

Fighting Against Segregation Topics and Sources

Sources for Topic 1: Pay Gap Between Men and Women



Elizabeth Warren
@SenWarren

The @USWNT is #1 in the world & contributes higher revenues for @USSoccer than the men's team, but they're still paid a fraction of what the men earn. Women deserve equal pay for equal (or better!) work in offices, factories, AND on the soccer field.

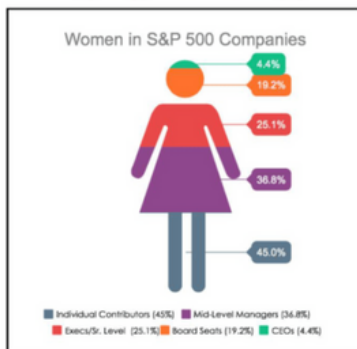


This is a tweet from Senator Elizabeth Warren in 2019. Senator Warren is commenting on the unequal payment of male and female athletes.

The typical female worker earns **26%** less than the typical male worker.



But this is because men dominate the highest-paying industries, job types & leadership positions.



Source: <http://www.catalyst.org/knowledge/women-s-p-500-companies>

One of the reasons for the pay gap is that there are more men in higher-level positions at companies. Higher-level positions receive higher salaries. Based on the chart above, only 4% of women are CEOs and only 25% of women are senior-level executives at companies.

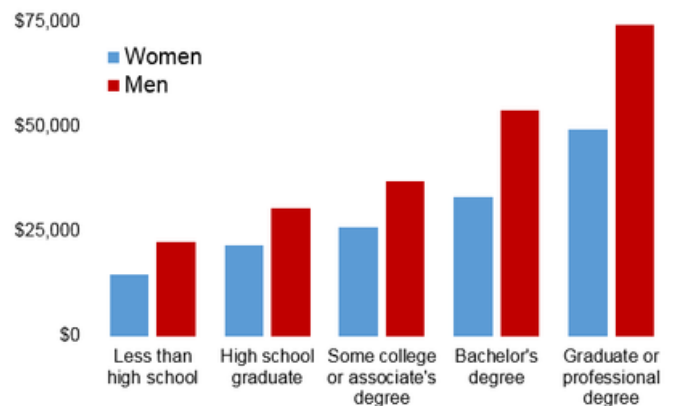
Lesson: Fighting Against Segregation



This is a picture of President Kennedy signing the Equal Pay Act into law in 1963. This law made it illegal to pay women less than men for the same job. The Equal Pay Act did increase the income of women in the U.S., but there is still a pay gap between men and women today.

Gender pay gap exists regardless of education

(2014 Oregon median earnings for population age 25+ by educational attainment)



With the exception of comparing men with less than high school to women with high school experience, all differences shown are statistically significant.
Source: OCPP analysis of American Community Survey data.

Oregon Center for Public Policy | www.ocpp.org

This graph shows that there is still a pay gap between men and women, regardless of education level. The biggest pay gap between men and women seems to be at higher levels of education.

Fighting Against Segregation Topics and Sources

Sources for Topic 2: Housing Inequality



In 2019, The New York Times reported that, "A growing number of Americans are struggling to cope with the high and rising cost of rental housing in the United States." This means that rent is rising across the United States, which pushes out people who cannot afford to pay high-priced rent or mortgages. Increasing rent and property most negatively affects minority groups, low-income individuals, and women



This is an image of people protesting against evictions. Evictions are when a person is forced to leave their rented home or apartment. People make rent payments to live in apartments and homes, and if they do not make the payments they will be evicted.



These protestors are protesting against the raising of rent in the U.S. Rent is paid by people living in apartments and homes to the people who own the buildings, these people are called landlords. If rent is raised, people who cannot afford to pay the rent will have to move or will become homeless.



This is a cartoon by RL Crabb. The artist is showing that it is impossible for someone with a weekly paycheck of \$300 to afford rent. Housing inequality is a huge problem in large cities, like San Francisco and New York, where the average rent is around \$3000/month. Many apartments also have many rules like no parking or no pets, which makes it even more difficult for people to find a place to live.

Fighting Against Segregation Topics and Sources

Sources for Topic 3: Education Inequality



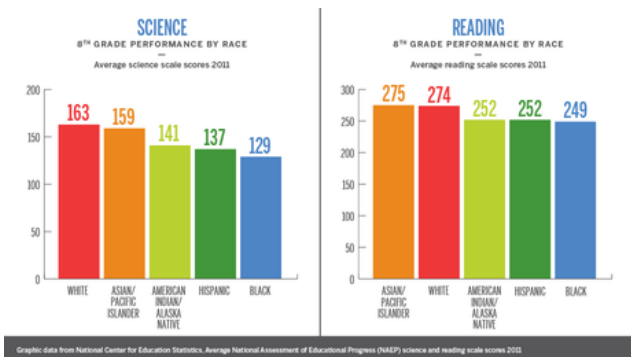
This is a picture of people protesting against budget cuts for public schools. A budget cut is when a school will get less money from the government to spend. Budget cuts in schools most negatively affect schools with low-income and minority families.



This is an Instagram post for a meeting about school funding. This post shares the time that people will come together and march for fair school funding. The government tends to give more money to schools in higher-income areas. This means that those students have better access to education materials and high quality teachers and programs than schools in lower-income areas.



This is a banner that was made by parents and students that supports public education. Public education is free for every child in the U.S. Public schools need money from the government in order to provide students with an education. Even though public school is available to all U.S. children, public schools do not receive the same amount of funding and resources.



This graph shows that there is a difference in science and reading levels by the 8th grade among different ethnicities. This means that non-white and non-Asian students go into high school at a much greater disadvantage than their Asian and white schoolmates. This difference in education usually means it is more difficult for non-white and non-Asian students to get into the best colleges and find high paying jobs.

Steps to Make a Social Media Campaign

Step 1: Choose a message

Your message is the point you are trying to make to your audience. Your message should include the following:

- Clear and concise language. It is important that people can quickly understand your point of view so they can decide whether they agree with you.
- Firmly express your point of view on a topic. Journalists take a clear stance on how they feel about a topic based on their research.

Step 2: Decide on an audience

The audience will be the people who are paying attention to your social media campaign. You can select one or more audiences. You should carefully choose an audience based on the message you created.

- Teens (ages 13-18): 66% use Facebook, 76% use Instagram, 75% use Snapchat, and 47% use Twitter.
- Young Adults (ages 18-29): 81% use Facebook, 64% use Instagram, 68% use Snapchat, and 40% use Twitter.
- Adults (ages 30-49): 78% use Facebook, 40% use Instagram, 26% use Snapchat, and 27% use Twitter.
- Adults (ages 50+): 53% use Facebook, 25.5% use Instagram, 6.5% use Snapchat, and 13.5% use Twitter.

Step 3: Decide what information to include in your posts

You have a lot of choices on what information, text and photos, to include in your posts. Think about the following as you decide what information and photos to include.

- Do the photos and text support the message I am trying to send?
- Will the photos or text grab the attention of my audience?
- Do I have too much text on a post?
- Are my photos and text factual?

Steps to Make a Social Media Plan

Step 4: Choose a Social Media Channel

Choose one social media channel for your campaign. Think about your audience and the purpose of your campaign when you consider what channels you want to use. For example, you can post more visuals on Instagram compared to Twitter. If your campaign requires a lot of visuals, you may want to use Instagram or Snapchat.

Facebook



- Use if you want to focus on both visuals and text.
- Use if your message is long or more in-depth.

Instagram



- Use if you want to focus on both visuals and text.
- Use to create a community of people who believe in a cause and want to use the same hashtag.

Twitter



- Use if you want to focus mainly on text (could incorporate a few visuals).
- Use for short, quick messages. Use if you want to raise awareness and have people share the messaging with many people quickly.
- Use to create a community of people who believe in a cause and want to use the same hashtag.

Snapchat



- Use if you want to focus on visuals.
- Use to share short videos.
- Use to build anticipation for an upcoming event by posting stories each day.

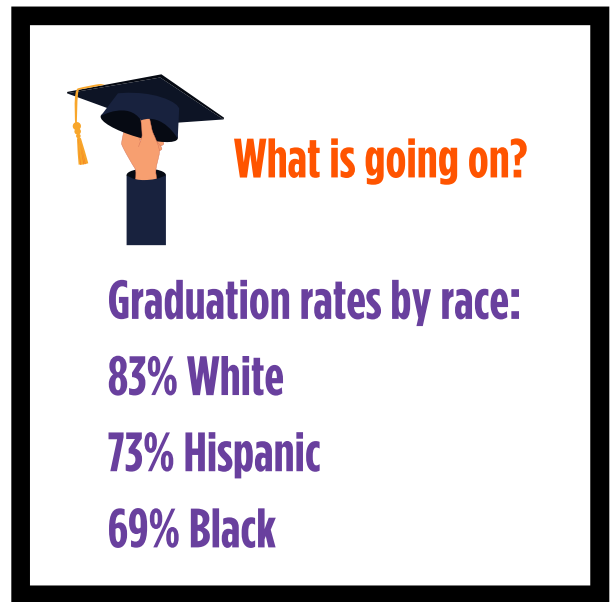
Steps to Make a Social Media Plan

Step 5: Brainstorm Ideas for Visuals and Text

Brainstorm ideas for four different posts for your social media campaign. The text on your social media campaigns should be short and fit the social media channel you use. You should also incorporate at least two historical sources into your text and visuals.



Women can do the same job as a man but be paid 20% less than a man! Go to this link to see the data!



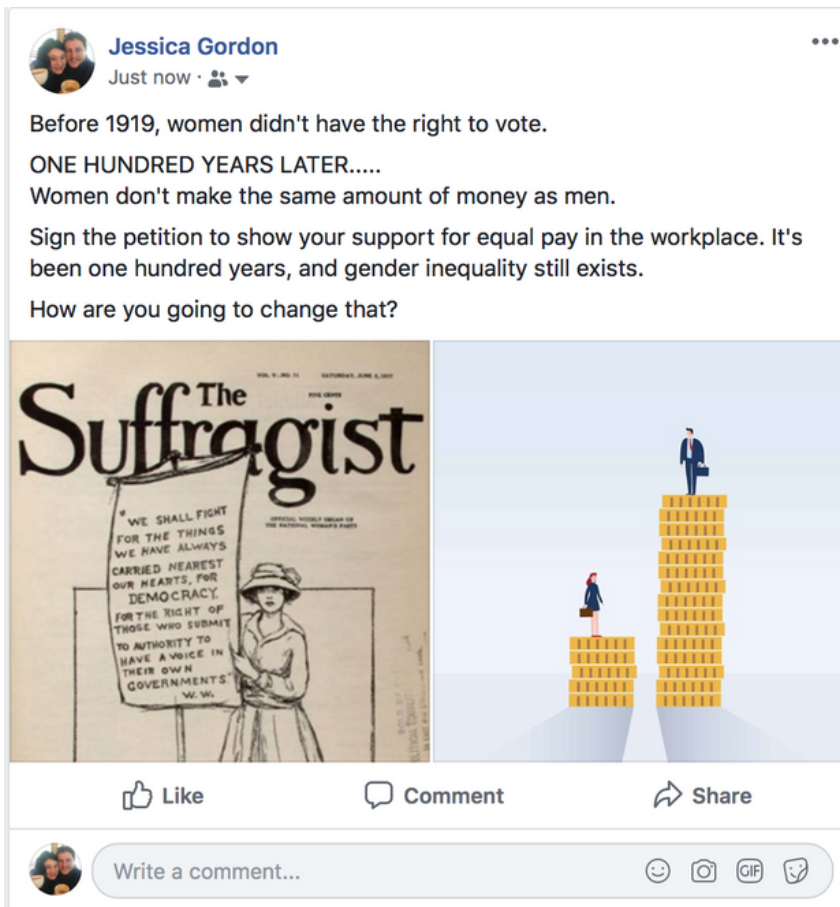
Graduation rates vary drastically by race, with black and hispanic high schoolers graduating at much lower rates. What is causing this?

Steps to Make a Social Media Plan

Step 6: Design Layout and Format Posts

Use the templates provided (or use a computer) to create your 4 posts. Make sure to include hashtags and descriptions if they are used on your social media platform.

Facebook Post Example

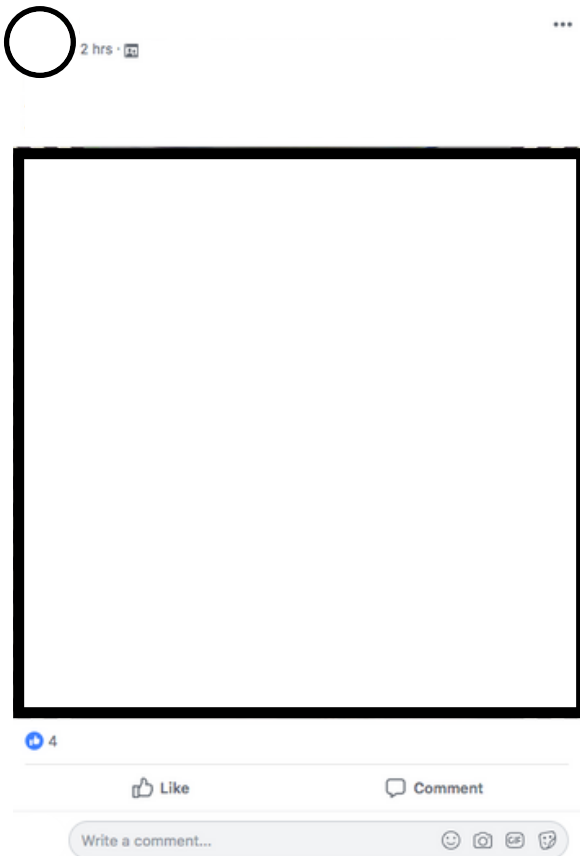


Instagram Post Example

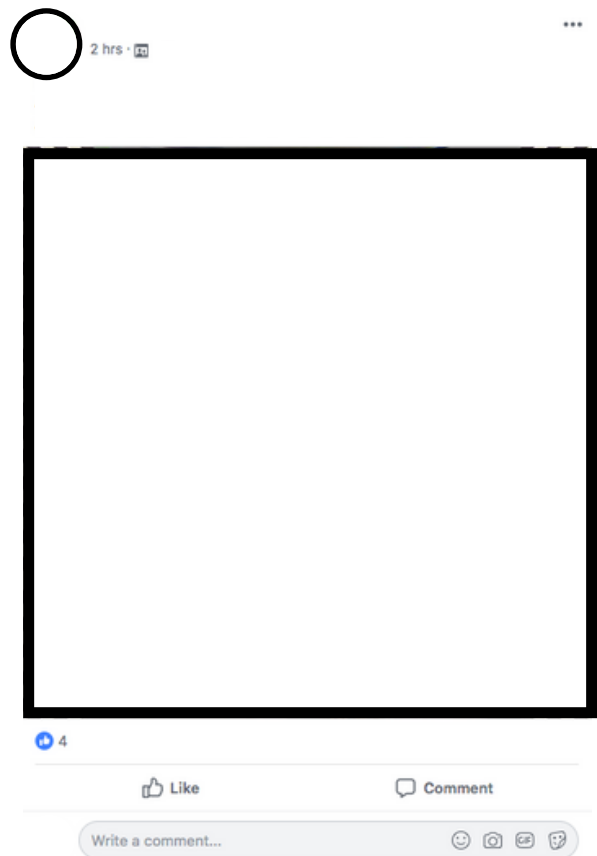


Social Media Templates

Facebook



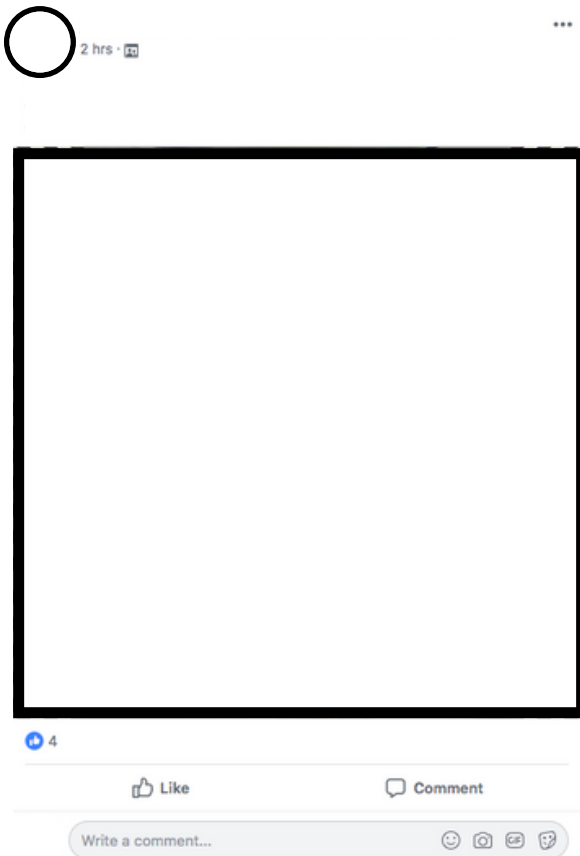
If you need a longer Facebook post, you can add more text below.



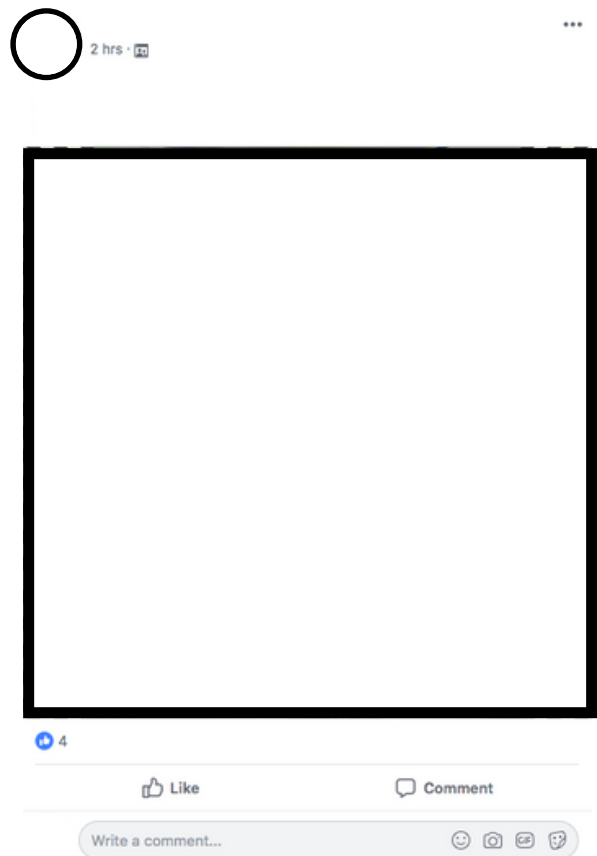
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Social Media Templates

Facebook



If you need a longer Facebook post, you can add more text below.



If you need a longer Facebook post, you can add more text below.

Social Media Templates

Instagram

...

581 likes

Add a comment...

Post

...

581 likes

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Post

Social Media Templates

Instagram

...

581 likes

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Post

...

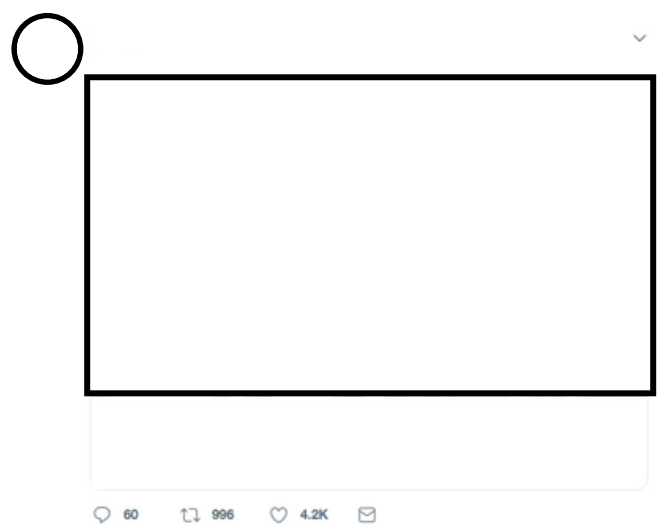
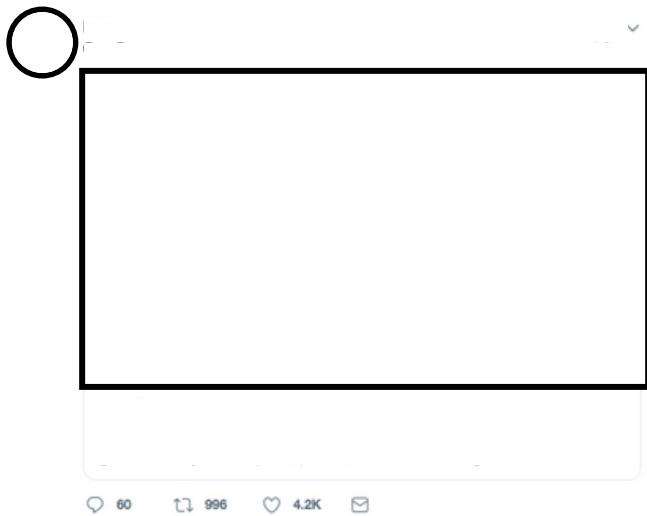
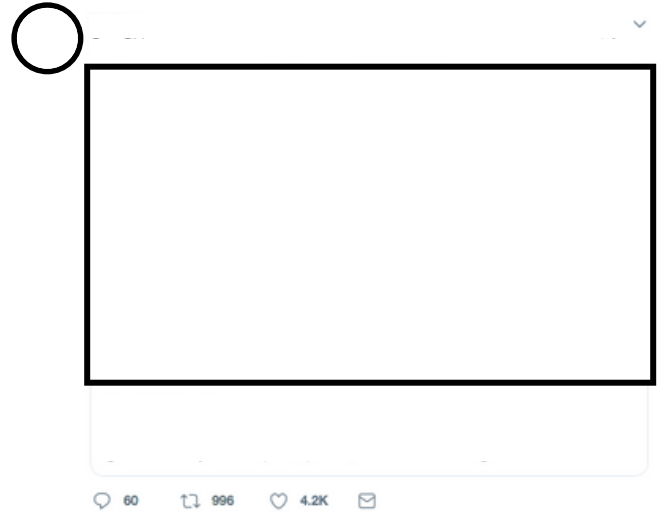
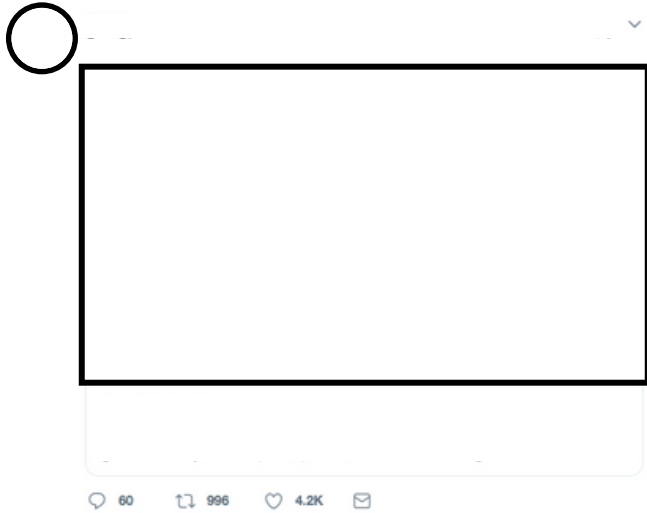
581 likes

Add a comment...

Post

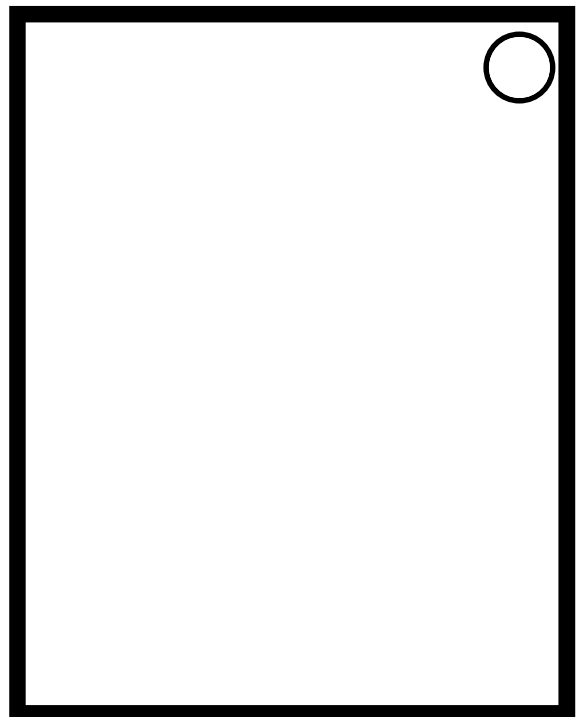
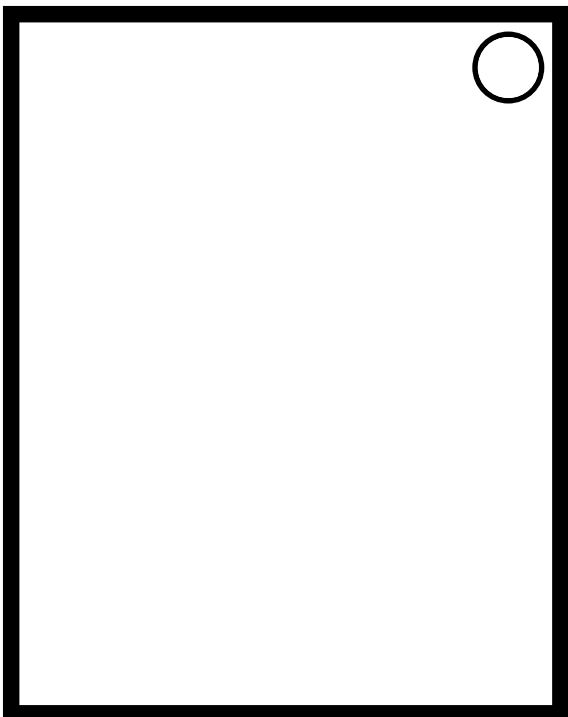
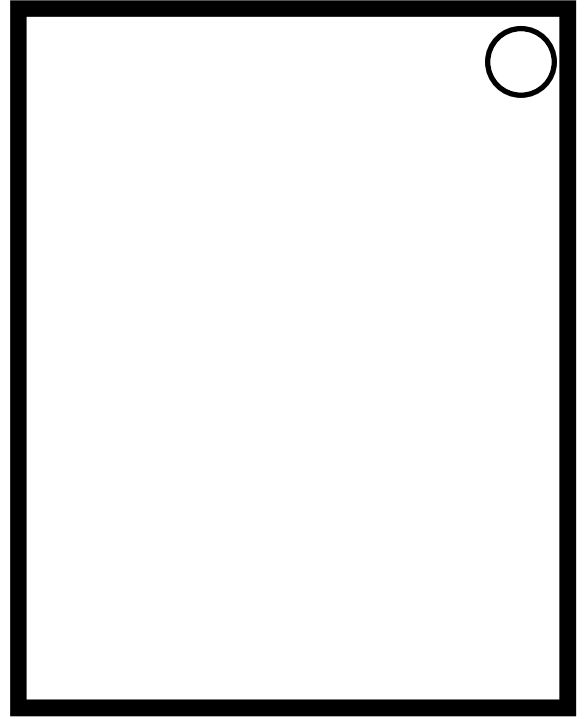
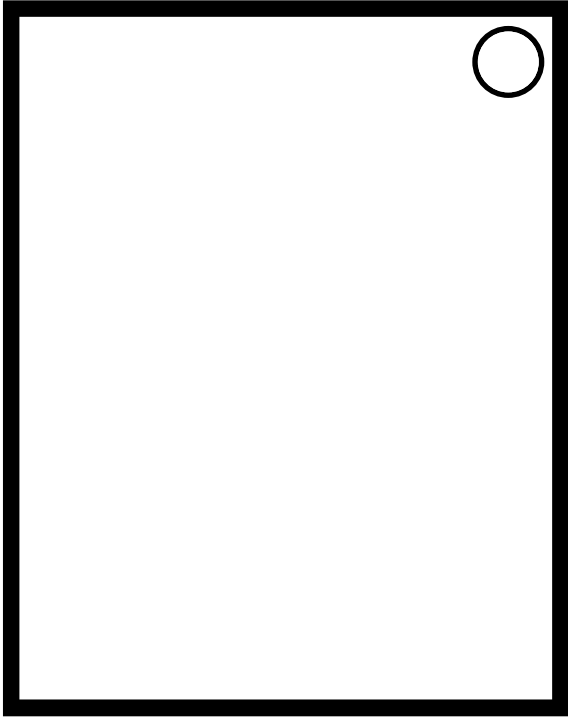
Social Media Templates

Twitter



Social Media Templates

Snapchat

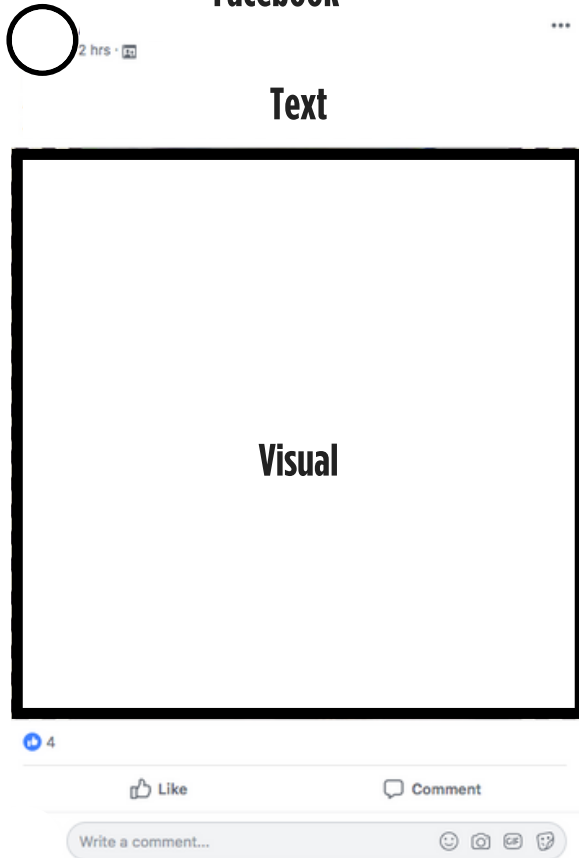


Lesson: Fighting Against Segregation

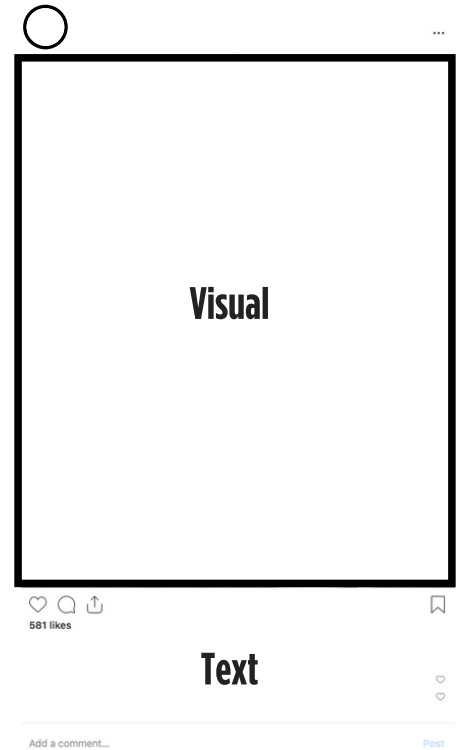
Social Media Templates

Location for text and visuals on different social media channels

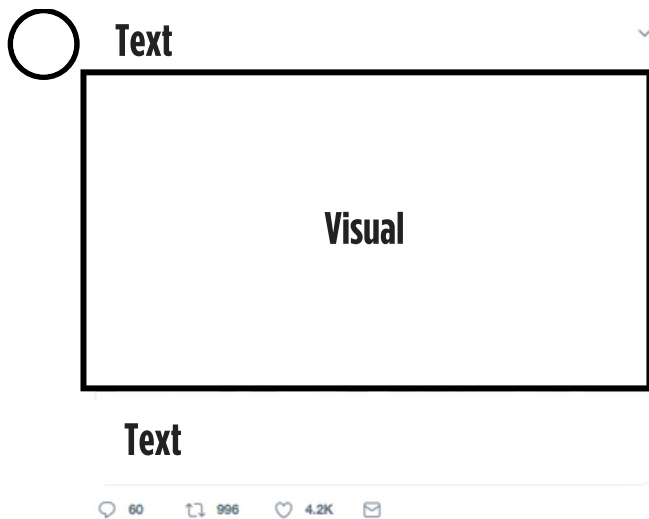
Facebook



Instagram



Twitter



Snapchat

