

BLACK WOMEN'S EQUAL PAY DAY

SOCIAL MEDIA TOOLKIT



Purpose

Black Women's Equal Pay Day, July 9, 2024, signifies the day into the year which Black women must work in order to make the same amount as their male counterparts did in the previous year.

Black women earn \$0.69 for every \$1.00 men earn. Black Women's Equal Pay Day is nearly three weeks earlier than last year, indicating the pay gap black women experience is narrowing. While the pay gap is narrowing, there is still progress to be made.

Help us to raise awareness about the wage gap by participating in the social media campaign!

How to Participate

Amplify the Message

- **Review this toolkit**, which contains a variety of sample posts highlighting the importance of pay equity for Black Women.
- **Choose the posts that resonate** with you the most and align with your own values and messaging.
- **Repost, retweet, or share** these posts on your social media platforms, using the provided hashtags and tagging relevant accounts to maximize visibility.
- **Encourage your followers**, friends, and colleagues to join the conversation by engaging with your posts and sharing them within their networks.

By amplifying these messages together, we can raise awareness and promote meaningful change.

Sample Graphics

Please refer to [this graphics folder](#) to access sample graphics to post for Black Women's Equal Pay Day.

Key Social Media Handles

Columbus Women's Commission

Facebook/Instagram/X (Formerly Twitter): @CBUSWomen

LinkedIn: Columbus Women's Commission

Commission on Black Girls

Facebook: @CommissionOnBlackGirls

Instagram: @cobg_614

Sample Social Media Posts

Today is Black Women's Equal Pay Day — the day that symbolizes how far into 2024 the average Black woman has to work to catch up to an average white man's pay in 2023 #ClosingthePayGap

Today marks #BlackWomensEqualPayDay2024, a reminder of the pay disparities that erode fairness in America. We remain committed to eradicating barriers that have long held Black women back from full participation and fair treatment in the workplace #PayEquity

Black women continue to face significant disparities in pay compared to their counterparts. It's crucial that we recognize and address this inequality. By providing fair and equitable compensation, we not only promote economic justice but also foster an inclusive and diverse workplace.

#BlackWomensEqualPayDay2024! We believe in equal pay for equal work, and we are committed to closing the wage gap for Black women. Black women continue to face significant disparities in pay compared to their counterparts. It's crucial that we recognize and address this inequality. By providing fair and equitable compensation, we not only promote economic justice but also foster an inclusive and diverse workplace #PayEquity

Today, Black women finally catch up to what their white non-Hispanic male counterparts earned last year. But when you look past the average, many Black women face even wider wage gaps #BlackWomensEqualPayDay2024

Use the following hashtags:

#BlackWomensEqualPay2024

#ClosingTheGap

#CBUSCommitment

#EqualPay

#CBUSPayEquity

#CommissiononBlackGirls

Questions?

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