



SOCIAL MEDIA GUIDE

Hashtags

#PowerUp - use for everything relating to the conference.

#HEAL4Immigrants - the hashtag we are using for the HEAL Act. Note the all-caps HEAL

#NotYourModelMinority - We use this one for all kinds of stereotype-breaking, fierce advocacy, basically AAPI Women being amazing.

#AAPI - You can use this hashtag wherever you'd normally put the acronym

Links

napawf.org/powerup will be the landing page for all Power Up related material.

You can say "Napawf dot org slash power up;" no matter how people put it in - space, dash, or all one word - it should redirect.

Issue Specific (if they come up)

#AAPIEqualPay - this is the hashtag we use for AAPI Equal Pay.

#DisaggregateAAPIData - We use this hashtag when talking about the diversity of our community - not all AAPIs are socioeconomically well off, and we encourage those in power to take a closer look at our communities. Use it when talking about specific policies, like the census or equal pay.

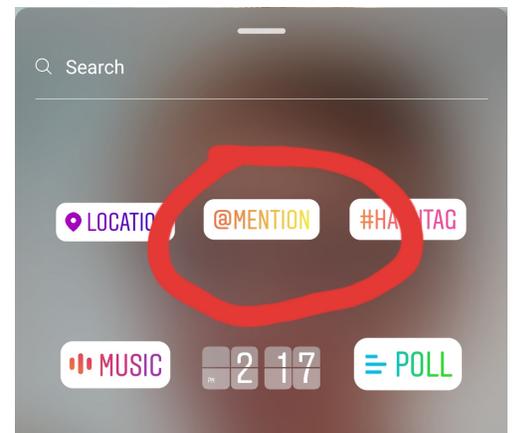
The nerdier version of **#NotYourModelMinority**

#HEAL4Immigrants - the hashtag we are using for the HEAL Act. Note the all-caps HEAL

#BeBoldEndHyde - Hashtag for the EACH Woman Act, which would repeal the Hyde Amendment and ensure affordable abortion coverage and care.

Instagram

We encourage you to use the @mention sticker on your stories you take at Power Up to mention @napawf so NAPAWF can repost and elevate them.



What is Power Up?

NAPAWF's Power Up Conference is a convening of hundreds of organizers and activists from across the nation to build a powerful reproductive justice movement for AAPI women and girls. Members and supporters who attend will share tools and resources to fight for change and build meaningful connections to transform our communities.

Social Media Objectives

- Energize our base and supporters by showcasing our power on social media.
- Highlight the benefits of membership in NAPAWF and attendance of this event to draw in future members, supporters, and followers.

Sample Messaging

If you need inspiration, here are some samples - feel free to mix it up.

Sample Tweets/Instagram Captions

We're on our way to #PowerUp in Washington, DC! Looking forward to meeting @napawf members from across the country & learning to build power with #AAPI women & girls!

We're on our way to #PowerUp in Washington, DC! Looking forward to a weekend of learning more about reproductive rights & health, immigrant rights, and econ justice!

Day 1 of #PowerUp - looking forward to a day of learning to organize and build power! @napawf #NotYourModelMinority

We are so excited for #HEAL4Immigrants to be reintroduced this year! @NAPAWF has had dozens of local events emphasizing how immigrants deserve health coverage. We urge all Representatives to sign @RepJayapal's dear colleague letter!
(or mention your chapter's #HEAL4Immigrants event!)

In the coming weeks, @NAPAWF will lead a twitter storm recognizing the importance of #HEAL4Immigrants and the need for Congress to provide affordable health coverage to all, regardless of immigration status!

Handles

NAPAWF: @napawf (Facebook, Twitter, Instagram)

Twitter list of all chapters (includes inactive chapters)

twitter.com/NAPAWF/lists/napawf-chapters/members

National Latina Institute for Reproductive Health, NLIRH for short: @NLIRH - Twitter and Facebook (no Instagram)

In Our Own Voice: National Black Women's Reproductive Justice Agenda, "In Our Own Voice" for short: @BlackWomensRJ - Twitter, Instagram, Facebook

There will be a separate Intersections social media toolkit that will contain guidelines for the Intersectional Advocacy Day

