

#WhatMothersNeed Week of Action

MAY 5 – 9, 2014

Thank you for participating in our **#WhatMothersNeed** week of action, a week of social media activity and other events leading up to Mother's Day. Each day we will focus on an issue that affects women – in particular mothers – and their economic security.

This social media kit contains the following:

- ▶ Promo and sample tweets for a daily 3:00 p.m. ET tweet storm
- ▶ Sample Facebook posts for the week and for each day
- ▶ Images for social media

Please feel free to liberally use any of the content in this social media kit, or create your own content for the #WhatMothersNeed week of action.

We look forward to having you join us!

Daily Themes

- ▶ Monday: Maternal Health and Child Care
- ▶ Tuesday: Pregnancy Discrimination
- ▶ Wednesday: Paid Leave and Paid Sick Days
- ▶ Thursday: Equal Pay and Minimum Wage
- ▶ Friday: Health

Pan-Issue Content

- ▶ Promotional tweets
 - ▶ This week, we're tweeting abt #WhatMothersNeed. Tweet w/ us each day @ 3pmET w/ yr thoughts on the support America's moms need! #MothersDay
 - ▶ Looking 4 the perfect #MothersDay gift? Follow #WhatMothersNeed this week to find out what you can do to show yr support for America's moms.
 - ▶ Flowers are nice but what do America's moms really need for #MothersDay? Tweet your answers using #WhatMothersNeed.
 - ▶ Esta semana, ¡mándanos tweets todos los días a las 3pmET acerca del apoyo que las mamas en los EEUU necesitan! Usa #WhatMothersNeed.
- ▶ [Facebook cover image](#) (Click to download image.)



- ▶ [Social media image 1](#) and [2](#) and sample social media language (Click to download image.)



- ▶ **Facebook post:** For us, #MothersDay is a reminder that women are family caregivers and family breadwinners, and need policies that help them succeed in both of these essential roles. Paid sick days, paid leave, fair pay and affordable health care support family health and economic security, and make our nation stronger. We're honoring mothers by talking with friends, followers and Congress about #WhatMothersNeed. Join us! [\[upload image\]](#)
- ▶ **Tweet:** It's the #WhatMothersNeed week of action! Join us each day at 3pm ET to tweet about what America's moms really need. [\[upload image\]](#)

Monday, May 5: Maternal Health and Child Care

- ▶ Sample tweets for 3:00 p.m. ET tweet storm
 - ▶ Today we're tweeting abt maternal health & #WhatMothersNeed. At 3pmET, tweet about what can be done 2 improve the quality of maternity care.
 - ▶ At 3pm ET today, tweet in support of improving access to affordable, quality child care. #WhatMothersNeed
 - ▶ #WhatMothersNeed this #MothersDay? Access to evidence-based #maternity care and affordable, quality #childcare! RT to show your support!
 - ▶ #WhatMothersNeed? Guaranteed maternity care coverage. Thanks to the #ACA, this #MothersDay they have it!
 - ▶ Hoy hablaremos acerca de la salud materna y #WhatMothersNeed. ¡A las 3pmET, mándanos tweets acerca de cómo mejorar el cuidado de maternidad!
 - ▶ A las 3pm ET hoy, mándanos tweets en apoyo a mejorar el acceso al cuidado de niños que sea económico y de alta calidad. #WhatMothersNeed
- ▶ Facebook post
 - ▶ This may surprise you – and not in a good way. The quality of maternity care in our country is poor. We have high rates of prematurity, low birth weights and too many unnecessary interventions. #WhatMothersNeed is quality, evidence-based maternity care so their babies can get a healthy start in life.

- ▶ [Image of the day](#) (To be uploaded Monday morning.)

Tuesday, May 6: Pregnancy Discrimination

- ▶ Sample tweets for 3:00 p.m. ET tweet storm
 - ▶ What do mothers really need this #MothersDay? An end to pregnancy discrimination! Tweet with us today at 3pmET using #WhatMothersNeed.
 - ▶ It is unacceptable that #pregnant women still face discrimination in the workplace! #WhatMothersNeed? The Pregnant Workers Fairness Act!
 - ▶ Q necesitan las mamás este #DiaDeLasMadres? Un fin a la discriminación X embarazo! Únete a la charla hoy a las 3pmET usando #WhatMothersNeed
- ▶ Facebook post
 - ▶ Despite existing legal protections, soon-to-be mothers still face discrimination in the workplace – and it threatens their health and the economic security of their families at a critical time. This #MothersDay, in honor of current and future moms, tell Congress to help ensure employers provide reasonable accommodations to pregnant women who want to continue working. #WhatMothersNeed is the Pregnant Workers Fairness Act!
- ▶ [Image of the day](#) (To be uploaded Tuesday morning.)

Wednesday, May 7: Paid Leave and Paid Sick Days

- ▶ Sample tweets for 3:00 p.m. ET tweet storm
 - ▶ Join us today at 3 pm ET for a tweet storm about #WhatMothersNeed: paid leave & paid sick days! Tweet your thoughts at 3pm or anytime today!
 - ▶ #MothersDay is on Sunday! How can we really help moms? By passing the #FAMILYAct to create a nat'l paid leave program! #WhatMothersNeed
 - ▶ This Sunday, we honor moms with flowers & hugs. But moms also need workplace protections like #paysickdays. PlsRT! #WhatMothersNeed
 - ▶ A las 3pm ET hoy, únete a nuestra charla por Twitter acerca de #WhatMothersNeed: ¡Ausencia pagada y días de enfermedad pagados!
- ▶ Facebook post
 - ▶ The U.S. is one of only a handful of countries that do not guarantee paid maternity leave – and to make matters worse, millions of mothers can't earn even a single paid sick day to use when they get sick or a child has the flu. So, for all of the moms who struggle without basic family friendly workplace policies, we appreciate your sacrifice, but it shouldn't have to be so hard! Tell Congress that the FAMILY Act and the Healthy Families Act are #WhatMothersNeed.
- ▶ [Image of the day](#) (To be uploaded Wednesday morning.)

Thursday, May 8: Equal Pay and Minimum Wage

- ▶ Sample tweets for 3:00 p.m. ET tweet storm

- ▶ At 3pmET, we'll tweet abt #WhatMothersNeed 2help improve their economic security: fair pay & an increased min wage! Tweet 2 show yr support!
- ▶ It's time to put an end to unfair pay. Tweet to show your support for the Paycheck Fairness Act. Your mom will thank you! #WhatMothersNeed
- ▶ Women are primary breadwinners in 40% of households with kids. A min wage increase would improve their econ security! #WhatMothersNeed
- ▶ Hoy a las 3pmET, hablaremos d #WhatMothersNeed para ayudar a mejorar su seguridad econ: Igualdad salarial y un aumento al salario mínimo!
- ▶ Facebook post
 - ▶ Nationally, women who work full-time are paid only 77 cents for every dollar paid to men who work full-time, resulting in a gap of more than \$11,500 each year. Mother's Day flowers are a fine way to show appreciation for the mothers in your life, but fair pay is #WhatMothersNeed – and the benefits to them, their families and our economy would last much longer than a dozen roses.
 - ▶ [Image of the day](#) (To be uploaded Thursday morning.)

Friday, May 9

- ▶ Sample tweets for 3:00 p.m. ET tweet storm
 - ▶ Women – often moms – make 80% of the health care decisions for their families. Tweet w/ us today at 3pmET abt #WhatMothersNeed & healthcare.
 - ▶ Women's health is under attack! Join us today at 3pmET to tweet abt #WhatMothersNeed to protect their health & the health of their families!
 - ▶ Q: #WhatMothersNeed? A: Quality, coordinated, patient-centered health care, incl full access to repro health services. RT if you agree!
 - ▶ Hoy a las 3pmET hablaremos de #WhatMothersNeed y el cuidado de salud. ¡Únete a la conversación en Twitter!
 - ▶ La salud de las mujeres está bajo ataque! A las 3pmET hoy únete a la charla de #WhatMothersNeed para proteger su salud y la de sus familias!
- ▶ Facebook post
 - ▶ Did you know that mothers make 80 percent of the health care decisions in their families? This #MothersDay, we're grateful that the Affordable Care Act has made some of those decisions easier by expanding access to quality, affordable health insurance that covers the care women and families need to stay healthy. This Mother's Day, we're grateful for all of the women and families newly insured, thanks to the Affordable Care Act. #WhatMothersNeed
 - ▶ [Image of the day](#) (To be uploaded Friday morning.)