

#WhatMomsNeed

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On Thursday, May 5, from 9:00 a.m. to 9:00 p.m. ET, supporters of the policies moms especially need are encouraged to use social media to call on lawmakers and/or candidates to make those policies top priorities, using the hashtag #WhatMomsNeed (in addition to #MothersDay).

Why Thursday? From #ThankfulThursday to #TBT, Thursday is often a day to share memories and reflections across social media platforms. As we prepare to honor mothers on Sunday, what better time to remind elected officials and candidates what being appreciative of America's moms and their contributions really looks like?

There will be a tweet storm from 3 – 4 p.m. ET on Thursday aimed at concentrating calls for action. Groups should drive messages to lawmakers and are encouraged to use [WeTweet.org](#), which allows users to tweet messages at their members of Congress. Shortcut URLs for the issues included on WeTweet.org are included in sample tweets.

#WHATMOMSNEED TWEET STORM

Thursday, May 5, 3 – 4 p.m. ET

Hashtags: #WhatMomsNeed, #MothersDay

PROMOTIONAL TWEETS

- ▶ Congress can honor moms by advancing policies to promote their health and economic security. Thurs., May 5, tell them #whatmomsneed. #MothersDay
- ▶ It's a #WhatMomsNeed day of action on Thurs., May 5! Join the conversation all day, and esp. from 3 – 4 p.m. ET. #MothersDay
- ▶ Thurs., May 5, use [WeTweet.org/Moms](#) to tell Congress #whatmomsneed – a more healthy, fair and family friendly America. #MothersDay

- ▶ #MothersDay is a reminder that fair and family friendly policies are #whatmomsneed. Thurs., May 5, from 3 – 4 p.m. ET, tweet your support!
- ▶ Join us Thurs., May 5, from 3 – 4 p.m. ET to tell lawmakers about the policies America's moms need. Use #WhatMomsNeed! #MothersDay

SHAREABLE IMAGE AND TWEETS



- ▶ #MothersDay is an ideal time to call for the policies so many moms and families need. npwf.info/WhatMomsNeed #WhatMomsNeed
- ▶ Flowers and other #MothersDay gifts are nice, but there's much more that America's moms need. npwf.info/WhatMomsNeed #WhatMomsNeed

DAY OF ACTION TWEETS

- ▶ All day today, we're tweeting about #whatmomsneed. Use the hashtag to share your thoughts on the support America's moms need! #MothersDay
- ▶ Looking for the perfect #MothersDay gift? Follow #WhatMomsNeed today to find out what you can do to show your support for America's moms.
- ▶ Flowers are nice, but what do America's moms really need this #MothersDay? Tweet your answers all day today using #WhatMomsNeed.

- ▶ #MothersDay is a great time to tell your members of Congress about #whatmomsneed. Use WeTweet.org to tweet at them today!
- ▶ TODAY from 3 – 4 p.m. ET use #WhatMomsNeed to join the call for action on the policies America's moms especially need. #MothersDay
- ▶ If you're thinking about your mom this #ThankfulThursday before #MothersDay, join the conversation about #whatmomsneed from 3 – 4 p.m. ET.
- ▶ Join us today from 3 – 4 p.m. ET to tell lawmakers about the policies America's mothers need. Use #WhatMomsNeed! #MothersDay

SAMPLE TWEETS BY ISSUE

FAIR PAY TWEETS

- ▶ #Whatmomsneed to help improve their economic security is #fairpay and a #minwage increase! #wagegap #RaiseTheWage #MothersDay
- ▶ It's time to end to unfair pay. Tweet your support for the #PaycheckFairness Act. Your mom will thank you! #WhatMomsNeed #ThankfulThursday
- ▶ Moms, esp. moms of color, suffer from a "motherhood penalty" in wages. It's unacceptable. This #MothersDay, #whatmomsneed is #fairpay.
- ▶ Tell Congress that #whatmomsneed is the #PaycheckFairness Act to combat harmful pay discrimination: WeTweet.org/fair
- ▶ Women are breadwinners in nearly 2/3 of families and 2/3 of #minwage workers. Policies to #raisethewage are critical! #WhatMomsNeed
- ▶ Women who work full time shouldn't have to struggle to support their families and pay bills. It's past time to #raisethewage. #WhatMomsNeed
- ▶ Mothers and their families deserve a raise this #MothersDay. Tell Congress to #raisethewage: WeTweet.org/wage #WhatMomsNeed

PAID FAMILY AND MEDICAL LEAVE TWEETS

- ▶ #Whatmomsneed this #MothersDay is #paidleave, so they no longer have to choose btwn their health or families and their jobs. #FAMILYAct
- ▶ #MothersDay is on Sunday! How can Congress really help moms? By passing the #FAMILYAct to create a nat'l paid leave program! #WhatMomsNeed

- ▶ Moms care about giving their kids a healthy start, and #paidleave helps tremendously. This #MothersDay, #whatmomsneed is the #FAMILYAct.
- ▶ New moms who take #paidleave are 54% more likely than moms who don't to report wage increases. #Whatmomsneed: the #FAMILYAct.
- ▶ As a nation, we could do so much more to honor moms. A nat'l #paidleave program would be a good place to start. #WhatMomsNeed #MothersDay
- ▶ When ~25% of new moms in this country are back at work within two weeks of giving birth, it's clear #whatmomsneed is #paidleave. #MothersDay
- ▶ Moms are key breadwinners and caregivers, and yet most are not guaranteed #paidleave. Tell Congress #whatmomsneed: WeTweet.org/leave

PAID SICK DAYS TWEETS

- ▶ This Sunday, moms will be honored with flowers and hugs. But moms also need workplace protections like #paysickdays. #WhatMomsNeed
- ▶ Millions of moms can't earn #paysickdays to use when they get sick or a child has the flu. This #MothersDay, #whatmomsneed is the #HFAnow.
- ▶ Congress: Honor America's moms this #MothersDay by guaranteeing #paysickdays through the #HealthyFamiliesAct. It's #whatmomsneed.
- ▶ At least 43M people can't earn #paysickdays, many of them moms. #Whatmomsneed is the #HealthyFamiliesAct! #MothersDay #HFAnow
- ▶ People w/o #paysickdays have to risk the basics when illness strikes. As breadwinners and caregivers, moms know this well. #WhatMomsNeed
- ▶ Moms are most often responsible for choosing kids' doctors and taking them to appts. That's why #paysickdays are #whatmomsneed. #MothersDay
- ▶ This #MothersDay, tell Congress to support #paysickdays and the #HealthyFamiliesAct: WeTweet.org/psd #WhatMomsNeed

PREGNANCY DISCRIMINATION TWEETS

- ▶ Know #whatmomsneed this #MothersDay? An end to pregnancy discrimination! That's why Congress should pass the #PWFA. #PregnantAtWork

- ▶ It is unacceptable that women #pregnantatwork face discrimination. #Whatmomsneed this #MothersDay? The Pregnant Workers Fairness Act! #PWFA
- ▶ Women #pregnantatwork should not be fired or forced out of their jobs when they need reasonable accommodations. The #PWFA is #whatmomsneed.
- ▶ In 2016, a woman shouldn't be forced to choose between her job and the health of her pregnancy. #Whatmomsneed is the #PWFA this #MothersDay.
- ▶ #Pregnancy discrimination continues to harm women and families at a critical time. The #PWFA would help – it's #whatmomsneed. #MothersDay
- ▶ Women #pregnantatwork need and deserve to be treated equally in the workplace. That's why #whatmomsneed is the #PWFA. #MothersDay
- ▶ Tell Congress to help ensure employers accommodate #pregnant women who want to continue working: WeTweet.org/preg #WhatMomsNeed

WOMEN'S HEALTH TWEETS

- ▶ Thanks to the #ACA, more moms can afford #healthcare for themselves and their families. #ThankfulThursday #MothersDay #WhatMomsNeed
- ▶ Access to quality, coordinated and patient-centered care is #whatmomsneed to be healthy and protect their families' health! #MothersDay
- ▶ #Medicaid and the #ACA are critical to women's health. #Whatmomsneed is for both to be strengthened and protected. #MothersDay
- ▶ Q: #Whatmomsneed? A: Quality, coordinated, patient-centered health care, including access to comprehensive #reprohealth care. #MothersDay
- ▶ #Womenshealth is under attack. #Whatmomsneed are policies that protect – not threaten – their health and that of their families. #MothersDay
- ▶ Before, during and after #pregnancy, women need access to high-quality #maternity care. #WhatMomsNeed #MothersDay

#TBT AND #THANKFULTHURSDAY TWEETS

Use #TBT (or #ThrowbackThursday) to share a photo of an important or impactful mother in your life, or a memory of when you became a mother, while reflecting on what you think it means to truly value moms. Include #WhatMomsNeed.

#TBT could also be used to reflect on a time before moms could celebrate certain policy advances (like the #FMLA, #ACA, etc.). Similarly, **#ThankfulThursday can be used to reflect on policy advances you and/or moms appreciate.**

- ▶ A shoutout to all the heroic moms who persevere(d) without [#Policy]. #WhatMomsNeed #MothersDay [Insert Photo]
- ▶ Show moms some love for #MothersDay. Use #TBT/#ThrowbackThursday to share photos of important, impactful women in your life. #WhatMomsNeed
- ▶ This #MothersDay #TBT is a reminder of the contributions of America's moms. #Whatmomsneed should be a priority. [Insert Photo]
- ▶ #TBT to when America's moms weren't protected by the [#Law]. It was a big step, but [#Policy] is needed. #WhatMomsNeed #MothersDay
- ▶ This #TBT, let's commit to advancing policies that will build a strong future for moms and all of us. [#Policy] #WhatMomsNeed #MothersDay
- ▶ A #ThankfulThursday message to moms struggling w/o [#Policy]: We appreciate your sacrifice, but it shouldn't be so hard. #WhatMomsNeed
- ▶ Laws like the [#Law] have benefitted moms tremendously, but there is much more to be done. [#Policy] #WhatMomsNeed #ThankfulThursday
- ▶ Congress should show true appreciation for America's moms this #MothersDay by supporting [#Policy]. #ThankfulThursday #WhatMomsNeed