



**National Black  
Worker Center Project**

# **Social Media Toolkit**

# **BLACK VOICES**

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★ ★ ★ **2020** ★ ★ ★

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# **BLACK VOTES**

**BALTIMORE**   
BLACK WORKER CENTER

# BVBV 2020: An Overview

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## About the Campaign

For too long, Black workers have been denied equal access to a better life. We have been ignored, scapegoated, and exploited by politicians and wealthy special interests. The power system has failed to act in the best interest of our communities for decades. The **Black Voices Black Votes** campaign aims to mobilize black voters, and empower them to hold elected officials accountable to the needs of our communities. Through effective organizing, election participation, and local leadership, we will build a power base that can push for policy solutions to the economic, social, and workforce issues facing our communities. Learn more at [bvbvotes.org](http://bvbvotes.org)

## About the National Black Worker Centers

The National Black Worker Centers (NBWC) works to support and incubate centers across the country that empower Black workers to advance their rights, provide a collective voice for Black workers; and work to change public policies that impact Black workers and their communities. We are comprised of eight affiliate worker centers located in Baltimore, MD; The Bay Area, CA; Rocky Mount NC; Washington, D.C.; Los Angeles, CA; New Orleans, LA; Chicago IL; and Greenville, MS. Each of these centers works to: improve the quality of jobs in key employment sectors; provide education about the impacts of low-wage work and unemployment on Black communities; and prevent racial discrimination in hiring and other employment practices and policies. Learn more at [nationalblackworkercenters.org](http://nationalblackworkercenters.org)

## About the Baltimore Black Worker Center

The Baltimore Black Worker Center strives to build the grassroots power of Black workers to promote racial and economic justice in the workplace and throughout our communities. We aim to increase access to quality and living wage jobs; end discrimination in the workplace; redefine the meaning and possibilities of work; and advance a solidarity economy in Baltimore city led by Black workers (whether through unionization, policy reform, survival programs, worker-cooperatives, and/or grassroots issue based campaigns). Learn more at [bmoreblackworkercenter.org](http://bmoreblackworkercenter.org)

## Social Media Contact

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# Social Media Toolkit

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## Sample Social Media Postings- Twitter

Work twice as hard for half as much? Enough is enough! Speak out and take the @NBWCP Black Voices Survey today at [bvbvotes.org](http://bvbvotes.org). #BlackVoicesBlackVotes

Black workers—we want to hear from you! Take the @NBWCP Black Voices Survey today at [bvbvotes.org](http://bvbvotes.org). The first 100 participants will get an exclusive gift. #BlackVoicesBlackVotes

“Power concedes nothing without a demand...” What are your demands? Take the @NBWCP Black Voices Survey at [bvbvotes.org](http://bvbvotes.org) and be heard! #BlackVoicesBlackVotes

## Sample Social Media Postings- Facebook

Work twice as hard for half as much? Enough is enough! We deserve equal opportunities for economic prosperity and full access to our democracy. Speak out and take the @National Black Worker Center Project Black Voices Survey today at [bvbvotes.org](http://bvbvotes.org). #BlackVoicesBlackVotes

Black people have made gains in educational achievement over the past 50 years, but still experience unemployment at nearly twice the rate of white people. It’s time for Black workers to speak out! Take the @National Black Worker Center Project Black Voices Survey today at [bvbvotes.org](http://bvbvotes.org). #BlackVoicesBlackVotes

“Power concedes nothing without a demand...” What are your demands? Take the @National Black Worker Center Project Black Voices Survey and be heard! Survey available at [bvbvotes.org](http://bvbvotes.org) #BlackVoicesBlackVotes

When was the last time your representatives asked you about your economic concerns? Your satisfaction with your job? Your hopes for your family? Take the @National Black Worker Center Project Black Voices Survey and speak truth to power. It takes less than 10 minutes to complete at [bvbvotes.org](http://bvbvotes.org) #BlackVoicesBlackVotes

## Stay connected with us!



National Black Worker Center Project  
Baltimore Black Worker Center



@NBWCP  
@BMoreBlackWorke



@NBWCP  
@BMoreBlackWorkers

# Social Media Graphics

**BLACK VOICES**  
★★★ 2018 ★★★  
**BLACK VOTES**

**For the past 50 years, Black unemployment has been about twice as high as white unemployment.**

**What are your representatives doing about it?**

[bvbvotes.org](http://bvbvotes.org)

[#BlackVoicesBlackVotes](https://twitter.com/BlackVoicesBlackVotes)

**BLACK VOICES**  
★★★ 2018 ★★★  
**BLACK VOTES**

**Black workers overall, earn \$0.82 for every dollar earned by white workers.**

**How do you make a dollar out of 82 cents?**

*Take the national Black Voices Survey today and tell us how.*

[bvbvotes.org](http://bvbvotes.org)

[#BlackVoicesBlackVotes](https://twitter.com/BlackVoicesBlackVotes)

# Social Media Graphics

**BLACK VOICES**  
★★★★ 2020 ★★★★★  
**BLACK VOTES**

**OUR**

**Votes**      **Issues**      **Voices**

**MATTER.**

**#BlackVoicesBlackVotes**

Take our survey and share your thoughts now!

**Your voice matters.**

**BLACK VOICES**  
★★★★ 2020 ★★★★★  
**BLACK VOTES**

**Make sure it's heard.**

Take the survey now! [bvbvotes.org](http://bvbvotes.org)

# Campaign Logos

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