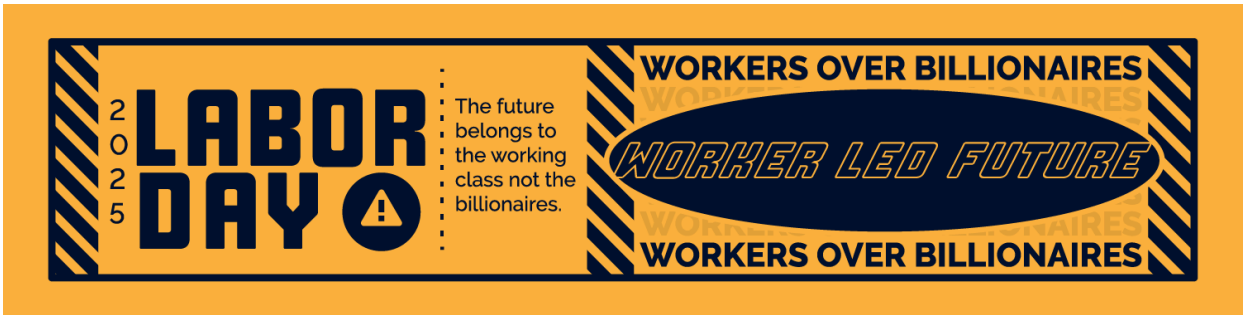






#WorkersOverBillionaires
Labor Day Social Media Toolkit

LAUNCH DATE: DATE OF ACTION [SEPTEMBER 1]

DISCLAIMER: This toolkit has some basic information and starter posts for your Labor Day event, but to make the most of the toolkit, you must take the time to copy it and fill in details specific to YOUR city's actions.

HOW TO USE THIS SOCIAL MEDIA TOOLKIT: Click File -> Make a Copy. Then go through and insert all the specific details for YOUR city's Labor Day action and make sure that ALL of the organizations that are partnering in coordinating your city's action get a copy of this toolkit in time for the day of the action!

HOW TO CROSS-POST: If your organization is coordinating your May Day action with other organizations, save time on social media by connecting your social media pages in advance so you can cross post. To collaborate on Instagram, please do the following.

To invite a collaborator to a post you're creating:

- Before you publish your post, tap Tag people.
- Tap Invite collaborator.
- Search for the account you want to add as a collaborator, then tap the account.
- Tap Done.

Quick Links:

Labor Day website: https://maydaystrong.org/
Mobilize event website: https://www.mobilize.us/mayday/c/solidarity-september/event/create/
Labor Day Host Toolkit: Labor Day // Host Toolkit (Updated Aug 1)
Press hits: *[someone should be responsible for tracking coverage of your city's Labor Day coverage. They can copy and paste press hits here, so social media accounts can quickly uplift coverage!]*

Graphics:

Labor Day Graphics Folder: Graphics
New graphics:
1,000 Events Promo: https://www.canva.com/design/DAGxT5lR2JI/uvL2PrNCrcujeruNHgojhw/edit

Editable Canva Photo Templates:
Canva

Into Action Labor Day GIFs:
Labor Day
https://library.into-action.us/collection/labor-day/

Unions For All
https://library.into-action.us/collection/unions-for-all

Protect Workers
https://library.into-action.us/collection/protect-workers

Partners' Social Media Handles

[Collect the social media handles for the community groups and unions that are showing up for your Labor Day action here.)



Be sure to uplift the National Day of Action by posting from Labor Day actions across the nation by tracking and reposting posts tagged with #LaborDay and #WorkersOverBillionaires

Sample Posts - Prior to Labor Day

Individual Tweets

Tweet #1: Billionaires profit from our labor, while we struggle to survive. This #LaborDay, we fight back. Join us at [location and time of event]! #WorkersOverBillionaires
Tweet #2: Labor Day is a day of action. We're coming together in [CITY] to demand justice, equity, and dignity for all workers. Let's build a future where our families thrive over fortunes. maydaystrong.org #LaborDay #WorkersOverBillionaires
Tweet #3: Workers built this country and we're taking a stand against the billionaires this #LaborDay! Join us at [location and time of event]! #WorkersOverBillionaires
Tweet #4: Don't wait for a change—host a #LaborDay event and demand it! maydaystrong.org #WorkersOverBillionaires

Twitter thread

Tweet #1: This #LaborDay isn't for BBQs—it's for workers' power. 💪🏻💪🏽💪🏽💪🏽💪🏻 #WorkersOverBillionaires
Tweet #2: We are calling for 💪🏽neighborhoods, safer communities, and better 💰💰💰 for all working families. But we can't achieve this without your support! #LaborDay
Tweet #3: We are getting our community together this #LaborDay. On [insert date of action], join us at [insert location] at [time of action]. #WorkersOverBillionaires
Tweet #4: Together, we will march with laborers, parents, community members, students, and everyday people who are coming together and raising their voices for better, safer, and stronger communities. See you there! #LaborDay #WorkersOverBillionaires

BlueSky Posts

Post #1: Let's make this #LaborDay a day of action and #solidarity! Learn more at maydaystrong.org #StrongerTogether #WorkersOverBillionaires
Post #2: They've got Wall Street. We've got each other. This Labor Day, join a growing movement demanding justice for working people. Learn more at maydaystrong.org #LaborDay #EconomicJustice
Post #3: Not private equity, not billionaires, not Elon Musk, and not the far-right! This Labor Day, we fight back. #LaborDay #WorkersOverBillionaires

Post #4: Workers built this country and we're taking a stand against the billionaires this #LaborDay! Be part of the movement: maydaystrong.org #LaborDay #WorkersOverBillionaires
Post #5: Our power is in #solidarity. Let's show up for each other this #LaborDay.

Facebook Posts

Post #1: The billionaire takeover will never result in a world that works for all of us. This Labor Day, we fight for the real wins workers deserve! Learn how you can get involved, find events near you, and join the movement at maydaystrong.org #LaborDay #WorkersOverBillionaires
Post #2: They want us divided and distracted. We choose to be organized and bold. Visit maydaystrong.org to take action. #LaborDay #WorkersOverBillionaires
Post #3: Want to take action this #LaborDay? Host your own event! Details: maydaystrong.org #WorkersOverBillionaires

Instagram Posts

Post #1: Labor Day is a day of action. We are planning more than a barbecue this year because we have to stop the billionaire takeover. We're coming together to demand a country that puts workers over billionaires. Join us for an action in [CITY] at [LOCATION AND TIME]. Find out more ways to get involved at maydaystrong.org #LaborDay #WorkersOverBillionaires

Post #2*:* This Labor Day, [City dwellers, e.g. Chicagoans] are showing up for each other. We are growing our movement and fighting for a country that is more fair, just, equitable, and free for all of us—and not just a chosen few. Take action or find an event: maydaystrong.org #LaborDay #WorkersOverBillionaires

Sample Posts - Day of Labor Day Action

For day-of posts, we suggest posting photos with the following sample text. To streamline photo-sharing, set up a signal thread or shared google folder where photographers at your event can drop photos they are taking in real time! Given the heightened security state we are living in, please be cautious and courteous about the photos your photographers take and the photos you choose to share on your social media. Some things to consider: Have you gotten consent to share photos of the people included? Can you blur out the faces or choose to take photos that obscure people's identities?

Individual tweets

Tweet #1: Labor Day is for [city's] nurses, teachers, farmworkers, drivers, janitors, baristas, and builders. You keep this country running. Today is your day. #LaborDay
Tweet #2: Today, [city dwellers, e.g. Chicagoans] are joining thousands of community members and working families across the country who are rising to protect public schools, prioritize access to healthcare, ensure affordable housing and end the reign of the Billionaire class. #LaborDay #WorkersOverBillionaires
Tweet #3: From #MayDay to #LaborDay and beyond, we are fighting for what we all deserve! We are out in the streets of [city], rising together. Join us: maydaystrong.org #LaborDay #WorkersOverBillionaires
Tweet #4: This Labor Day, we are growing our movement. There are more workers than billionaires in this country and we deserve to be put first. #LaborDay #WorkersOverBillionaires

BlueSky Posts

Post with photo #1: Our rents are rising. Billionaires are getting richer. Schools are being defunded. [Number of people (e.g., scores, dozens, hundreds, crowds)] are out in the streets of [CITY] demanding more. #LaborDay #EconomicJustice
Post with photo #2: Time's up, billionaires! Workers are uniting and taking a stand this #LaborDay. #WorkersOverBillionaires
Post #3: Not private equity, not billionaires, not Elon Musk, and not the far-right! This Labor Day, [city dwellers] are demanding better. #LaborDay #WorkersOverBillionaires
Post #4: #LaborDay is our day. We are in the streets demanding the future we deserve. #WorkersOverBillionaires

Facebook Posts

Post with photo #1: They want us divided and distracted. We choose to be organized and bold. #LaborDay #WorkersOverBillionaires
Post with photo #2: This Labor Day, we are loud, we are united, and we are unafraid. We are coming together to demand workers over billionaires. #LaborDay
Post with photo #3: Whether you're on the picket line, in the streets, or supporting from home—thank you. Together, we're making history this Labor Day. #LaborDay #WorkersOverBillionaires
Post with photo #4: From Los Angeles to Atlanta, workers are uniting. We are in the streets of [city] demanding a country that puts workers over billionaires. #LaborDay

Instagram Posts

Sample Post #1 with photos of ongoing action: We're at [location of rally] to demand justice, equity, and dignity for all workers. Let's build a future where our families thrive over fortunes. #LaborDay #WorkersOverBillionaires

Sample Post #2 with wrap-up photos: This Labor Day, [City dwellers, e.g. Chicagoans] showed up for each other. For better schools, better pay, better futures. [Estimate of attendees] took action today to be a part of the national movement to demand workers over billionaires. #LaborDay #WorkersOverBillionaires