

YWWomenVote2020 Social Media Tools National Survey Release

December 2019

BACKGROUND

With the release of **YWWomenVote2020**, YWCA's 3rd national survey of women in the United States, YWCA is kicking off its largest-ever National Civic Engagement Initiative to ensure women's voices are at the forefront in 2020—right where they belong!

Our goal in 2020? To engage 10 million women through: non-partisan voter registration and mobilization, 2020 Census engagement, issue education, YWCA's action center, and women's leadership development.

Together, let's lift up the diverse voices of women about our shared economic security, health, gender-based violence, gun safety, and caregiving concerns and priorities. Learn more about **YWWomenVote2020** at www.YWomenVote.org.

WHAT'S THE PLAN?

Through the **#YWWomenVote** social media campaign, we encourage you to utilize the #YWWomenVote hashtag and resources to participate in digital efforts to uplift women women's voices in our communities and networks. From YWCA staff who work long hours to make sure women have a safe place to live, to the teacher putting in her own money to provide school supplies to her students, to the single mom working two jobs to support her family—and everywhere in between—we think these stories deserve to be told.

We want to make it possible and easy for you to support women's civic engagement and participation from wherever you are. Starting with the national release of our **YWWomenVote2020** survey on December 12 and throughout 2020, we'll be sharing social media resources with local YWCA's and national partners. Across social media, YWCA will share stories of **#YWWomenVote**, celebrate a unified message, and amplify the voices of others engaging in the campaign—we invite you to do the same!

HOW CAN YOU PARTICIPATE

We want to make it possible and easy for you to support women's civic engagement and participation from wherever you are. Each month, YWCA will refresh and update tools and resources to drive the social media conversation about **#YWWomenVote**. YWCA knows the power of collective action and values your stories, mission, and work. Throughout this national campaign we will provide opportunities to highlight those stories and join the chorus of women who know **#YWWomenVote**.

We'll start the week of December 9th, as we announce our goal of engaging 10 million women in 2020 and amplify the release of our **YWWomenVote2020** survey results. Use the sample posts below to join us on social media, and learn more about the survey at www.YWomenVote.org

HASHTAGS AND TWITTER HANDLES



Please use the hashtag **#YWomenVote** for anything on social media related to the #YWomenVote 2020 survey and campaign. If you'd like, please feel free to engage YWCA USA and our official partners with their twitter handles: [@Lake_Research](#), [@VoteRunLead](#), [@NPWF](#), [@BetterLifeLab](#), [@supermajority](#), and, of course, [@YWCAUSA](#).

GRAPHICS

Share the official #YWomenVote [sharegraphics](#) on social media to further amplify our survey results and our civic engagement campaign. Check out our other #YWomenVote [downloadables](#), such as banners, t-shirts, and buttons, as well!

SAMPLE SOCIAL MEDIA POSTS

We have drafted these sample social media posts to make engaging in our #YWomenVote campaign as easy as possible. Please feel free to draft your own as well. Remember to use the hashtag #YWomenVote and tag YWCA USA on [Twitter](#), [Facebook](#), and/or [Instagram](#).

PROMOTIONAL: To be posted advance of our #YWomenVote Survey Release, on Wednesday, December 11th

- Facebook:

As we head into 2020, women —particularly women of color— are primed to continue their unprecedented roles as candidates and decisive voting constituencies in city, county, state, and national elections all over America. New data from [@ywca.org](#) explores women's economic, health, gender-based violence, workplace equity, and racial justice concerns and priorities to answer the crucial question: #YWomenVote. Check out [YWomenVote.org](#) for more information!

- Twitter:

3 in 4 American Women (78%) believe the 2020 election will have an impact on themselves and their families. [@YWCAUSA](#) knows #YWomenVote and so should you. Find out more at [YWomenVote.org](#)

[.@YWCAUSA](#) has the roadmap for candidates who want to win in 2020. Find out #YWomenVote on December 12, when YWCA releases the results from a national survey of 1,000 adult women. [YWomenVote.org](#)

Women want policy makers to act on a shared set of legislative priorities. This is #YWomenVote. Read more at [YWomenVote.org](#)

According to [@YWCAUSA](#), 78% of women believe the 2020 election will impact them and their families, and 81% are enthusiastic to vote a full year ahead of the election. Find out #YWomenVote on December 12. [YWomenVote.org](#)

SURVEY LAUNCH: To be used on Thursday, December 12th

YWCA IS ON A MISSION

eliminating racism
empowering women
ywca

- Facebook:

Today, @YWCAUSA releases new data from #YWomensVote 2020 — YWCA's 3rd national survey of women in the United States that explores their economic, health, gender-based violence, workplace equity, and racial justice concerns and priorities. #YWomensVote 2020 frames clear expectations among women for Congress and the next presidential administration. With 78% of women anticipating that the 2020 election will impact their lives, and 8-in-10 enthusiastic and almost certain to vote, this report provides a roadmap for candidates who want to win in 2020. Read more at YWomensVote.org.

- Twitter:

Women know what they need for their families and our country to succeed. #VAWA4all #EqualPay #EndGunViolence and #HealthCare. This is #YWomensVote. Find out more at YWomensVote.org

9 in 10 women want legislators to protect health care coverage, and want legislators to expand mental health services. Protecting and expanding #healthcare is #YWomensVote. Find out more at [@YWCAUSA](https://YWomensVote.org)

90% of women want Congress to guarantee #EqualPay and to ensure safe, fair workplaces free from sexual violence, harassment, and discrimination. This is #YWomensVote. Find out more at YWomensVote.org

Women are worried about experiencing #GenderBasedViolence, accessing services, and being believed. 88% of women want congress to pass #VAWA. This is #YWomensVote. @YWCAUSA

Half of all Black women have experienced discrimination because they are a woman and almost two thirds have experienced discrimination because they are Black. We must #ListenToBlackWomen. #YWomensVote @YWCAUSA

Latinas face the compounding impact of both gender and racial discrimination. 46% of Latinas have experienced gender discrimination and 55% have experienced racial discrimination. Ending discrimination is #YWomensVote. Read more at YWomensVote.org

More than half of American Women are very worried about keeping themselves and their families safe from mass shootings. We need to #EndGunViolence. This is #YWomensVote. @YWCAUSA

No matter where they live, the political party they belong to, or the color of their skin, women are united around the urgency of mass shootings. This is #YWomensVote. Find out more from @YWCAUSA at YWomensVote.org

2 out of 3 women are worried about accessing affordable and secure health insurance. Protecting #healthcare is #YWomensVote. Find out more at [@YWCAUSA](https://YWomensVote.org)

Two-thirds of women are worried about medical expenses. We need to safeguard healthcare coverage for preexisting conditions, birth control, and preventative services like mammograms. Ensuring comprehensive #HealthCare is #YWomensVote. @YWCAUSA

Here's #YWomensVote:

YWCA IS ON A MISSION

eliminating racism
empowering women
ywca

✓ #EndGunViolence

✓ #VAWA4All

✓ #EqualPay

Women know what they need for their families and our country to succeed. Listen to them:

YWomensVote.org