

## HALF-PAID HEROES: Working Women, COVID-19, and #LatinaEqualPay Day Social Media TOOLKIT

Presented by The Equal Pay Day Chicago Coalition

**Facebook Event Link:** <https://www.facebook.com/events/3504712752924243>

### **Social Media Graphics:**

[https://drive.google.com/drive/folders/1rWgrHX3tCb8WNJQsNcyZ9KxWY\\_EOuH8R?usp=sharing](https://drive.google.com/drive/folders/1rWgrHX3tCb8WNJQsNcyZ9KxWY_EOuH8R?usp=sharing)

### **Announcement and Email Language**

While on average, women earn 82¢ for every \$1.00 men earn, women of color routinely experience much wider wage gaps due to the compounding effects of gender and racial discrimination. COVID-19 threatens to widen those disparities. Join us on #LatinaEqualPay Day, the last equal pay day of the year, for a virtual event with Chicago leaders on working women, COVID-19, and the racial and gender pay disparities that continue to exist in our country.

**Thursday, October 29th. 4:00 p.m - 5:00 p.m. CT**

**Featuring:** Illinois State Rep. **Anna Moeller**; **Cherita Ellens**, President and CEO of Women Employed; Illinois Lieutenant Governor **Juliana Stratton**; **Linda Xóchitl Tortolero**, President and CEO of Mujeres Latinas en Acción; Illinois Comptroller **Susana Mendoza**; and moderator **Kelly Saulsberry**, Director of Policy and Outreach for the City of Chicago, Commission on Human Relations.

The event will be livestreamed. RSVP to our Facebook event and stay tuned for details on where to watch! <https://www.facebook.com/events/3504712752924243>

The Equal Pay Day Chicago coalition and our partners are working to lift up the voices and experiences of women of color in conversations about the wage gap. That's why this year, we are holding Chicago's annual equal pay event on Latina Equal Pay Day in recognition of the fact that we cannot close the wage gap until ALL women are paid equitably.

#Trabajadoras #OwnYourPower2020

### **Spanish Announcement and Email Language**

Mientras que, en promedio, las mujeres ganan 82 ¢ por cada \$ 1.00 que ganan los hombres, las mujeres de color experimentan habitualmente brechas salariales mucho más amplias debido a los efectos agravados por la discriminación racial y de género. COVID-19 amenaza

con ampliar esas disparidades. Únase a nosotros en el Día de Igualdad Salarial Para las Latinas (#LatinaEqualPay Day), el último día de igualdad salarial del año, para un evento virtual con líderes de Chicago sobre las mujeres trabajadoras, COVID-19 y las disparidades salariales raciales y de género que continúan existiendo en nuestro país.

**Jueves, 29 de octubre, 4:00 p.m. - 5:00 p.m. CT**

**Presentando:** la representante del estado de Illinois **Anna Moeller**; **Cherita Ellens**, presidenta y directora ejecutiva de Women Employed; vicegobernadora de Illinois **Juliana Stratton**; **Linda Xóchitl Tortolero**, presidenta y directora ejecutiva de Mujeres Latinas en Acción; La Contralora de Illinois, **Susana Mendoza**; y la moderadora **Kelly Saulsberry**, Directora de Política y Difusión de la Comisión de Relaciones Humanas de la Ciudad de Chicago.

El evento se transmitirá en vivo. ¡Confirme su asistencia a nuestro evento de Facebook y permanezca atento a los detalles sobre dónde verlo!

<https://www.facebook.com/events/3504712752924243>

La Coalición de la Igualdad Salarial de Chicago (Equal Pay Day Chicago Coalition) y nuestros socios están trabajando para levantar las voces y las experiencias de las mujeres de color en las conversaciones sobre la brecha salarial. Es por eso que este año, estamos llevando a cabo el evento anual de igualdad salarial en Chicago en el Día de la igualdad Salarial para las Latinas en reconocimiento del hecho de que no podemos cerrar la brecha salarial hasta que TODAS las mujeres reciban un pago equitativo.

### **HASHTAGS (In accordance with the Equal Pay Day National Coalition)**

- #LatinaEqualPay
- #Trabajadoras
- #OwnYourPower2020

[Click here to download social media graphics](#)

### **Sample Tweets**

On #LatinaEqualPay Day, join @staterepmoeller; @CheritaEllens of @WomenEmployed; @LtGovStratton; Linda Tortolero of @MujeresLatinas; @ILComptroller Susana Mendoza, & moderator @kellz\_suzanne for @EqualPayDayChic's virtual panel on working women, the #WageGap & #COVID19. <https://www.facebook.com/events/3504712752924243>

- **Spanish:** En el Día de Igualdad Salarial Para las Latinas, acompáñe a @staterepmoeller; @CheritaEllens, @WomenEmployed; @LtGovStratton; Linda Tortolero, @MujeresLatinas; @ILComptroller Mendoza y @EqualPayDayChic para un panel sobre este tema. <https://www.facebook.com/events/3504712752924243>

While on avg, women earn 82¢ to a man's \$1, BIPOC women often experience wider wage gaps. Join us & @EqualPayDayChic on 10/29, #LatinaEqualPay Day, for a panel event to raise awareness about racial & gender pay gaps that continue to exist in our country.

<https://www.facebook.com/events/3504712752924243>

- **Spanish:** Aunque en promedio las mujeres ganan 82 centavos por cada dolar que gana un hombre, las mujeres de color experimentan brechas salariales más amplias. Acompañenos el 10/29, #LatinaEqualPay Day, para un evento dedicado a este tema. <https://www.facebook.com/events/3504712752924243>

October 29 is #LatinaEqualPay Day, representing how far into 2020 Latina women must work, on average, to earn what white men earned in 2019. Join us & the @EqualPayDayChic coalition for a virtual panel on pay equity on 10/29 at 4pm CT!

<https://www.facebook.com/events/3504712752924243> #Trabajadoras

- **Spanish:** El 10/29 es #LatinaEqualPay Day, revelando qué tanto deben trabajar en el 2020 las mujeres Latinas para percibir lo mismo que los hombres blancos ganaron durante 2019. Acompañe a @EqualPayDayChic para un panel virtual sobre equidad salarial! <https://www.facebook.com/events/3504712752924243>

#COVID19 threatens to widen pay disparities, esp for BIPOC women who are a disproportionate % of essential workers & those who've lost jobs. Join @EqualPayDayChic for a virtual event on 10/29—#LatinaEqualPay Day—on working women, #COVID19 & the #WageGap. <https://www.facebook.com/events/3504712752924243>

- **Spanish:** #COVID19 amenaza con ampliar las disparidades salariales, especialmente para las mujeres de color, que constituyen la mayoría de las trabajadoras esenciales y aquellas que mas han perdido su empleo. Acompañenos para un evento virtual el 10/29. <https://www.facebook.com/events/3504712752924243>

We won't close the gender #WageGap until every woman is compensated with #EqualPay for equal work. Join us & @EqualPayDayChic on Oct 29, #LatinaEqualPay Day, at 4pm CT for a virtual panel discussion to lift up all women in this movement for pay equity.

<https://www.facebook.com/events/3504712752924243> #Trabajadoras

- **Spanish:** No terminaremos con la desigualdad salarial de genero hasta que todas las mujeres sean compensadas con pagos justos. Acompañe a @EqualPayDayChic el 10/29, #LatinaEqualPay Day, para un evento virtual dedicado al movimiento por la equidad salarial. <https://www.facebook.com/events/3504712752924243>

Did you know Latinas experience some of the widest wage gaps? Join us & @EqualPayDayChic on 10/29 for a virtual #LatinaEqualPay Day panel to talk about the #WageGap, working women, the impacts of #COVID19, & how we can advance gender equity.

<https://www.facebook.com/events/3504712752924243> #Trabajadoras

- **Spanish:** ¿Sabías que las latinas experimentan algunas de las brechas salariales más amplias? Acompañenos y a @EqualPayDayChi el 10/29 (#LatinaEqualPay Day) para un panel sobre la desigualdad salarial y como el #COVID19 a impactado a las mujeres #trabajadoras. <https://www.facebook.com/events/3504712752924243>

### Instagram Sample Caption

October 29 is #LatinaEqualPay Day, marking how far into 2020 Latinas have to work, on average, to earn what white men did in 2019. While on average, women experience an 18% wage gap, women of color routinely experience much wider gaps. And #COVID19 is threatening to widen those disparities. Join **Equal Pay Day Chicago** on October 29<sup>th</sup> at 4pm CT for “Half-Paid Heroes,” a virtual event with Chicago leaders on working women, COVID-19, and #LatinaEqualPay Day. FEATURING: IL State Rep. Illinois State Rep. **Anna Moeller**; **Cherita Ellens**, President and CEO of @WomenEmployed; @LtGovStratton; **Linda Xóchitl Tortolero**, President and CEO of @MujeresLatinasEnAccion; Illinois Comptroller **Susana Mendoza**; and moderator **Kelly Saulsberry**, Director of Policy and Outreach for the City of Chicago, Chicago Commission on Human Relations.

To RSVP and learn more visit [www.equalpaydaychi.xyz/](http://www.equalpaydaychi.xyz/) (Or include the link in your bio and invite people to register through the link in your bio: <https://www.facebook.com/events/3504712752924243>).

#Trabajadoras #OwnYourPower2020

### Facebook/LinkedIn Sample Caption Language [TAG PEOPLE AND ORGANIZATIONS IF POSSIBLE]

October 29 is #LatinaEqualPay Day, marking how far into 2020 Latinas have to work, on average, to earn what white men did in 2019. While on average, women experience an 18% wage gap, women of color routinely experience much wider gaps. And #COVID19 is threatening to widen those disparities. Join @EqualPayDayChi on October 29<sup>th</sup> at 4pm CT for “Half-Paid Heroes,” a virtual event with Chicago leaders on working women, COVID-19, and #LatinaEqualPay Day. FEATURING: IL State Rep. Illinois State Rep. Anna Moeller; Cherita Ellens, President and CEO of Women Employed; Illinois Lieutenant Governor Juliana Stratton; Linda Xóchitl Tortolero, President and CEO of Mujeres Latinas en Acción; Illinois Comptroller Susana Mendoza; and moderator Kelly Saulsberry, Director of Policy and Outreach for the City of Chicago, Commission on Human Relations.

To RSVP and learn more visit <https://www.facebook.com/events/3504712752924243>

#Trabajadoras #OwnYourPower2020

## **Social Media Handles**

### **Anna Moeller, Illinois State Representative**

- Twitter: [@staterepmoeller](#)
- Facebook: [@staterrepresentativeannamoeller](#)
- LinkedIn: [Anna Moeller](#)

### **Cherita Ellens, President & CEO, Women Employed**

- Twitter: [@cheritaellens](#) & [@womenemployed](#)
- Facebook: [@WomenEmployed](#)
- Instagram: [@womenemployed](#)
- LinkedIn: [@Cherita Ellens](#) & [@Women Employed](#)

### **Lieutenant Governor Juliana Stratton**

- Twitter: [@LtGovStratton](#)
- Facebook: [@LtGovStratton](#)
- Instagram: [@LtGovStratton](#)
- LinkedIn: [@Juliana Stratton, Esq.](#)

### **Linda Xóchitl Tortolero, President & CEO, Mujeres Latinas en Acción**

- Twitter: [@MujeresLatinas](#)
- Facebook: [@MujeresLatinas](#)
- Instagram: [@MujeresLatinasEnAccion](#)
- LinkedIn: [@Linda Xóchitl Tortolero](#) & [Mujeres Latinas en Acción](#)

### **Illinois Comptroller Susana Mendoza**

- Twitter: [@ILComptroller](#)
- Facebook: [@ILComptroller](#)
- LinkedIn: [@Illinois State Comptroller](#)

### **Moderator: Kelly Saulsberry**

- Twitter: [@kellz\\_suzanne](#)

### **Equal Pay Day Chicago coalition**

- Twitter: [@EqualPayDayChic](#)
- Facebook: [@equalpaydaychicago](#)
- Instagram: [@EqualPayDayChi](#)