

SALARY TRANSPARENCY: It's the Law!



Social Media Toolkit: Women Employed + Salary Transparent Street Collaboration

Overview

On January 1, 2025, salary transparency became the law in Illinois. Under an amendment to Illinois' Equal Pay Act, employers in Illinois with 15 or more employees must now post salary range, expected benefits, and other compensation they will offer for any job opportunity they post. This is an important step forward for closing gender and racial wage gaps in our state, and for achieving fair pay. [But we have to make sure people know about their rights!](#)

Women Employed (WE) has partnered with social media influencers Salary Transparent Street (STS), with support from the National Women's Law Center (NWLC), to help get the word out about the new law in Illinois. The STS team recently visited Chicago to talk with Illinois workers and make sure they know about Illinois' new salary transparency law and how to exercise their rights. They have produced a video to spread the word with their online audience.

This toolkit includes sample emails and social media posts to help get the word out about Illinois' new salary transparency law, and the Salary Transparent Street video. Please use these tools to amplify the message with your networks!

This Toolkit Includes:

- **Social media handles and websites** for Salary Transparent Street, Women Employed, and the National Women's Law Center
- **Links to resources**, including a webpage with information about the law, and links to social media posts you can share.

- Sample language for social media posts
- Sample emails for WE partners and supporters

Social Media Handles + Websites

Salary Transparent Street

- **Website:** <https://www.salarytransparentstreet.com>
- **Facebook:** @salarytransparentstreet
- **Instagram:** @salarytransparentstreet
- **YouTube:** @salarytransparentstreet
- **TikTok:** @salarytransparentstreet
- **LinkedIn:** @salarytransparentstreet
- **Threads:** @salarytransparentstreet

Women Employed

- **Website:** <https://womenemployed.org>
- **Facebook:** @WomenEmployed
- **Instagram:** @womenemployed
- **LinkedIn:** @Women-Employed
- **BlueSky:** @womenemployed.bsky.social
- **Threads:** @WomenEmployed
- **YouTube:** @WomenEmployed

National Women's Law Center

- **Website:** <https://nwlc.org>
- **Facebook:** @nwlc
- **Instagram:** @nationalwomenslawcenter
- **TikTok:** @nationalwomenslawcenter
- **LinkedIn:** @nationalwomenslawcenter
- **BlueSky:** @nwlc.org
- **YouTube:** @NWLCmedia

Resources:

- Campaign Webpage with Info + FAQs: <http://bit.ly/4lw9Kjf>
- Salary Transparent Street social posts
 - [TikTok](#)

- [Instagram](#)
- [Facebook](#)
- [LinkedIn](#)
- [Threads](#)
- [YouTube](#)

- **Women Employed social posts**

- [Instagram](#)
- [Facebook](#)
- [LinkedIn](#)
- [BlueSky](#)
- [YouTube](#)

Sample Social Media Posts

Video Post Share: Facebook, Instagram, TikTok, Threads

[SHARE STS OR WE POST WITH VIDEO] #SalaryTransparency is the law in Illinois! And [@WomenEmployed](#) has partnered with [@SalaryTransparentStreet](#), with support from [@NWLC](#) to get the word out & make sure all Illinoisans know their new rights. Check out this video, share it, and spread the word!

Make sure YOU know your #EqualPay rights. Visit <http://bit.ly/4lw9Kjf>

BlueSky

#SalaryTransparency is the law in Illinois! [@womenemployed.bsky.social](#) has partnered with Salary Transparent Street, with support from [@nwlc.org](#), to get the word out.

Check out the video, make sure YOU know your #EqualPay rights, and SHARE to spread the word: <http://bit.ly/4lw9Kjf>

Email/Newsletter Article (for WE partners):

Dear [NAME],

On January 1, 2025, salary transparency became the law in Illinois. Under an amendment to Illinois' Equal Pay Act, employers in Illinois with 15 or more employees must now post salary range, expected benefits, and other compensation they will

offer for any job opportunity they post. This is an important step forward for closing gender and racial wage gaps in our state, and for achieving fair pay. [But we have to make sure people know about their rights!](#)

That's why we're so excited that our friends at Women Employed have launched a partnership with Salary Transparent Street (STS), with support from the National Women's Law Center (NWLC), to help raise awareness about Illinois' new salary transparency law!

STS are social media influencers and advocates who interview everyday people about their salaries to promote and encourage pay transparency. By educating their millions of followers on market research, salary negotiation, and labor laws to understand workers' rights, they help workers grow professionally and build wealth.

Women Employed recently invited the STS team to visit Chicago to talk with workers and make sure they know about Illinois' new salary transparency law and how to exercise their rights!

Check out (and share!) the video on [TikTok](#), [Instagram](#), [Facebook](#), [LinkedIn](#), and [YouTube](#) to help us get the word out!

Knowledge is power, and you can't have either without pay transparency!

Best,

[NAME]

Email (for supporters):

Dear [NAME],

On January 1, 2025, salary transparency became the law in Illinois. Under an amendment to Illinois' Equal Pay Act, employers in Illinois with 15 or more employees must now post salary range, expected benefits, and other compensation they will offer for any job opportunity they post. This is an important step forward for closing gender and racial wage gaps in our state, and for achieving fair pay. [But we have to make sure people know about their rights!](#)

That's why I'm so excited that Women Employed—one of my favorite organizations—has launched a partnership with Salary Transparent Street (STS), with support from the National Women's Law Center (NWLC), to help raise awareness about Illinois' new salary transparency law!

STS are social media influencers and advocates who interview everyday people about their salaries to promote and encourage pay transparency. By educating their millions of followers on market research, salary negotiation, and labor laws to understand workers' rights, they help workers grow professionally and build wealth.

Women Employed recently invited the STS team to visit Chicago to talk with workers and make sure they know about Illinois' new salary transparency law and how to exercise their rights!

Check out (and share!) the video on [TikTok](#), [Instagram](#), [Facebook](#), [LinkedIn](#), and [YouTube](#) to help us get the word out!

Knowledge is power, and you can't have either without pay transparency!

Best,

[NAME]