### **Using Social Media to Promote AAUW: Branch Communications 5-Star Requirements Workshop**

1. 5-star Communication requirements (must complete 3)

* Branch has a designated communications point person and follows AAUW National on platforms where it operates social media accounts.

Instagram: [instagram.com/aauwnational/](http://instagram.com/aauwnational/)

YouTube: <https://www.youtube.com/@AAUW>

LinkedIn: [https://www.linkedin.com/company/aauw/](https://www.linkedin.com/company/aauw/posts/?feedView=all)

Twitter: AAUW National <https://x.com/AAUW>

1. AAUW National is currently inactive
2. Currently Twitter is toxic, laden with disinformation, hate speech

* Share 3-5 posts aligned with AAUW’s mission per quarter on branch social media accounts (can be shared/reposted from AAUW National accounts or AAUW-IL).
* Include information from AAUW National in branch newsletters at least quarterly (pulling from Mission & Action and Washington Update emails, etc.).
* Include information about Equal Pay Days in branch communications, including social media.

**March 25, 2025:** Equal Pay Day   
· **April 7, 2025:** AANHPI Women’s Equal Pay Day   
· **May 6, 2025:** Moms’ Equal Pay Day   
· **June 17, 2025:** LGBTQIA+ Equal Pay Awareness Day   
· **July 10, 2025:** Black Women’s Equal Pay Day   
· **August 28, 2025:** NHPI Women's Equal Pay Day   
· **October 8, 2025:** Latina Equal Pay Day   
· **October 23, 2025:** Disabled Women’s Equal Pay Day   
· **November 18, 2025:** Native Women’s Equal Pay Day

<https://www.aauw.org/resources/article/equal-pay-day-calendar/>

* Ensure all branch leaders subscribe to AAUW emails and share

[the email re-subscribe link](https://secure.everyaction.com/p/8fvkDOF_gkmwgUN5RDy1tw2?emci=afd94b86-2c49-ef11-86c3-6045bdd9e096&emdi=ea000000-0000-0000-0000-000000000001&ceid=%7B%7BContactsEmailID%7D%7D) with members quarterly in member communications.

1. To Do: Social Media chairperson (and backup persons)
2. To Do: Follow AAUW National social media accounts: Facebook, Instagram, LinkedIn, YouTube (AAUW has stopped posting on Twitter); Follow AAUW-IL Facebook page.
3. To Do: Post 3-5 times per quarter (share AAUW National posts, AAUW-IL posts)
4. To Do: Check who can post to your page/account (if anyone, who monitors for inappropriate content, or partisan posts?) Have a small team.
5. To Do: Post Equal Payday dates when they occur. Others? See posting calendar on the Jane Addams Branch website.
6. To Do: Encourage sign-ups for Two-Minute Activist at branch events and on social media. Image examples document is on <https://janeaddams-il.aauw.net/>   
   <https://www.aauw.org/act/two-minute-activist/>

**Social Media Posting:**   
Facebook has the most users (68%) and demographics of prospective members, giving it a high priority. <https://www.facebook.com/AAUW.National>

1. Demo: share a post from AAUW National

1. Show a shared post from A Mighty Girl
2. Show: shared post from The Female Lead, ERA Coalition, Equal Pay, LWV, or other reliable non-partisan sources
3. How to: share a post to drive traffic to your branch web page, remember to use hashtags #womensrights #equity #ERA #EqualPayDay #IWD2025 (Accelerate Action theme)

1. Demo: share an event with a group (as an individual)

Bluesky is a positive environment alternative to Twitter. Note that AAUW has zero posts on Bluesky, so there is no need to follow it now.

<https://bsky.app/profile/aauw.bsky.social>

Another way to keep up with AAUW: <https://linktr.ee/aauwnational>

A linktree page features links to various relevant social media sites, etc.

Find AAUW logos and color palette:  
 <https://www.aauw.org/resources/member/leader-resources-tools/state-branch/>

There is a Google group for Social Media Communicators.

To join send an email request to [aauwjaneaddams@gmail.com](mailto:kskegg@gmail.com)

Do you want another session on Social Media?