

NLRB COMMENT PERIOD CAMPAIGN

SOCIAL MEDIA TOOLKIT

POST IDEAS

- Share your comment to the NLRB
- Spread information about the NLRB issue and comment period
- Post articles about graduate worker labor and the NLRB attack on grad workers
- Share pictures of your workday (your classroom, office hours, lab, papers to grade, your name on the syllabus for the class you teach, etc.)
- Take selfies or get group photos with union buttons, holding signs, putting up flyers, handing out lit, or otherwise taking action
- Take pictures of your pet with a union button or a sign
- Post funny gifs about academic worker life (giphy.com)
- Make and share your own memes (imgflip.com or mematic app)
- Make your own graphics, it's easy with canva.com

ASK YOUR FOLLOWERS TO TAKE ACTION

- Submit a comment to the NLRB (use aftacademics.org/weareworkers)
- Share your comment on social media and tag @aftacademics
- RSVP for an event or action
- Join the union! (aftacademics.org)

SAMPLE POSTS

I'm a graduate student *and* a worker! I teach, mentor, grade papers, produce valuable research, organize conferences, and more. We deserve living wages, real benefits, and a voice in the decisions that impact our work and lives. #WeAreWorkers @AFTacademics"

I just submitted a comment to the NLRB in defense of graduate workers' rights. Make sure to submit your own comment before December 6th! Learn more and comment here: aftacademics.org/weareworkers @AFTAcademics #WeAreWorkers

Are you a graduate worker at a private university? Do you work with graduates at a private university? Please take a few moments right now to submit a comment to the NLRB testifying that #weareworkers. I just submitted mine!

BEST PRACTICES

- KEEP POSTS SHORT
- ADD PICTURES, VIDEOS, OR GIFS WHENEVER POSSIBLE
- BE YOURSELF!
- TWEET AND RETWEET AS OFTEN AS YOU CAN, KEEP FB POSTS TO 2-3 PER DAY

ACCOUNTS TO FOLLOW

- @AFTACADEMICS
- @AFTHIGHERED
- @UCHICAGOGSU
- @NORTHWESTERNGW
- @PRINCETONGSU
- @BROWNSUGSE
- @WEAREGAGE
- @GRADSRISING

HASHTAGS TO USE

- #WEAREWORKERS
- #GRADSWONTSTOP
- #GRADSRISING
- #UNIONYES

TAG IN POSTS

- @AFTACADEMICS
- @AFTUNION