



**EQUAL  
MEANS  
EQUAL**

**CONTACT**

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ONGOING CAMPAIGN INFO: [www.molly.nyc/eme](http://www.molly.nyc/eme)

ORGANIZATION INFO: [www.equalmeansequal.org](http://www.equalmeansequal.org)

## THE EQUAL MEANS EQUAL CAMPAIGN FOR EQUAL RIGHTS SOCIAL MEDIA INSTRUCTIONS: OVERVIEW

Did you know that women currently don't have equal rights under the U.S. Constitution itself?

The same goes for many LGBTQ+ people.

The Equal Means Equal Campaign for Equal Rights (#EqualMeansEqual) is a public information campaign and social media movement supporting the passage of the Equal Rights Amendment, a proposed amendment to the U.S. Constitution that simply says the following:

**“Equality of rights under the law shall not be denied or abridged by the United States or by any state on account of sex.”**

We need this amendment so that *all* people across the U.S. can live with protected civil rights. **One of the most crucial ways you can help make this happen is to join our video campaign.**

### INSTRUCTIONS


**1. SEE NEXT PAGE FOR SCRIPTS, then find someone to take a vertical-orientation phone video of you.**

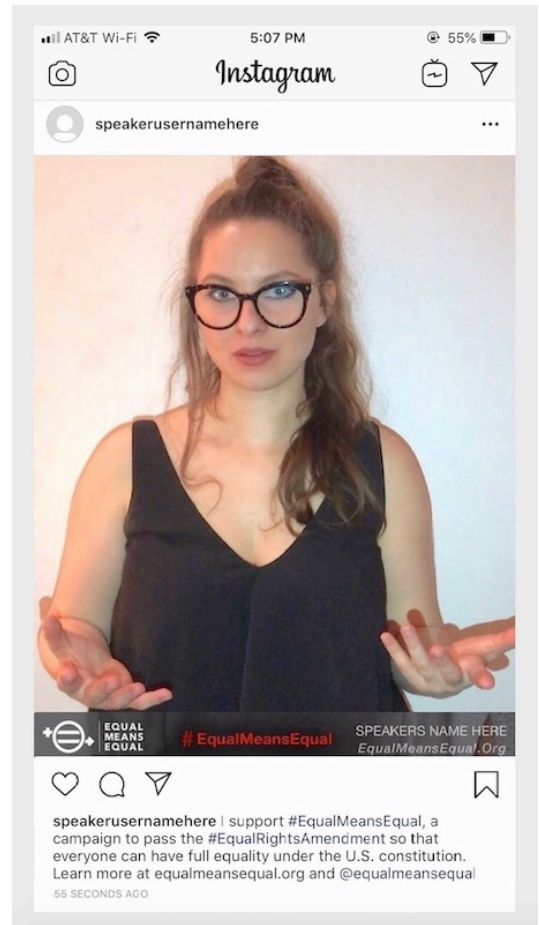
- The video should be 15 – 60 seconds
- *If possible*, wear a dark-colored plain top, and film against a plain white wall. If this isn't possible, that's ok; the video is still helpful.

**2. Email the video to [info@molly.nyc](mailto:info@molly.nyc)**

- We will format it the maximum Instagram dimension and insert an info bar (as pictured at right)
- We will then send it back for you to post at a specific time

**3. Post on Instagram at the indicated time**, with a caption that includes the following hashtags and general structure. Feel free to personalize it, or not.

- SUGGESTED CAPTION: *Here's why I support #EqualMeansEqual, a campaign to pass the #EqualRightsAmendment so that everyone can have full equality under the U.S. Constitution. Learn more at [equalmeansequal.org](http://equalmeansequal.org) and [@equalmeansequal](https://www.instagram.com/equalmeansequal).*
- When you are selecting the video from your camera roll, be sure to press the  button in the bottom left corner of the image screen, so that it uploads in the maximum video size rather than a square.
- Be sure to also tag [@equalmeansequal](https://www.instagram.com/equalmeansequal) in the video itself.



# THE EQUAL MEANS EQUAL CAMPAIGN FOR EQUAL RIGHTS

## SOCIAL MEDIA INSTRUCTIONS: SUGGESTED SCRIPTS

The following scripts are provided as general guidelines. Feel free to read one off, or to combine them, or to make your own/add a personal message to an existing one. It's totally open-ended. If you'd like, you can relate it to your own career or experiences.

### **“I support Equal Means Equal and the passage of the Equal Rights Amendment because...**

... I believe in equal pay for equal work.”

... I want to live in a world where my daughter will grow up feeling safe and empowered.”

... I stand for Equality.”

... it is wrong that the current Supreme Court gets to decide whether transgender individuals are protected by sex discrimination laws. Everyone deserves equal rights.”

... everyone across the *entire country* should have their civil rights protected, regardless of whether their state legislators agree.”

... it's 2019 and everyone should have equal rights by now.”

... I believe no one should have to say “me too” ever again.”

... I believe all people should be guaranteed equality of rights under the law of the United States Constitution.”