ESSENTIAL EQUITY: Women, Covid-19 and Rebuilding CT

ABOUT THE REPORT
ADVOCACY TIPS BRAND ED GRAPHICS ADVOCACY
LINKS SOCIAL MEDIA BANNERS CALL TO ACTION MESSAGING

Jsteadman@aurorafoundation.org
(860) 969-3435
Components to your Advocacy Campaign

work using social media is about community building.

There are five elements to consider in your campaign:

1) People- who and where are the potential audiences for your social media advocacy campaign? Are they individuals, companies, agencies, other nonprofits? If your campaign includes influencing policy makers, follow them on their social media accounts as well. Listen to what they are saying and planning, to help refine your messaging.

2) Purpose- What is the purpose of your advocacy campaign? Consider the outcome you are trying to achieve, it could be policy change, administrative actions, or changing community perceptions and behaviors. Make sure you are clear on the purpose in all of your 'Call to Actions'.

3) Shared Experiences Advocates who find your purpose valuable will want to have a community experience. Using social media can give them a space to congregate and share this experience. Consider developing a web page on your site, a Facebook Group, or LinkedIn Group where advocates can congregate and share.

4) Shared Resources- Provide the tools, messages, and means for your advocates to promote your campaign. Share this social media toolkit with key partners, but also offer plenty of shareable items to your community through posts, graphics, hashtags, video clips, and outreach tools.

5) Trust- Trust is built through consistent and intentional communication. An advocacy campaign is more than a tweet or a post a day. It’s a dialogue. Build conversations, listen to your community, offer only meaningful and valuable direction and requests to political leaders. What you build in this campaign will serve in all of your other campaigns to come.
About the Report

Essential Equity: Women, Covid-19 and Rebuilding CT is a report that documents the disproportionate impact of Covid-19 on women and girls, and particularly on women and girls of color, across areas of health, economic security, child care, housing, mental health, safety, and hunger.

The report calls for gender and racial equity to be centered in relief and recovery. It also highlights that effective economic recovery will not be possible without strong participation from women. 49% of CT's workforce is female and 48% of those are essential workers. Without child care and paths to careers with family-sustaining wages, women will not have economic security and the larger CT economy will not improve.

Who produced this report?

Aurora Women and Girls Foundation
Community Fund for Women and Girls of the Community Foundation for Greater New Haven
Fund for Women and Girls of Fairfield County's Community Foundation
The Northwest Connecticut Community Foundation in honor of their Women's funds
Women and Girls Funds of the Community Foundation of Eastern Connecticut

CTData compiled the data and analyzed it for the report.

Why is this report important?

This report documents the harm that Covid-19 economic and health crisis has upon disadvantaged women and girls. We have measured the negative impact so that we can begin to address it with significant investments in caregiving, healthcare, housing, and education and job training to provide relief and recovery that meets the need. This data also makes clear that women are a driving force in Connecticut's economy, and any effective plan to recover and rebuild needs to center women workers.
Suggested Messaging

“Covid-19 has revealed the inequities and injustice that perpetuate the systems in our state and in our larger society when it comes to women and girls. Help us to inform and urge policymakers, government officials, philanthropists, nonprofit service providers, corporations and community members to create equity through relief and recovery efforts.”

“Effective economic recovery will not be possible without strong participation from women. 49% of CT’s workforce is female and 48% of those are essential workers. Without child care and paths to careers with family-sustaining wages, women will not have economic security and the larger CT economy will not improve.”

Findings from the report call for attention and action:

- 30% increase in calls to the Safe Connect domestic violence hotline
- 70% of females who identify their race or ethnicity as Other experienced a loss of income since March
- 300% increase in SNAP applications for food assistance
- 75% of females who applied for initial and continuing unemployment did not have a college degree. Females surpassed males in unemployment claims for the first time in Connecticut’s history and throughout the pandemic.”

Report download
https://womenandgirls.ctdata.org

Social Media, FAQ, and Other Links

Contact your Political Representative link

The CT Women and Girls Data Platform
http://womenandgirls.ctdata.org/#

FAQ Sheet Download Link
https://www.aurorafoundation.org/essential-equality

Aurora Insta:
https://www.instagram.com/aurorawomen

Aurora Facebook:
https://www.facebook.com/AuroraWomenandGirlsFoundation
Social Media Advocacy is About People. 
Ideas to improve your campaign.

1) Think of social media as a way to talk with your stakeholders.
2) Invite into story, don’t rush in with an “ask.”
3) Use your advocacy to build relationships and a foundation of trust.
4) Be a connector. Reciprocate. Follow back. Retweet and link to material from outsiders.
5) You’re building a community not pushing a cause.
6) Be authentic and transparent.
7) Be personal. Use your own voice rather than an institutional one.
8) Visuals are key. Use photos or videos to help tell a story.
9) It’s not all about your cause. Give more than you take, invite others to share.
10) When people leave comments or retweet you, respond, even if it’s just a “thanks.”
11) Be open to critical feedback, ask for a dialogue about their points.
12) Successful campaigns stir authentic enthusiasm.
Sample Social Media Posts. Download here

Everything will be okay

Mean it. Contact your State Rep today.

Promote the healthy recovery of women and girls, unfairly impacted by the pandemic.

CALL TO ACTION

For more data, visit updated Women and Girls Data Platform.

Share report with decision makers in government, non-profits, philanthropy and civic sector.

Support your local women's fund.

Tell your representative how important this is to you too to TO EVERYONE IN CONNECTICUT AS A REQUIREMENT TO REBUILD FROM THIS PANDEMIC

Contact your Political Representative

Suggested Hashtags:
#equity #essentialequity
#women #recovery
#rebuildCT #essentialrep
#covidcare