

SOCIAL MEDIA TOOLKIT

A LOOK AT THE MARCH ON WASHINGTON 60 YEARS LATER:

DREAMS AND PROMISES YET TO BE REALIZED

BACKGROUND:

Our social media campaign aims to raise awareness and education on the lack of progress in wages, jobs, education, home ownership, and healthcare since the 1963 March on Washington, and encourage participation in the upcoming March in August.

TIMELINE:

July 19 - August 26

CAMPAIGN HASHTAGS:

#MoW60 #MoW60years #RacialGapsPersist #60yearslater

DOWNLOAD ALL GRAPHICS HERE

MESSAGING:

GENERAL MESSAGING/CALL TO ACTION:

- The dreams of the #1963 #MarchonWashington remain unfulfilled. #60yearslater, millions continue to be devalued, disenfranchised & denied basic freedoms. It's time to dismantle the persistent barriers that have endured for over 400 years and finally drive towards #DrKings vision for #racialequity and #justice.

Join the movement at fpwa.org

- Attention: Our analysis shows alarming regression in the journey towards #RacialEquity. The hard-fought gains of the #GreatSociety era are unraveling & even 60 years after the #MarchonWashington, we still see insufficient strides in #racialequity and #justice. Join us in rekindling the fight at fpwa.org
- The hard-fought gains of the #GreatSociety era = undone. Despite 60 years since the #MarchonWashington, minimal advancements have been achieved in #racialequity and #justice. We expose the lack of progress: fpwa.org
- In #1963, 250,000 people marched for fair access to jobs, wages, and freedom. In the years since, the systemic marginalization of Black and Brown Americans persists. Surface improvements hide a history of inequality and disparate outcomes. It's time for real change.

Find out how to join the fight at fpwa.org

GENERAL MESSAGING/CALL TO ACTION (CONT.)

- **1963:** Black Americans marched for fair jobs, wages, and freedom

2023: Despite some successful gains for persons of colors, systemic marginalization of Black and Brown Americans remains. Time to confront disinvestment and ensure true equality for all.

Learn the facts and join the fight at fpwa.org

- The #GreatSociety's programs and reforms left a lasting impact on American society, expanding civil rights, establishing social safety nets, and addressing poverty and inequality at their core. However, the progress made then, now faces unraveling and regression, casting a concerning shadow on the present day. Join us in reigniting the fight for #racialequity here: fpwa.org

ISSUE SPECIFIC MESSAGING

NEIGHBORHOODS/ENVIRONMENT

- The Fair Housing Act of 1968 was a milestone, but we still have a long way to go. Housing segregation, devaluation, and the wealth gap persist, robbing Black and Brown families of economic opportunities. Learn the facts at fpwa.org
- Although the Fair Housing Act of 1968 aimed to combat segregation, the spirit of 'affirmatively furthering fair housing' was never fully realized. Residential segregation persists and is worsening, perpetuating inequality. It's time to address our racist history and work towards true housing equity. fpwa.org
- Homeownership offers numerous benefits, but the legacy of racial segregation has denied Black Americans these opportunities. We must acknowledge the historical injustices of redlining and address the systemic barriers that hinder access to quality housing and its associated advantages. Find out more at fpwa.org
- Stable housing is a powerful marker of economic security. But for too many Americans, it's an unaffordable dream. 60 years after the MOW, let's recommit to #HousingEquity and secure affordable housing for ALL. #MOW60
- Home ownership is not just about having a roof over your head. It's about building wealth, creating stability for your family, and dignity. Let's make it accessible for all. #MOW60

WAGES & INCOMES

- Black women often shoulder the responsibility of being the primary breadwinners in their households, yet they continue to face occupational segregation, forcing them into low paying jobs. This unjust reality traps their children into a life of poverty at alarming rates. We need comprehensive solutions now fpwa.org #MOW60
- Occupation segregation and wage disparities disproportionately affect Black women, leading to intergenerational #poverty. We must end this cycle now. Join us at fpwa.org
- 60 years after the MOW, racial disparities in poverty remain. Did you know that Black children are 3x more likely to live in poverty than White children? We must continue taking action to put an end to this cycle: fpwa.org
- Poverty impacts one's access to education, healthcare, food, and housing. That's why we shine a light on the issues, so we can get to the solutions. #MarchOnWashington60 #EconomicEquality Learn more at fpwa.org

WAGES & INCOMES (CONT.)

- 60 years after the #MarchOnWashington, the #RacialWealthGap between Black and White families has widened. It's time to close this gap and ensure economic justice. Learn the facts at fpwa.org
#MOW60
- The way we measure poverty in the US fails to capture the #truecostofliving in most counties across the country. This outdated measure justifies an immorally low #minimumwage, disproportionately affecting people of color and perpetuating economic deprivation. Learn the facts and demand change at fpwa.org

CRIMINAL JUSTICE

- Black communities face excessive policing, surveillance, and punishment that far outweighs their actual crime rates. We must address these horrific systemic injustices. Find out more at fpwa.org #CriminalJusticeReform #RacialEquity
- The glaring disparities in policing and incarceration reveal that prisons still echo the remnants of constitutional slavery. We must confront this injustice head-on. fpwa.org
- Prison gerrymandering perpetuates racial disparities and denies communities of color their fair share of resources and representation. It's time to address this systemic issue and ensure equal political power for all. fpwa.org
- Data shows that prison gerrymandering hits communities of color the hardest, leading to underrepresentation and fewer resources. Join us in demanding change at fpwa.org

EDUCATION

- While equal high school graduation rates between Black and White Americans are promising - deeply segregated & underfunded schools have hindered Black children's skills and college degrees. It gets worse. This all leads to racial disparities in low-wage jobs, with significant earnings gaps. We must address education inequities to finally build a fair and just nation.

Find out more at fpwa.org

- The burden of student debt weighs disproportionately on Black college graduates. Debt coupled with the wage gap faced in the labor market, becomes even more challenging for Black graduates to repay their loans. We need equitable solutions to address this cycle of debt and inequality. Learn more at fpwa.org

HEALTH

- While the #AffordableCareAct massively increased healthcare coverage for Black Americans (89% of Black Americans have healthcare, compared to about 93% of White Americans) racial disparities in access and quality continue. Find out more at fpwa.org
- Black Americans experience disproportionately higher rates of chronic diseases like diabetes, hypertension, cardiovascular disease, chronic lung diseases, obesity, and certain types of cancers. We must address these health disparities and work towards equitable access to healthcare and preventive measures. Find out more at fpwa.org