



BLACK WOMEN'S EQUAL PAY DAY SOCIAL MEDIA TOOLKIT

August 3, 2021

Black women in the United States who work full time, year-round are typically paid just 63 cents for every dollar paid to white, non-Hispanic men. According to the National Partnership for Women and Families, the wages of Black women are driven down by a number of factors including gender and racial discrimination, workplace harassment, job segregation and a lack of workplace policies that support family caregiving, which is still most often performed by women.

Twitter Storm: 11 a.m. PT / 2 p.m. ET – Join us to raise awareness about the wage gap experienced by Black women. Alongside Equal Pay Today coalition partners nationwide, we will be highlighting the effects of workplace discrimination, as well as the impacts of COVID-19 on Black women and their families.

This tool kit provides sample posts and graphics for use on social media to help raise awareness about the impact of the wage gap on Black women. Please tag us at [@CCSWG](#) and use the hashtags [#BlackWomensEqualPay](#) or [#EqualPayCA](#) when sharing.

SOCIAL MEDIA LINKS

- [INSTAGRAM](#)
- [FACEBOOK](#)
- [TWITTER](#)



Twitter Social Copy:

Research from [@LeanIn](#) shows how the pay gap widens the wealth gap or how much women own. Single women own 32 cents on the dollar compared to single men. Single Black women and Latinas own less than two cents on the dollar compared to White men. [#BlackWomensEqualPay](#) [#EqualPayCA](#)

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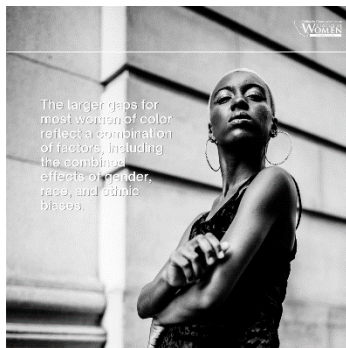


IG/FB Social Copy:

“According to the U.S. Census, on average, Black women were paid 63% of what non-Hispanic white men were paid in 2019. That means it takes the typical Black woman 19 months to be paid what the average white man takes home in 12 months. That’s even worse than the national earnings ratio for all women, 82%, as reported in AAUW’s The Simple Truth about the Gender Pay Gap.”

Read more [here](#). #BlackWomensEqualPay #EqualPayCA

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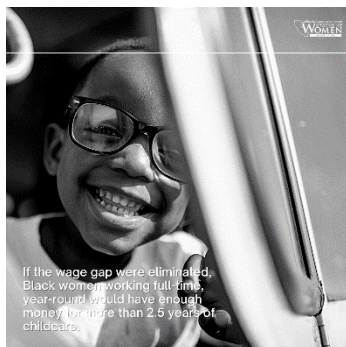


FB/LI/IG Social Copy:

“The larger gaps for most women of color reflect a combination of factors, including segregation into occupations in fields, such as the services sector, where they experience too little upward mobility; overconcentration in the lowest-paying jobs, such as cashiers and care workers; and the combined effects of gender, race, and ethnic biases devaluing their work and economic contributions.” Read this brief from the Center for American Progress to learn more about the 10 Essential Actions to Promote Equal Pay [here](#).

#BlackWomensEqualPay #EqualPayCA

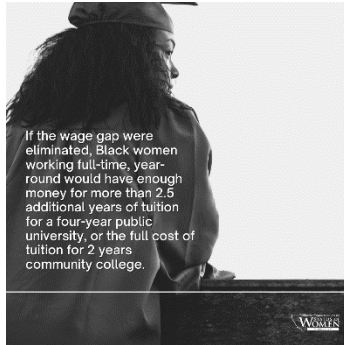
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Twitter Social Copy:

Black women lose hundreds of thousands of \$\$ over a lifetime, because of the gender and racial wage gap. If the wage gap were eliminated, a Black woman working full time, year-round would have enough money for more than 2.5 years of childcare. #BlackWomensEqualPay #EqualPayCA

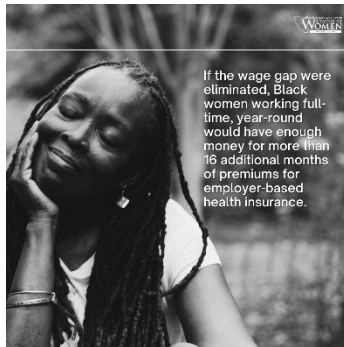
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Instagram Social Copy:

Women lose thousands of dollars each year, and hundreds of thousands over a lifetime, because of the gender and racial wage gap. If the wage gap were eliminated, on average, a Black woman working full time, year-round would have enough money for more than two and a half additional years of tuition and fees for a four-year public university, or the full cost of tuition and fees for a two-year community college. Learn more at www.women.ca.org #BlackWomensEqualPay #EqualPayCA

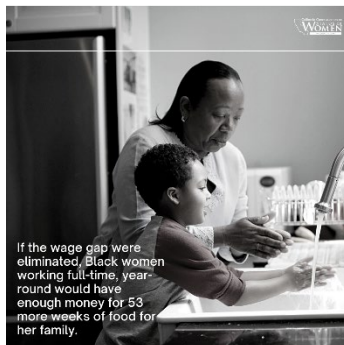
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Twitter Social Copy:

If the wage gap were eliminated, on average, a Black woman working full time, year-round would have enough money for more than 16 additional months of premiums for employer-based health insurance. Learn more at www.women.ca.org #BlackWomensEqualPay #EqualPayCA

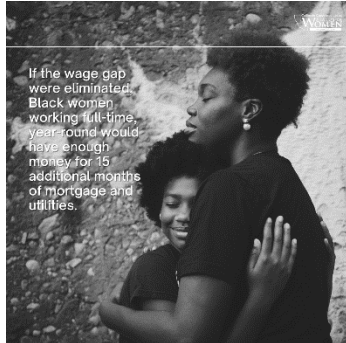
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Twitter Social Copy:

If the wage gap were eliminated, on average, a Black woman working full time, year-round would have enough money for 53 more weeks of food for her family (three years' worth). Learn more at www.women.ca.org #BlackWomensEqualPay #EqualPayCA

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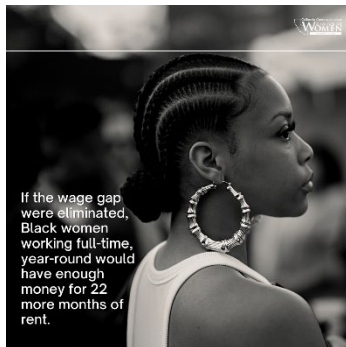


If the wage gap were eliminated, Black women working full-time, year-round would have enough money for 15 additional months of mortgage and utilities.

Twitter Social Copy:

If the wage gap were eliminated, on average, a Black woman working full time, year-round would have enough money for fifteen additional months of mortgage and utilities. Learn more at www.women.ca.org #BlackWomensEqualPay #EqualPayCA

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If the wage gap were eliminated, Black women working full-time, year-round would have enough money for 22 more months of rent.

Twitter Social Copy:

If the wage gap were eliminated, on average, a Black woman working full time, year-round would have enough money for twenty-two more months of rent. Learn more at www.women.ca.org #BlackWomensEqualPay #EqualPayCA

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If the wage gap were eliminated, Black women working full-time, year-round would have enough money to pay off student loan debt in about one year.

Twitter Social Copy:

If the wage gap were eliminated, on average, a Black woman working full time, year-round would have enough money to pay off student loan debt in just over one year. Learn more at www.women.ca.org #BlackWomensEqualPay #EqualPayCA

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Twitter Social Copy:

Black mothers are typically paid only 35 cents for every dollar paid to white, non-Hispanic fathers. Nearly 80% of Black mothers are key breadwinners, which means their households rely on their wages to make ends meet and get ahead. #BlackWomensEqualPay #EqualPayCA

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FB/IG/LI Social Copy:

Black women experience workplace harassment and discrimination at high rates. In a recent survey conducted by TIME'SUP, over half of Black women surveyed (55 percent) reported experiencing gender or racial obstacles to opportunity in the workplace. Learn more at www.women.ca.org #BlackWomensEqualPay #EqualPayCA

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FB/IG/LI Social Copy:

Four million family households in the United States are headed by Black women – and nearly 1 in 4 of those households live below the poverty level. This means that more than 900,000 family households headed by Black women live in poverty, demonstrating the imperative to eliminate the wage gap. Join us at www.women.ca.org #BlackWomensEqualPay #EqualPayCA

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