

YJAM

Girls' Justice Day 2025

Social Media Toolkit

October 31, 2025



Join us for the **10th Annual Girls' Justice Day on Friday, October 31st, 2025**. Girls' Justice Day is a day to help raise awareness about the factors that fuel the criminalization of girls all across the country during Youth Justice Action Month (YJAM). Help us uplift girls' experiences in the criminal and youth legal systems by sharing these posts on Instagram, Facebook and X and share your own facts, information, and especially, girls' voices about their interactions with the system!

[Access the toolkit and graphics here.](#)

SAMPLE POSTS FOR INSTAGRAM, FACEBOOK AND X



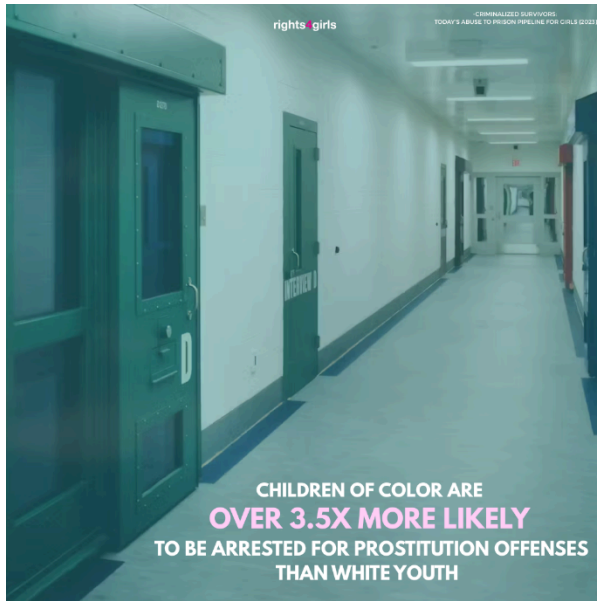
[GJD 1.png]

Girls represent a growing segment of youth arrests. This #YJAM2025, let's work to address why girls are being arrested rather than make assumptions about who they are.



[GJD 2.png]

This #YJAM2025, we affirm that no child belongs in adult prison or jail, especially when more than 75% of girls serving JLWOP have suffered abuse.



[GJD 3.png]

We must recognize the racial and gender disparities among child sex trafficking survivors who are too often criminalized for their own exploitation. #YJAM2025



[GJD 4.png]

Did you know that Native girls have the HIGHEST incarceration rate among girls? Now more than ever, our Native sisters need our support. #YJAM2025



[GJD5.png]

Today is #GirlsJusticeDay— a day to center our girls and speak out about their experiences in the youth and criminal legal systems! Raise your voices on behalf of incarcerated girls today! #YJAM2025

SOCIAL MEDIA POST ACCESSIBILITY PRACTICES

With all images, we encourage you to include **alternative (alt) text** and **image descriptions**. We want to be inclusive of communities and individuals who are blind or have low vision. Alt text can be added to the image via the post settings, and image descriptions can be added at the bottom of the caption.

ALT TEXT AND IMAGE DESCRIPTION FOR GIRLS' JUSTICE DAY GRAPHICS:

[GJD 1.png] *A purple-filtered image of an empty, cinder-block detention cell. The room has a small, grated window and a narrow, white, built-in bench bed with a dark navy mattress and pillow. Overlay Text (in white and pink): "GIRLS COMPRISE A GROWING PROPORTION OF ALL TEEN ARRESTS, BUT IT'S NOT BECAUSE THEY'RE BECOMING MORE VIOLENT OR POSING THREATS TO PUBLIC SAFETY."*

[GJD 2.png] *A pink-filtered image of a white cinder-block wall next to a blue door and a large window looking into a common area of a detention center. Overlay Text (in white and teal): "RESEARCH SHOWS THAT 80% OF GIRLS SENTENCED TO LIFE IN*

PRISON WITHOUT THE POSSIBILITY OF PAROLE HAVE BEEN PHYSICALLY ABUSED AND 77% OF GIRLS HAVE BEEN SEXUALLY ABUSED."

[GJD 3.png] *A teal-filtered image of a brightly lit hallway in a detention facility, featuring dark green cells and interview room doors. The floor is light grey. Overlay Text (in baby pink and white): "CHILDREN OF COLOR ARE OVER 3.5X MORE LIKELY TO BE ARRESTED FOR PROSTITUTION OFFENSES THAN WHITE YOUTH"*

[GJD 4.png] *A close-up, darkly lit image of a young girl with long, dark hair covering her face with both hands, suggesting distress or sadness. The image is filtered with a blue and purple overlay. Overlay Text (in white and teal): "NATIVE GIRLS HAVE THE HIGHEST INCARCERATION RATE OF ALL GIRLS."*

[GJD 5.png] *A lilac-filtered image of a young girl standing with her back to the camera in a detention cell. She has bright red hair, wears a green jumpsuit that reads "KING COUNTY YOUTH DETENTION CENTER," and is looking at a blank wall. The wall to the left is dark and has chipped paint. The cell contains a metal bunk bed and a small window. Overlay Text (in a pink box): "GIRLS JUSTICE DAY"*