

Equal Pay Day 2021 Social Media Toolkit

Purpose

March 24, 2021, is Equal Pay Day, a symbolic representation of the gender pay gap. The date marks the number of extra days women, on average, must work to earn what men, on average, earned the year before. It's not the only Equal Pay Day, however; for mothers and many women of color, the date they finally catch up comes even later in the year.

In order to build back better, we must address what continues to drive the gender pay gap: systemic racism, the devaluation of “women’s” work, occupational segregation, the absence of supports for necessary family care and more. While these issues are not new, the COVID-19 pandemic has exposed their devastating consequences – for women, for workers, for our economy. Solutions must include creating more jobs that pay family-sustaining wages and getting women in these jobs, stronger enforcement of anti-discrimination and harassment policies, access to paid leave and affordable child and elder care.

The Department of Labor’s Women’s Bureau has prepared this toolkit to help spread the word about the status of working women in America. Please feel free to use and share these materials, and explore more resources at dol.gov/EqualPay.

Social information

- Women’s Bureau homepage: www.dol.gov/agencies/wb
- Twitter handles:
 - o @WB_DOL
 - o @USDOL
- Hashtags:
 - o #EqualPay
 - o #EqualPayDay

Sample Posts

Twitter

Please tag **@WB_DOL** and use **#EqualPay**.

Equal work deserves equal pay, regardless of gender or race. dol.gov/EqualPay #EqualPayDay

Women have to work well into 2021 to earn the same wages that white men earned on average in 2020, and the discrepancy is even greater for many women of color.

♀ AAPI women: 3/9

♀ Black women: 8/3

<p>♀ Native American women: 9/8</p> <p>♀ Latina women: 10/21</p> <p>dol.gov/EqualPay #EqualPayDay</p>
<p>In 1960, women's earnings on average were 60.7% of men's. Since then, the gap has narrowed to 82.3% - but progress has stalled, and the disparity is even greater for many women of color. Learn more: dol.gov/EqualPay #EqualPayDay</p>
<p>Pay discrimination is against the law, but equal pay and pay transparency protections vary by state. Find out what laws apply to your workplace: https://www.dol.gov/agencies/wb/equal-pay-protections #EqualPayDay</p>
<p>Pay discrimination isn't always straightforward or easy to spot. Learn more: https://www.dol.gov/agencies/wb/equal-pay-protections #EqualPayDay</p>
<p>Not-so-fun fact: Women earn less than men in nearly every occupation. Is yours one of them? https://www.dol.gov/agencies/wb/data/occupations #EqualPayDay</p>
<p>Eliminating the wage gap and ensuring equal pay for all American workers, regardless of race or gender, is critical to strengthening economic security for families. dol.gov/EqualPay #EqualPayDay</p>
<p>Fact: Black, Hispanic and white women with an advanced degree earn less, on average, than a white man with only a bachelor's degree. #EqualPayDay</p>
<p>Facebook/LinkedIn</p>
<p>Scroll down learn more about using our Equal Pay Day Facebook frames.</p>
<p>Women have to work well into 2021 to earn the same wages that white men earned on average in 2020, and the discrepancy is even greater for many women of color.</p> <p>♀ AAPI women: 3/9</p> <p>♀ Black women: 8/3</p> <p>♀ Native American women: 9/8</p> <p>♀ Latina women: 10/21</p> <p>Equal work deserves equal pay, regardless of gender or race.</p> <p>dol.gov/EqualPay</p>
<p>In 1960, women's earnings on average were 60.7% that of men. Since then, the gap has narrowed to 82.3% - but is even larger for many women of color. Eliminating the wage gap and ensuring equal pay for all American workers, regardless of race or gender, is critical to strengthening economic security for families. dol.gov/EqualPay</p>
<p>Pay discrimination isn't always straightforward or easy to spot. Learn more: https://www.dol.gov/agencies/wb/equal-pay-protections</p>
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<p>Instagram</p>
<p>Women have to work well into 2021 to earn the same wages that white men earned on average in 2020, and the discrepancy is even greater for many women of color.</p> <p>♀ AAPI women: 3/9</p> <p>♀ Black women: 8/3</p> <p>♀ Native American women: 9/8</p> <p>♀ Latina women: 10/21</p> <p>Equal work deserves equal pay, regardless of gender or race.</p> <p>dol.gov/EqualPay #EqualPay #EqualPayDay #PayEquity</p>

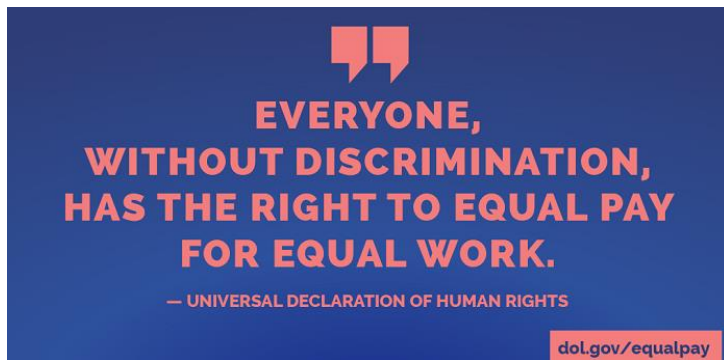
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Graphics and Frames

Help get the word out that women need equal pay now by sharing our infographics, included in the ZIP folder with this toolkit, and using our social media header images for your online profiles.



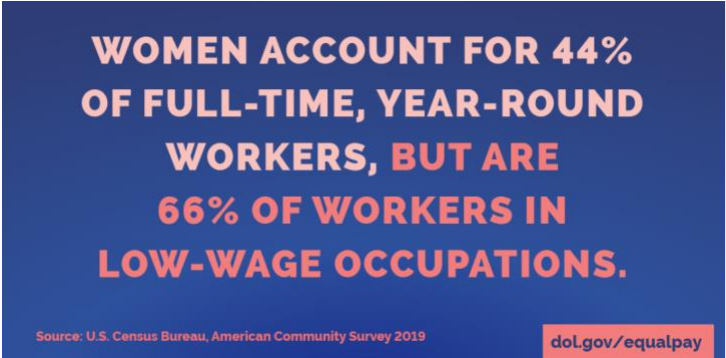
Sizes: Twitter, Facebook, Instagram, Twitter/Facebook banner



Sizes: Twitter, Facebook, Instagram



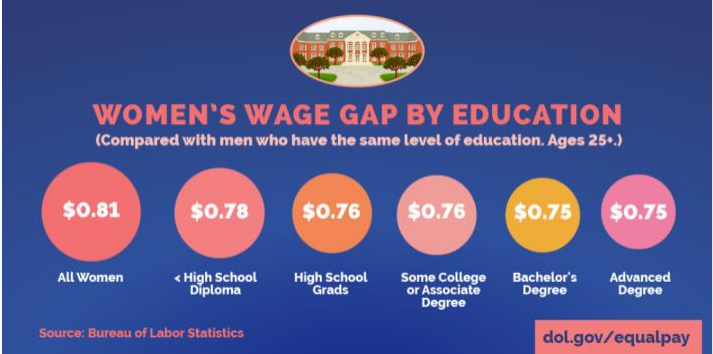
Sizes: Twitter, Facebook, Instagram



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**WOMEN HAVE TO WORK WELL INTO
2021 TO EARN THE SAME WAGES THAT
MEN EARNED ON AVERAGE IN 2020.**

Motion graphic: <https://youtu.be/ccZiHWlvJMo>

You can also add one of our Facebook frames to show your support for equal pay. [View directions here on how to add one](#). To find our frames, search for “Women’s Bureau” at facebook.com/profilepicframes.

