



Equal Pay California Digital Toolkit

Issue Overview: The Office of the First Partner, The CA Commission on the Status of Women and Girls, and TIME'S UP are partnering to help close the pay gap in California.

Socials to Tag:

- Twitter: @jensiebelnewsom @CCSWG @TimesUpNow
- Instagram: @jennifersiebelnewsom @CCSWG @TimesUpNow

Hashtag: #EqualPayCA & #TimesUpPayUp

Links: <https://women.ca.gov/californiapayequity/>

Content

Social Media Posts

- California has the strongest equal pay laws in the nation but change doesn't happen without education, implementation, and enforcement. It's time to close the gap! Join CA First Partner @JenSiebelNewsom and find out how here: <https://women.ca.gov/californiapayequity> #EqualPayCA
- California has the strongest equal pay laws in the nation but we still have more work to do. Join First Partner @jensiebelnewsom @CCSWG and @TIMESUPNOW to close the gap! Learn how here: <https://women.ca.gov/californiapayequity> #EqualPayCA #TimesUpPayUp

- California has the smallest pay gap in the nation but women in the state still make significantly less than male counterparts – that ends with us. It's time for #EqualPayCA! Join @JenSiebelNewsom and find out how to close the wage gap here: <https://women.ca.gov/californiapayequity>
- Women lose a combined total of \$78.6 billion each year because of the wage gap. California has the strongest equal pay laws and, together, we can close the gap. #EqualPayCA now!
<https://women.ca.gov/californiapayequity> #TimesUpPayUp
- If the wage gap were closed in CA, women could pay for 9.5 more months of child care, approximately 48 weeks of food for her family, and more than 3 additional months of mortgage and utility payments. Let's close the gap. #EqualPayCA <https://women.ca.gov/californiapayequity/>
- Let's create the change we want to see and build a world where our daughters are valued equally. Do your part to close the pay gap here: <https://women.ca.gov/californiapayequity> #EqualPayCA
- First Partner @JenSiebelNewsom, @CCSWG & @TIMESUPNOW have partnered to close the wage gap in California. It's time for #EqualPayCA.
- We are committed to creating an #EqualPayCA. In partnership with First Partner @JenSiebelNewsom @CCSWG and @TimesUpNow, we have made the pledge to be an equal pay employer.