

SOCIAL MEDIA TOOLKIT

#WeWontGoBack

This toolkit is for partners looking to promote the National Day of Action prior to June 24th. This toolkit can be used for both the DC march and sister marches.

How to Use This Toolkit:
This toolkit contains talking points, sample posts for Facebook & Instagram, best phrases for tweets, and example posts from the Women's March. Recently, Twitter has started cracking down on "copy-paste" content. For this reason, we have opted not to include copy-paste sample tweets in this toolkit.



Graphics:
Static Graphics: **LINK**
If you are looking to create your own graphics for a sister march, review our branding documents **here**. You can find helpful Canva templates **here**.

Hashtags: #WeWontGoBack #StillTheResistance

Links:
Pledge to March: **LINK**
DC Event Sign-Up: **LINK**
Event Map / Sister March Sign-Up: **LINK**

Host an event: **LINK**

Sample Facebook and Instagram Posts:

NOTE: Make sure to share links in the bio on Instagram!

Organization / DC March Post 1: Short

One year after Dobbs and we are still here — #WeWontGoBack we are #StillTheResistance.

We are joining @WomensMarch in DC and sister marches across the country to mobilize for a day of action. Join us: https://act.womensmarch.com/sign/062423-march-pledge/?source=social_partners

Organization / DC March Post 2: Abortion

It's been a year since the disastrous Dobbs decision. Anti-abortion extremists thought they could steal our rights without consequence, they were wrong. We are #StillTheResistance and we're not done fighting.

On June 24th, we're joining @WomensMarch in DC and sister marches nationwide to mobilize for a day of action. Join us: https://act.womensmarch.com/sign/062423-march-pledge/?source=social_partners

Organization / DC March Post 3: Pride

The attacks on our trans community & reproductive rights are one and the same — attacks on our bodily autonomy.

This pride month, we're partnering with @WomensMarch in DC and sister marches across the country. We're mobilizing one year after Dobbs to fight for all our rights. Join us: https://act.womensmarch.com/sign/062423-march-pledge/?source=social_partners

Sister March Post 1:

The far-right attacks on our communities know no borders. We're standing up everywhere to protect our rights.

Women's March [City] is marching June 24th, one year after Dobbs! We are #StillTheResistance and we aren't going anywhere — join us:
[sister march link]

Sister March Post 2:

We are going to make sure anti-abortion politicians hear us loud and clear — we won't go back!

One year after Dobbs, our rights are still under attack. Join us in [city] as we march on June 24th. #WeWontGoBack - we are strong.
[sister march link]

Talking Points

- ★ **A majority of Americans believe that we should all have the freedom to decide if and when we grow our families, to choose who we love and marry.**
- ★ **On this weekend, when many communities are celebrating Pride, we must declare that the attacks on reproductive rights and the trans community are one and the same.** Craven attacks on our bodily autonomy serve as a trojan horse for extremist politicians to advance an agenda that can't win, even in gerrymandered elections.



- ★ Women and our communities continue to organize and lead movements, resisting the rising repression we are all facing. The only thing that has ever defeated the authoritarianism that we are seeing in the US is people-powered movements. **Women have been leading the longest-running protest movement in the United States since 2016, and we are still the resistance.**

Best Phrases for Social Media

- ★ One year after Dobbs, we're still fighting for our rights.
- ★ We are #StillTheResistance and we #WeWontGoBack.
- ★ Roe is/was the floor, not the ceiling!
- ★ We are going to make sure anti-abortion politicians hear us loud and clear — we won't go back!
- ★ When abortion is on the ballot, abortion wins.
- ★ When people decide, reproductive freedom wins.
- ★ In 2017, we marched. In 2018, we flipped the House. In 2020, we won the White House. In 2022, we stopped the red wave. In 2024, we're going to win again.

Tips for Social Media

- ★ The more people we can push to our RSVP link, the more people who will attend! Please share the RSVP link for the march you are promoting (DC or a sister march) with each post.
- ★ Twitter will suppress links that appear in the first post. It is best practice to post the graphic and text, then drop the join link on Twitter in the follow-up.

- ★ For Instagram, if you can't post the link in your bio, post it as a sticker in your story.
- ★ Please tag @WomensMarch in your Instagram stories and tweets so we can reshare them!

Women's March Example Posts:

[Insta 1](#) | [Insta 2](#)



