



ERA is Everywhere Campaign Social Media Toolkit

Generation Ratify is excited to launch its **ERA is Everywhere campaign** this March 2021. To target legislators and pressure them into advancing the ERA, this campaign will include a month-long social media campaign *and* a synchronized direct action weekend of varying capacities executed by chapters leads and Generation Ratify community members.

To support this campaign, we will be launching the following toolkit. To raise hype around the ERA, the Generation Ratify will be launching a parallel digital campaign: #TheERAisEverywhere. We will also have graphics and tweets to directly support the direct actions.

Social Media Campaign Structure

- 3/1-3/19 → Launch of the ERA is Everywhere campaign. We will be raising hype for the ERA by posting curated graphics. More details are provided below.
- 3/20-3/21 → Direct Action Weekend! Post pictures of how you and your chapter are participating in the campaign! If you are unable to participate, we will be detailing how you can support the direct action campaign on social media. More details are provided below.

The Era is Everywhere Campaign

We at Generation Ratify believe the Equal Rights Amendment (ERA) is more than legislation advancing the equality of women. The ERA was revived by Senator Pat Spearman, a queer, black preacher– **the ERA is Queer**. The ERA advances laws on equal pay and sex-based the discrimination– **the ERA is workers' rights**. The ERA's progress in the 60s-70s was ushered forward by strong leaders like Shirley Chisolm– **the ERA is Black**.



The ERA has a different meaning for every person who supports it. With our **#ERAIisEverywhere** campaign, we would like to hear what this piece of legislation means to you and how it is a part of your life. Here are graphics, sample tweets, and video ideas to share your individual stories of the ERA.

Sample Messaging (Tweets and Captions)

- Happy Women's History Month! The Equal Rights Amendment is an incredible piece of legislation created and supported by many female trailblazers throughout our history.
- Share a reason why you support the ERA and what it means to you!
- Tell me you're a feminist without telling me you're a feminist
- The ERA means a future where I am _____.
- I am _____. Don't leave me out of our ERA
- I am [name] from[place] and I am not backing down. The #ERAIisEverywhere
- I am one of many fighting for our rights as [identity]. Lets ratify an #ERAforMe
- My voice is just as important as any other. #ERAforMe
- Women's History Month is intersectional. Share an activist who inspires you. The #ERAIis[what that activist fought for]
- [We/I] will not back down. The #ERAIisEverywhere

Graphics

Our Creative Team worked incredibly hard to create these graphics that we are proud to share with you! [Use these templates to fill in what the ERA is to you.](#)



Twitter/Instagram Videos

Share with us what the ERA means to you and how it could impact your life. Here is a sample script:

- “Hi, everyone! My name is [name], I am [age], and I’m from [where you are from]. I first heard about the ERA, or Equal Rights Amendment, when I was [age] from [how you found out about it]. As I became more actively involved in organizations like Generation Ratify, I realized why the ERA is important to me. [Explain why]. The ERA is a piece of legislation that will benefit us all, making women, people beyond the binary, and our economy, stronger. Join the movement to push the ERA through Congress. Visit generationratify.org for more information.”

Handles and Hashtags

Hashtags: #ERAforMe ; #ERAforAll ; #ERAIseverywhere

National Handle: @generationratify (instagram); @genratify (twitter)

Other Handles: tag your state and/or local Generation Ratify chapter! To find out if your region has a chapter, check out our [chapter network](#).

Direct Action Campaign Support

From March 20th to 21st, chapter members and leads will be leading direct action initiatives across the country synchronized with our national timeline. If you are one of the participating members:

- Post videos and pictures of your actions
- Tag @generationratify and your local/state chapter in everything you post



For others supporting the direct action campaign, here are some ways you can support our members:

- Repost pictures and videos posted by @generationratify or your local/state chapter's social media on your stories
- Tag @generationratify and your local/state chapter in everything you repost