



# One Million Messages to Starbucks Toolkit for Campuses

## *Stop Union Busting & Respect Workers' Rights!*

### What's Happening:

On **Tuesday, April 11, 2023**, Starbucks Workers United is calling on students, faculty, staff, and community members at colleges and universities to help send one million messages to Starbucks to support workers' rights! We are key Starbucks consumers, which makes us uniquely positioned to put pressure on the company to put an end to their anti-union activities by flooding Starbucks' notifications with our messages of solidarity with SBWU.

Starbucks' new CEO, Laxman Narasimhan, will be entering his fourth week on the job, which puts us at a pivotal moment to use our collective power to call on him to clean up Starbucks' reputation by ending the company's scorched-earth union-busting campaign, build a healthy relationship with baristas, and work together with SBWU.

### **Here's how we can help:**

1. **Post on social media** (Instagram, Twitter, TikTok, Facebook, etc.) with a message of support for SBWU members and call on Starbucks to respect workers' rights & stop union busting! Be sure to tag @Starbucks using the hashtags #StarbucksUnion, #1MillionForSBWU, and #RespectSBWorkers in your post! See [sample content](#) below for inspiration or to copy+paste!
2. **Sign and share the [petition](#)** to urge Starbucks' new CEO to build a healthy relationship with baristas and work together with SBWU.
3. **Print the [poster](#) below and post a selfie or video** with it outside of the Starbucks on or near campus to social media tagging @Starbucks using the hashtags #StarbucksUnion and #StickItToStarbucks.

## Background on Starbucks Workers United:

Since December 2021, Starbucks workers have won unions at nearly 300 stores in 40 states – over 7,500 workers who have been actively organizing to return to Starbucks’ mission and values. Our movement stands for racial and climate justice, and equity and inclusivity for workers and customers.

Starbucks has been engaged in an unprecedented union-busting campaign, which has resulted in hundreds of ULP charges having been filed against it. Dozens of those allegations have been found meritorious, and numerous NLRB judges have determined that Starbucks’ activities were illegal. One NLRB judge recently found Starbucks to have engaged in “egregious and widespread misconduct.”

## Toolkit Contents:

- [Sample Content for Social Media](#)
  - [Instagram filter to take selfie](#)
  - [Social Media Graphics Folder](#)
  - [Hashtags for the Day](#)
  - [Social Media Accounts to Tag in Posts](#)
- [Petition to Sign and Share](#)
- [Printable Poster](#)

## Hashtags for the Day:

- #StarbucksUnion
- #StickItToStarbucks

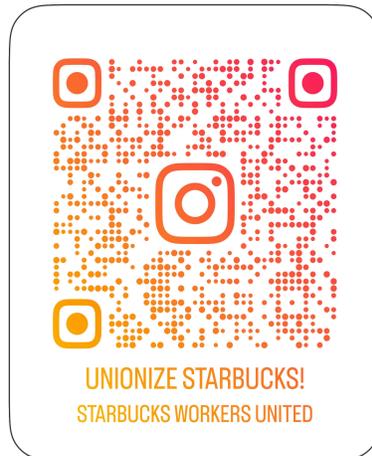
## Social Media Accounts to Tag in Posts:

- @Starbucks → on [Twitter](#), [Instagram](#), [TikTok](#), and [Facebook](#)
- @SBWorkersUnited → on [Twitter](#), [Instagram](#), [TikTok](#), and [Facebook](#)

## Sample Content for Social Media:

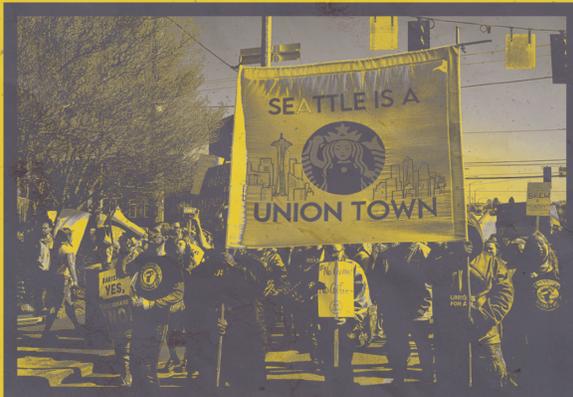
Use these sample posts below to either copy and paste for your message of support or as inspiration for your own unique post. Be sure to tag @Starbucks and include the hashtags #StarbucksUnion, #1MillionForSBWU, and #RespectSBWorkers.

Instagram filter:



 A photograph of a large group of Starbucks workers protesting, holding signs and banners. The image is overlaid with white text. <p><b>SOLIDARITY WITH STARBUCKS WORKERS!</b></p> <p><b>TELL STARBUCKS TO RESPECT WORKERS' RIGHTS!</b></p>	<p>Starbucks workers are fighting for a union across the nation, and I stand with them! It's time for @Starbucks to stop their union busting!</p> <p>Tell Starbucks' new CEO to respect workers' rights, SIGN ON → <a href="https://bit.ly/40ncbtC">https://bit.ly/40ncbtC</a></p> <p>#StarbucksUnion #StickItToStarbucks</p>
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# THE WORKERS



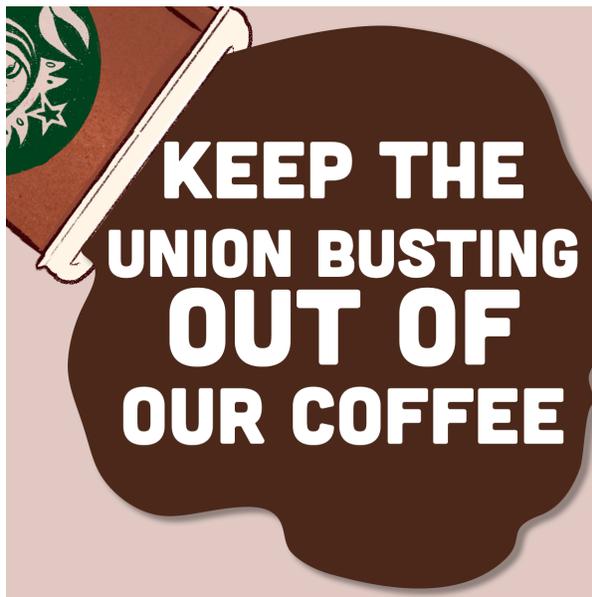
# MAKE THE COMPANY

STARBUCKS WORKERS NEED A SEAT AT THE TABLE!  
STARBUCKS, BARGAIN WITH YOUR WORKERS IN GOOD FAITH!

I love @Starbucks because of the baristas – and I support their right to form a union!

With a new CEO, Starbucks has a new chance to honor the workers by honoring the union. @Starbucks, respect your workers' rights! <https://bit.ly/40ncbtC>

#StarbucksUnion #StickItToStarbucks



I like my coffee fresh and union-made! I support @SBWorkersUnited and I want @Starbucks to respect their workers' rights!

Tell Starbucks' new CEO you agree: <https://bit.ly/40ncbtC>

#StarbucksUnion #StickItToStarbucks

[Social Media Graphics Folder](#)

## Petition to Sign and Share on Social Media:

- Go here: <https://bit.ly/40ncbtC>

Printable Poster:



[Download here!](#)