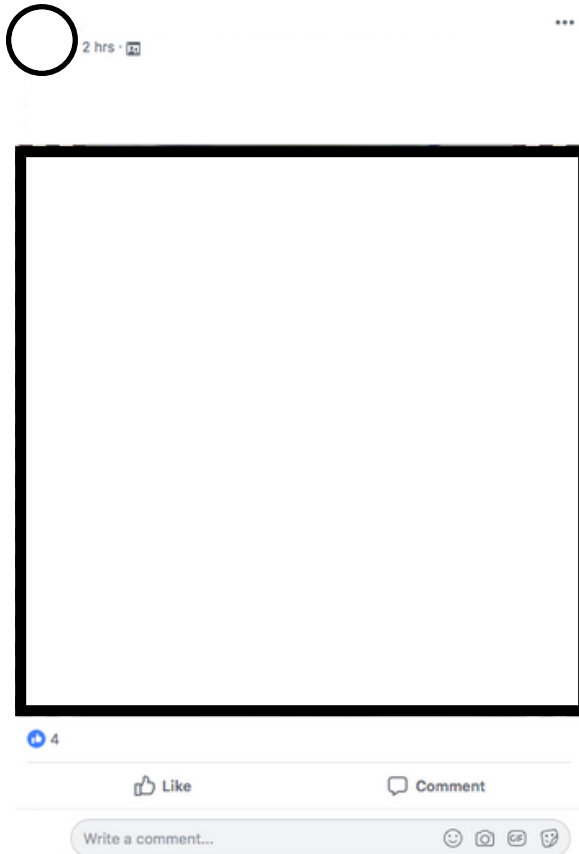
This is a poster announcing that Abigail Scott Duniway will give a speech on why women deserve the right to vote. She died before the 19th Amendment was passed.



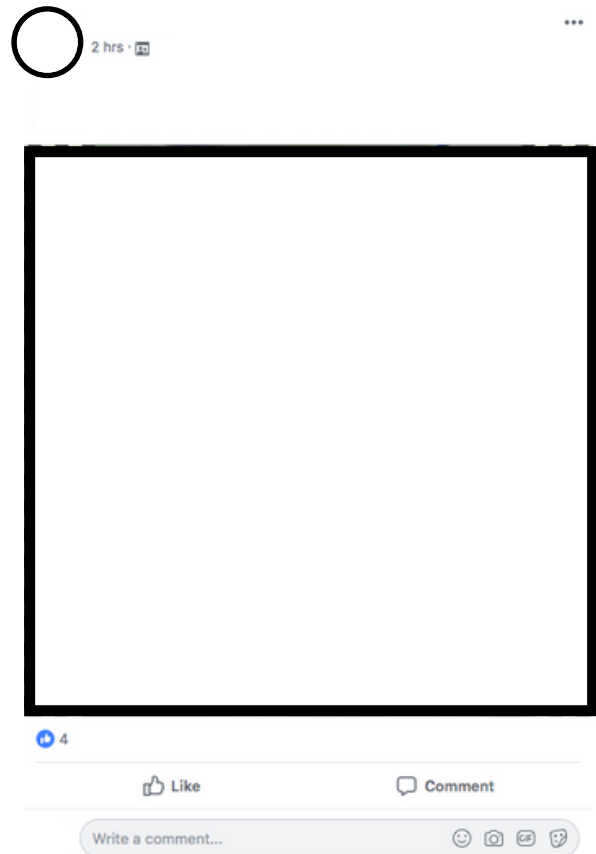
This is one of the first photographs of women being allowed to vote in national elections. It was taken in 1922, two years after the 19th Amendment became a law.

Social Media Templates

Facebook



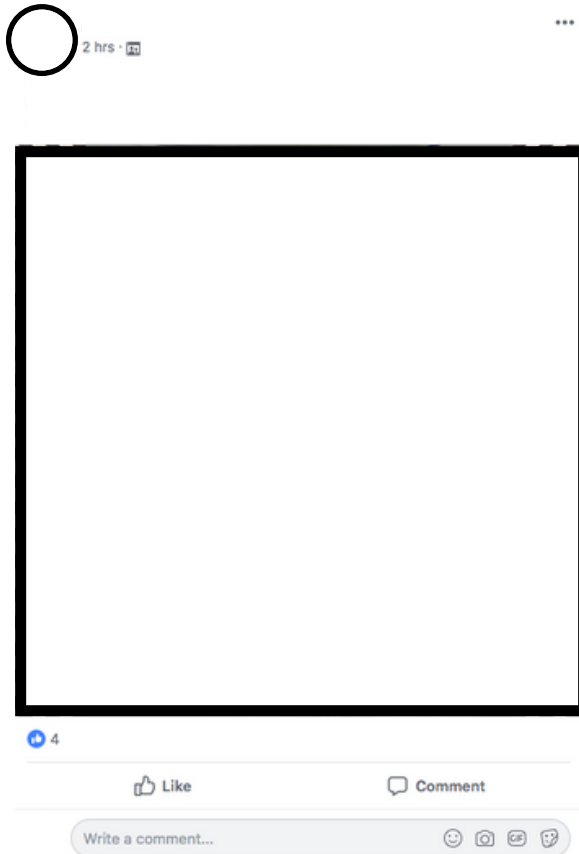
If you need a longer Facebook post, you can add more text below.



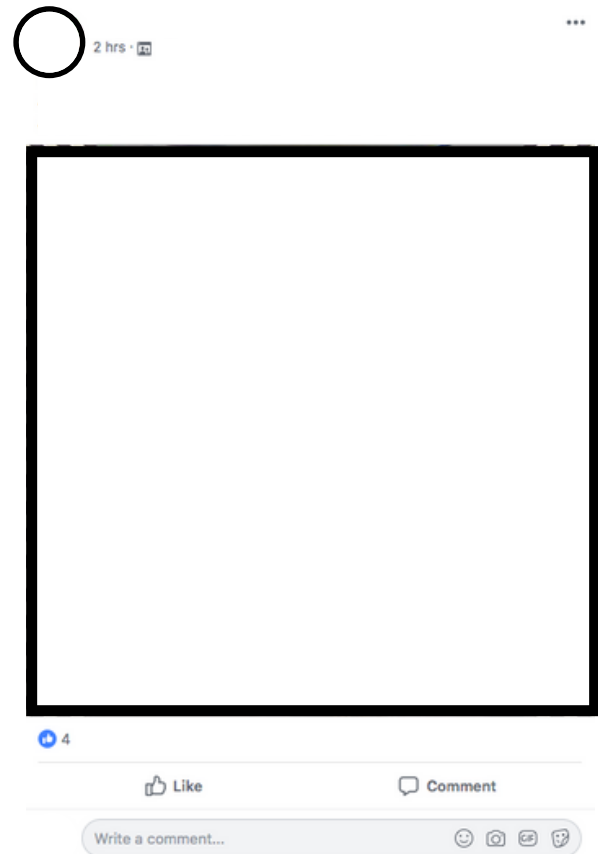
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Social Media Templates

Facebook



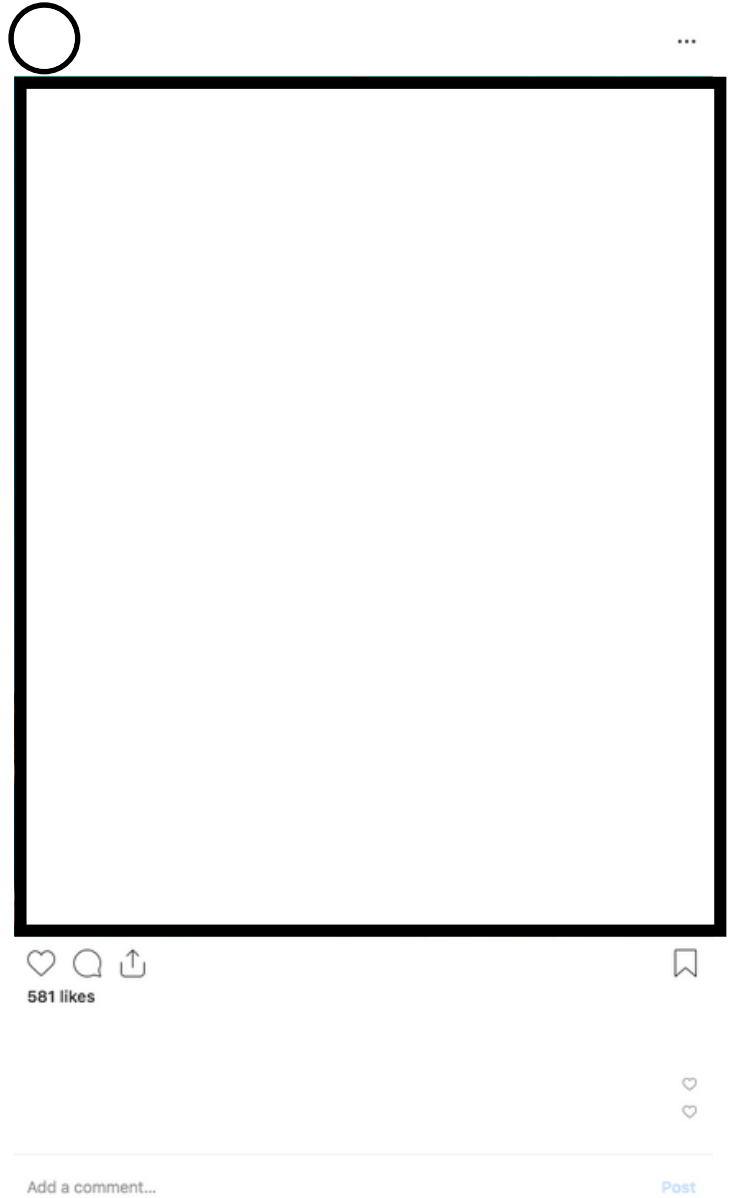
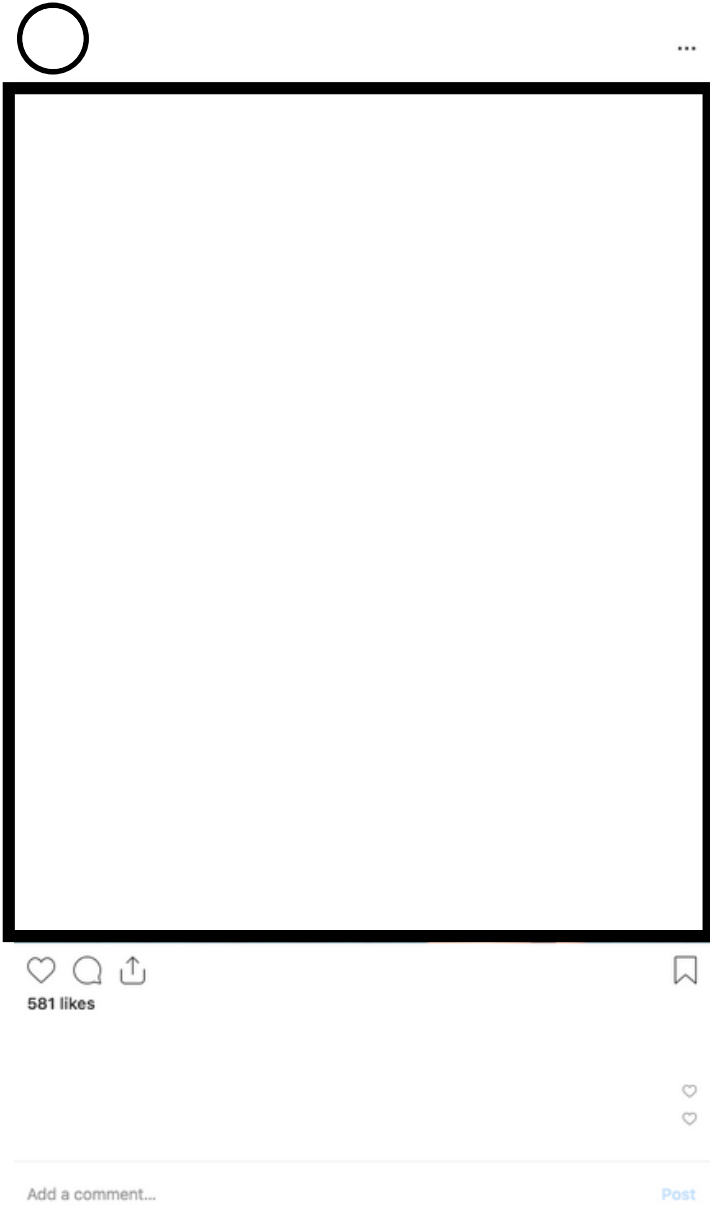
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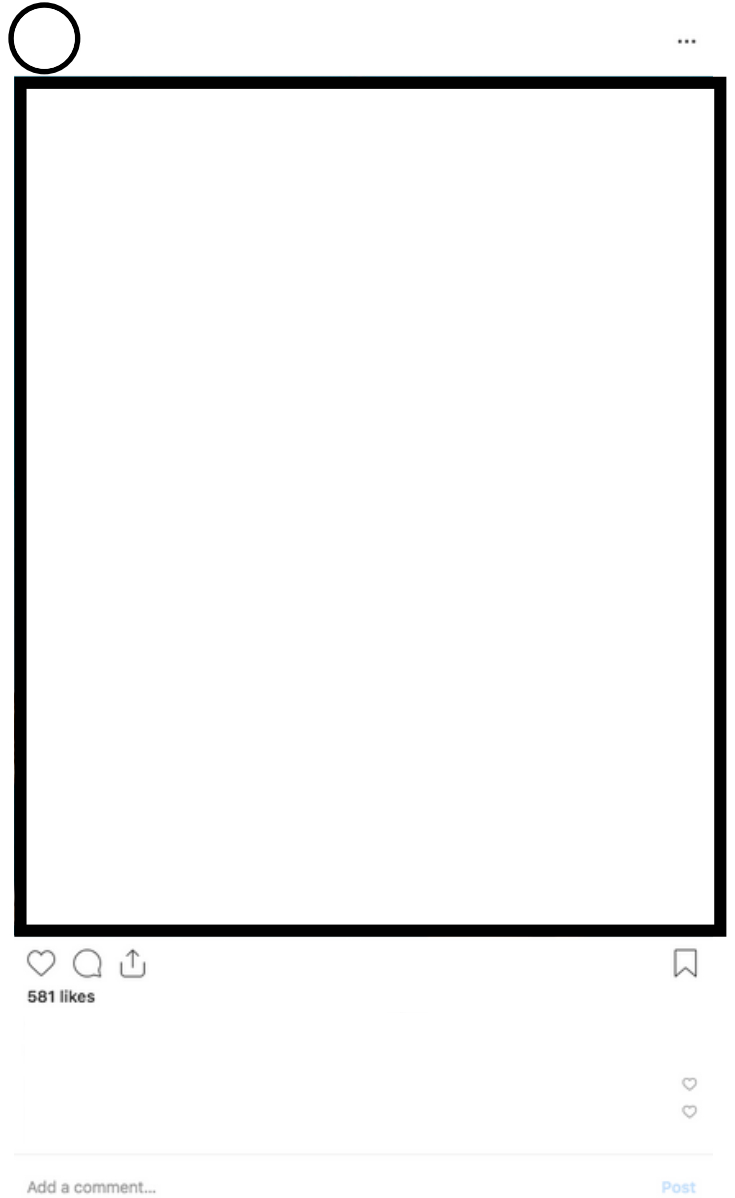
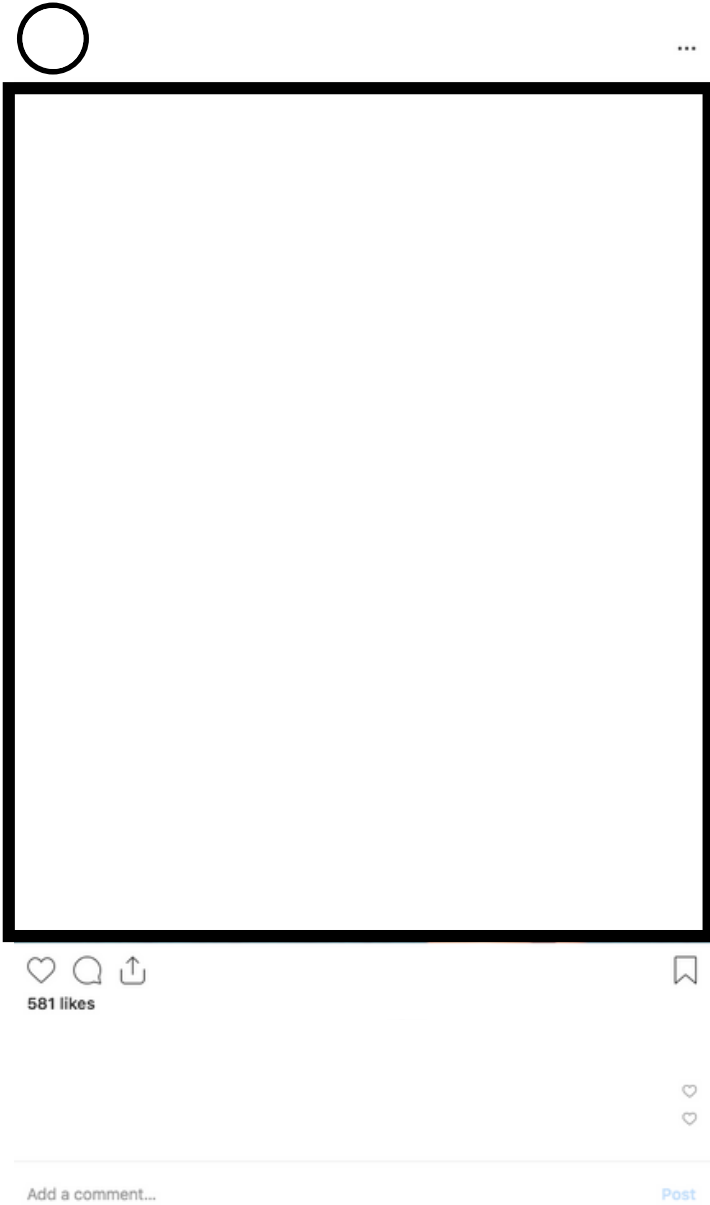
Social Media Templates

Instagram



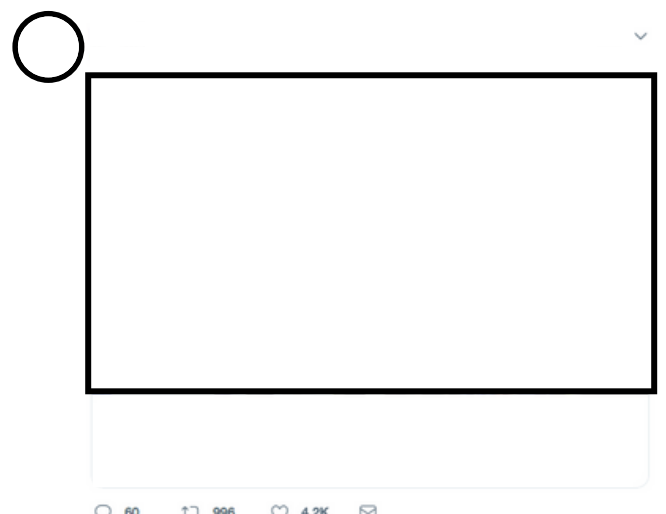
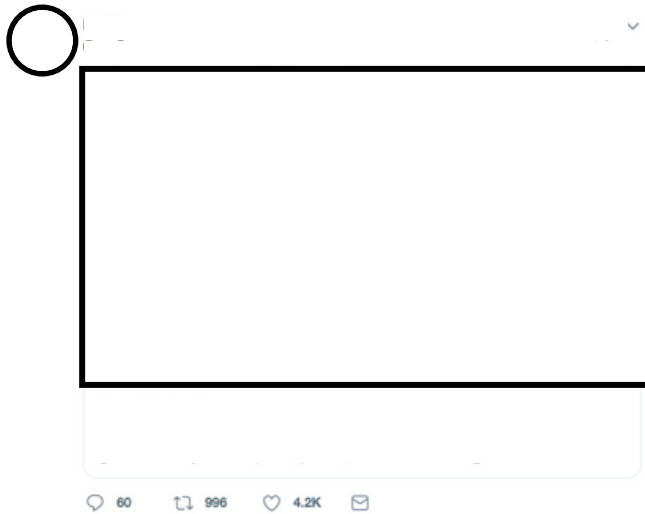
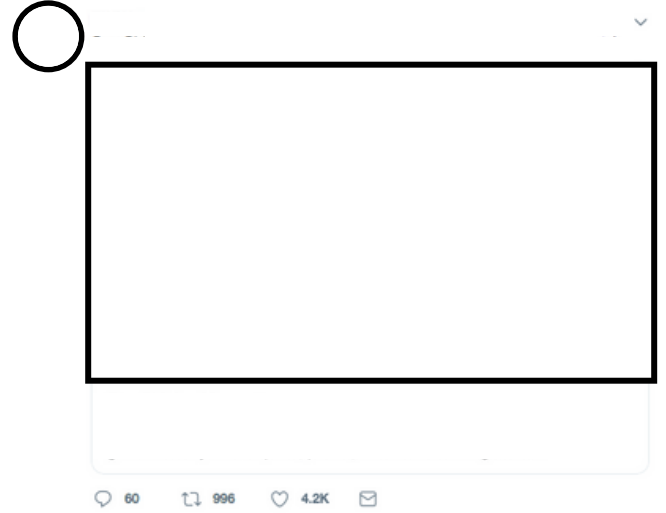
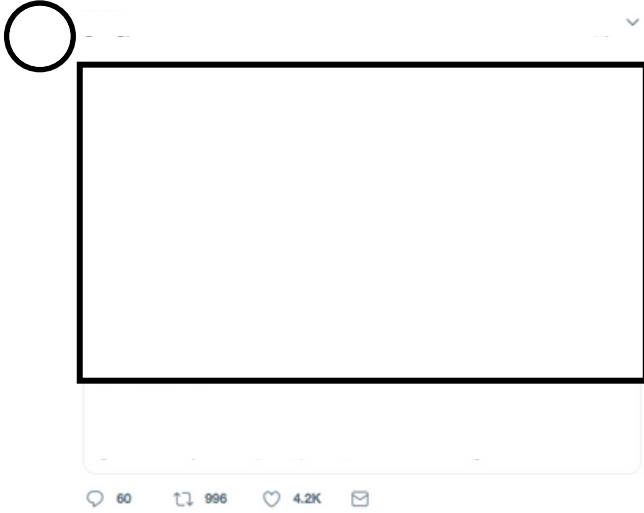
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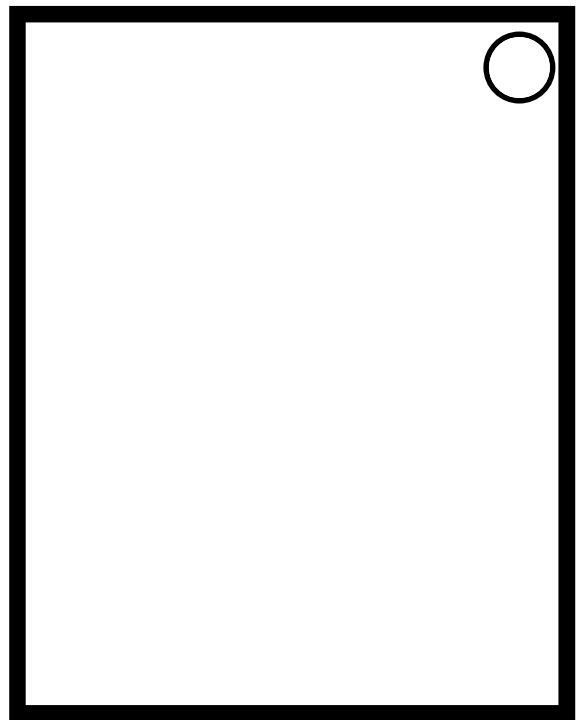
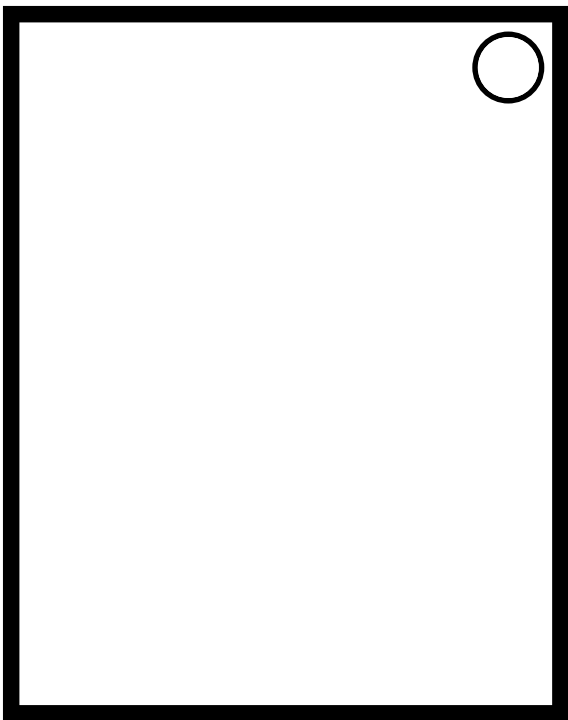
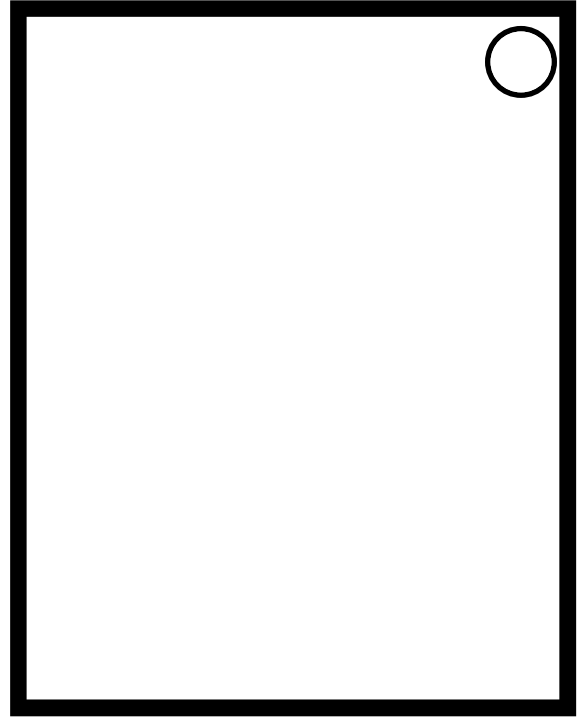
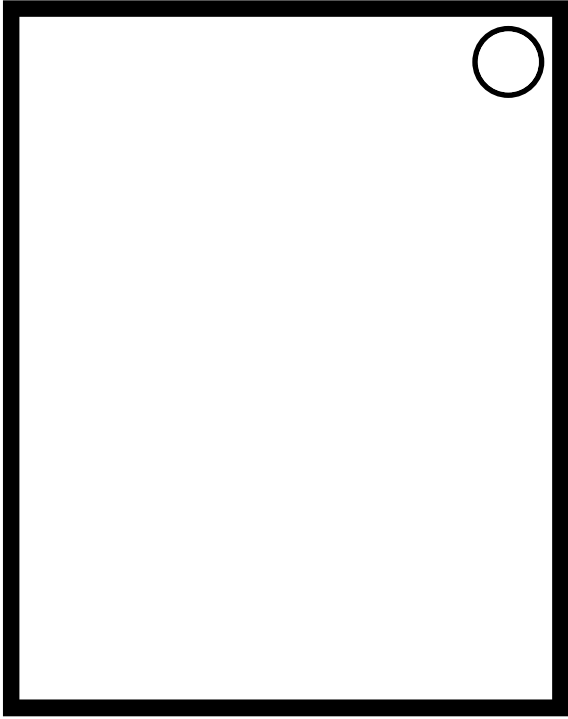
Social Media Templates

Twitter



Social Media Templates

Snapchat



Social Media Templates

Location for text and visuals on different social media channels

