

May Day 2019 Outreach Toolkit

We want to reach a large audience for this May Day with our theme of “We Shall Overcome”. This kit will help us have uniformity in our messaging and ensure that our allies know why we are gathering on May 1st.

Goals

- To reach out to various demographics and ensure we have a diverse group coming to May Day.
- To engage community organizations and unions that have great reach in the community.
- To ensure we highlight the stories of workers, immigrants, women, queer people, and other affected communities.
- To develop a solid infrastructure of external communication to employ in future May Day and community actions.

Social Media Guidelines

Hashtags:

#WeareMayDay

#SomoselPrimero

FACEBOOK:

- Include a photo. Facebook posts with photos are visible to more people.
- Tag participating organizations and elected officials to make your post visible to more followers.
- Keep your message short and add hashtags at the end of your post.
- Make it public. To make your post visible to the largest audience possible, click on the lock icon next to the post button and make sure it is set to public. Don't forget to set the settings back to Friends for your personal posts.
- Share your personal story. Draw from your own experience using your own words.

INSTAGRAM:

- Comment like you would on Facebook.
- Use several hashtags. Instagram encourages multiple hashtags and this will reach more people.
- Tag participating organizations and elected officials with the @symbol. If they don't have an account, add a hashtag (#) before their name.
- Before tapping 'Share', check the Facebook and Twitter icons so your photo or video is shared on all those social media platforms.

Tips for great cell phone videos:

Adding a personal video makes a social media post more engaging —and more likely to be viewed and shared.

- Practice first.
- Always hold your phone horizontally so it can be viewed in optimal format later.

- Choose the right setting. Make sure you record in a well-lit and quiet place with a nice background. Also check that you have a good phone signal.
- Keep your phone steady. If you don't have a tripod, rest your elbows on a surface or hold them firmly against you.
- Watch your fingers! Make sure your fingers or phone case flaps are not in the way of the lens.
- Be heard. Don't forget to speak slowly and clearly, emphasizing the significance of May Day for all workers.
- Go live. Press the live video button on Twitter or Facebook. Don't forget to describe the video, use hashtags and tag your member of Congress in the post. Upload your live video when you're finished recording.

Messages and talking points for member based organizations

Hello [member name]. May Day has marked historical victories for workers in the U.S. and around the world including right to a union, shorter work day, and other valuable rights. Immigrants, women, people of color, queer folks and workers are uniting on this International Workers Day, May 1st, to commemorate those wins and exclaim "we shall overcome." Join us as we march to protect our rights and fight for an economy that works for all. Can we count on you?

Talking Points:

- May Day is [International Workers Day](#) and is the original Labor Day.
- International Workers Day was established on May 1st 1889 by Socialists to remember the deaths of workers at the Haymarket protest of 1886.
- May Day of 2006 marked a watershed moment when millions of undocumented people (and allies) came out to [protest H.R. 4437](#), injecting new energy into an almost forgotten holiday.
- May Day as a celebration of worker victories and the need to keep organizing for social justice, economic justice, immigrant justice, and environmental justice.
- According to the [latest report](#) from the Bureau of Labor Statistics, retail and service workers earn hourly wages of \$14.88 while Santa Clara County established a [living wage policy](#) indicating \$18.98 as a living wage.
- We need to agitate, organize, and mobilize - together, we shall overcome.

Message and talking points for non-member based organizations

Hello! May Day has marked historical victories for workers in the U.S. and around the world including right to a union, shorter work day, and other valuable rights. Immigrants, women, people of color, queer folks, and workers are uniting on this International Workers Day, May 1st, to commemorate those wins and exclaim “we shall overcome.” Join community members as they march to protect our rights and fight for an economy that works for all.

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- We need to agitate, organize, and mobilize - together, we shall overcome.

Script for phone-banking

Hello [person’s name]! I am a volunteer with the May Day Planning Coalition [or insert name of organization] and I am calling to invite you to this year’s May Day march. May Day marks historical victories for workers in the U.S. and around the world including the right to a union, shorter work day, and other valuable rights. Immigrants, women, people of color, queer folks, and workers are uniting on this International Workers Day, May 1st, to commemorate those wins and exclaim “we shall overcome.” Join us as we march to protect our rights and fight for an economy that works for all. Can we count on you?

If yes- Great, we will see you on May 1 at 3pm at Mexican American Heritage Plaza (1700 Alum Rock Ave). Please make sure to follow our Facebook and Instagram pages.

If no- Thank you for your time. You can also follow the May Day actions on our Facebook and Instagram pages.

Memes or Graphics for Social Media (next page)

**INTERNATIONAL WORKERS
DAY**

**DID YOU KNOW THAT
BLACK WOMEN STILL
EARN \$.61 FOR EVERY
DOLLAR A WHITE MAN
EARNS?**

**Join us on May 1st to
demand justice**

#WeareMayDay #SomosElprimero

INTERNATIONAL WORKERS DAY



"I'm marching on May Day because the boss still exploits my labor while I am paid low wages"

**Join us on May 1st to
demand justice**


#WeareMayDay #Somoselprimero

INTERNATIONAL WORKERS DAY



"I'm marching on May Day because the boss still exploits my labor while I am paid low wages."

**Join us on May 1st to
demand justice**

 @sanjosemayday

 @handlename

#WeareMayDay #Somoselprimero



**Join us on May 1st to
demand justice**

 @sanjosemayday

 @handlename

#WeareMayDay #Somoselprimero



**Join us on May 1st to
demand justice**

f @sanjosemayday i @handlename

#WeareMayDay #Somoselprimero
