

REPRODUCTIVE JUSTICE

IS THE HUMAN RIGHT TO CONTROL OUR SEXUALITY,
OUR GENDER, OUR WORK, AND OUR REPRODUCTION.

**I AM A
REPRODUCTIVE JUSTICE
VOTER**

MY VOICE.

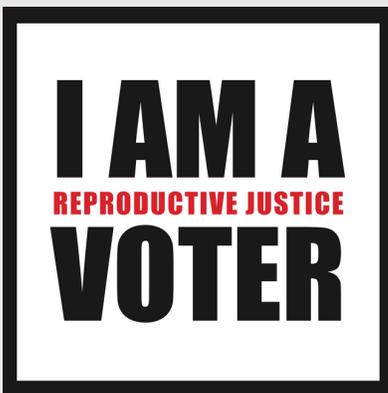
REPRODUCTIVE JUSTICE IS THE BELIEF THAT EVERYONE HAS:

- THE RIGHT TO HAVE CHILDREN
- THE RIGHT TO NOT HAVE CHILDREN AND
- THE RIGHT TO NURTURE THE CHILDREN WE HAVE IN A SAFE AND HEALTHY ENVIRONMENT.

MY BODY.

MY VOTE.

JOIN THE
"I AM A REPRODUCTIVE JUSTICE VOTER"
INITIATIVE.



SOCIAL MEDIA TOOLKIT 2024

Get ready to join the movement as In Our Own Voice: National Black Women's Reproductive Justice Agenda launches the I Am A Reproductive Justice Voter initiative for 2024! 📄 🗳️

Did you know that being a #RJVoter covers some of Black women's most urgent concerns for the future of our country? Let your voice be heard by sharing these posts and graphics on your social media platforms.

🗳️ Together, we can achieve Reproductive Justice at the ballot box and beyond.

REPRODUCTIVE JUSTICE VOTER SOCIAL MEDIA TOOLKIT

OVERVIEW

Get ready to ignite change! In Our Own Voice proudly presents the 2024 I Am A Reproductive Justice Voter initiative! Throughout the year, we're focusing a spotlight on Reproductive Justice issues. Join us for an empowering journey as we educate voters on how to be a #RJVoter.

The Reproductive Justice framework, created in 1994 by Black women, offers a unique lens informed by lived experience, to make choices at the ballot box in all local, state, and federal elections.

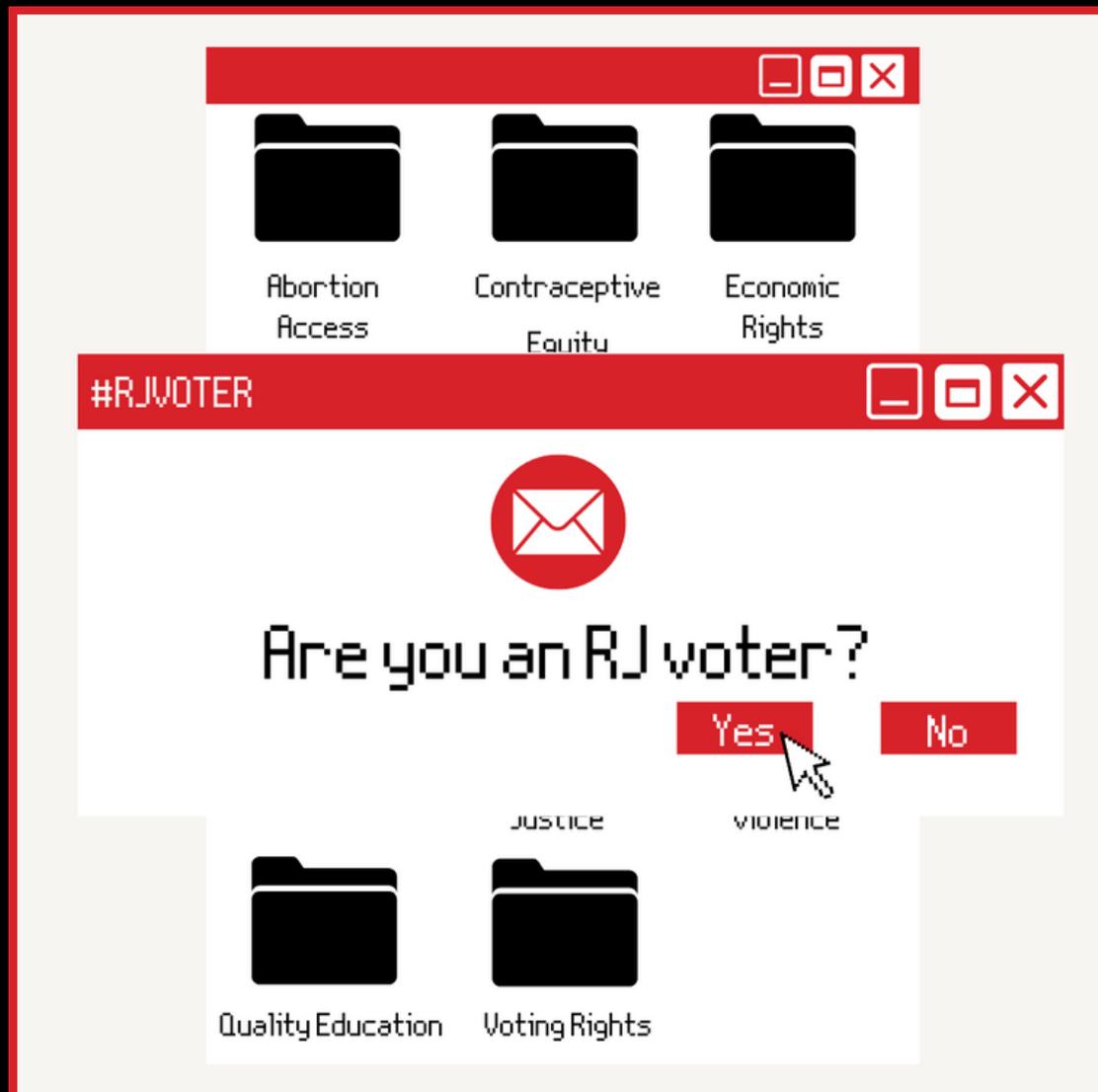
FOR ASSISTANCE: governmentaffairs@blackrj.org

HASHTAGS

#RJVoter
#ReproJustice

IMPORTANT LINKS

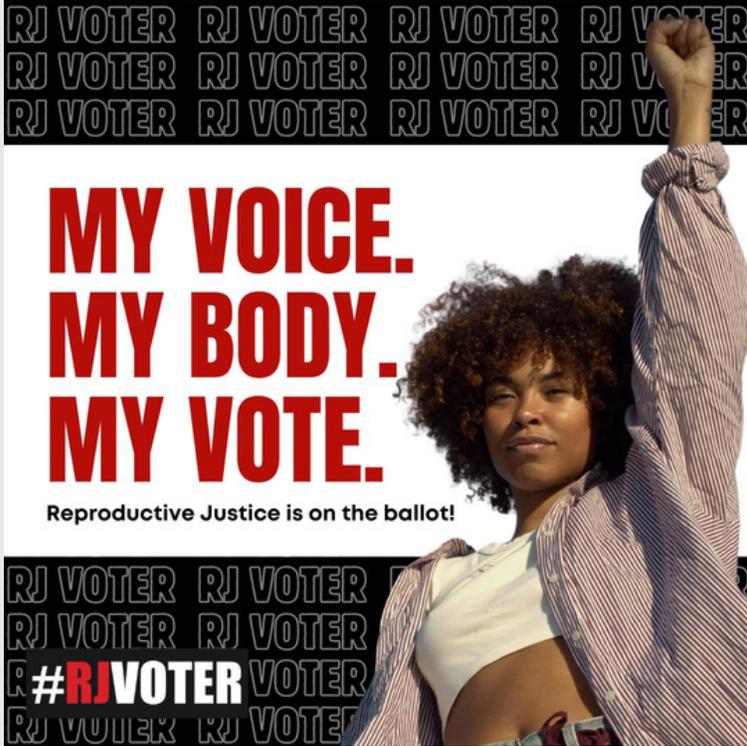
IAmARJVoter.org
Blackrj.org



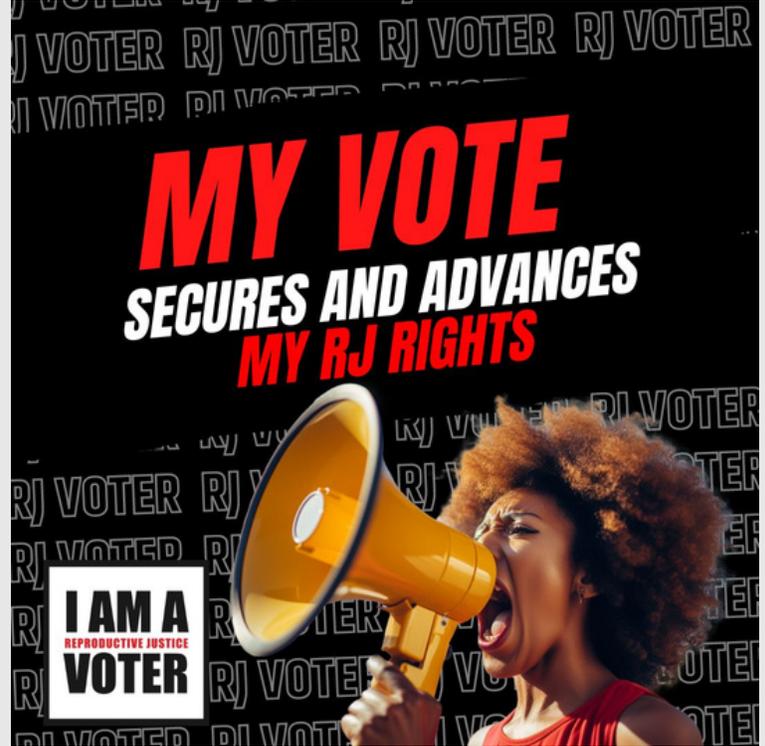
SOCIAL MEDIA GRAPHICS

ACCESS ALL #RJVoter GRAPHICS

Click below to download individual graphics & reels



GRAPHIC • REEL



GRAPHIC



GRAPHIC • REEL



GRAPHIC • REEL

I AM A
REPRODUCTIVE JUSTICE
VOTER

SAMPLE SOCIAL MEDIA POSTS

DON'T FORGET TO TAG US WITH PICTURES, VIDEOS, AND UPDATES
(@BLACKWOMENSRJ ON X/TWITTER & INSTAGRAM)

INSTAGRAM POSTS

Ask us about being an #RJVoter 🥰

It's election year, and there's a lot at stake. But did you know that being a #ReproJustice voter covers some of Black women's most urgent concerns for the future of our country? When you fight for Reproductive Justice, you're fighting for:

- ✓ Abortion and contraceptive access
 - ✓ Economic and racial justice
 - ✓ Voting rights
- and so much more.

Make the pledge with us TODAY to be an RJ Voter. 📄 Learn more at @BlackWomensRJ

TAP IN to being an #RJVoter 📄📄

Did you know that being a Reproductive Justice voter means more than just fighting for abortion rights and access? There's a whole lot to consider on ballots across the country this upcoming election, and we want you to know when you commit to being an #RJVoter, you're voting for access to healthcare, economic equity, and the freedom to care for yourself and your family how you want. Why? Because #RJVoters believe we deserve to make those choices for ourselves.

Are you ready to tap in? Learn more at @BlackWomensRJ

INSTAGRAM STORIES

Wanna be a #RJVoter too?
[insert link: Click here to learn more]

LINK TO:
IAmARJVoter.org

IKDR 🥰
You can be a #RJVoter too!
[insert link: Click here to learn more]

TAG:
@BlackWomensRJ

I AM A
REPRODUCTIVE JUSTICE
VOTER

SAMPLE SOCIAL MEDIA POSTS

DON'T FORGET TO TAG US WITH PICTURES, VIDEOS, AND UPDATES
(@BLACKWOMENSRJ ON X/TWITTER & INSTAGRAM)

FACEBOOK

Will you commit to being an #RJVoter?

It's election year, and there's so much at stake. But being an #RJVoter covers many of Black women's most urgent concerns. When you fight for Reproductive Justice, you're fighting for:

- ✓ Healthcare access, including access to abortion and contraception
- ✓ Economic, racial, and environmental justice
- ✓ LGBTQIA+ liberation
- ✓ Gender-based violence prevention
- ✓ Quality education
- ✓ Voting rights

and so much more.

Make a pledge TODAY to be an #RJVoter. 📄

Learn more at www.iamarjvoter.org

TAP IN to being an #RJVoter 📄

Being an #RJVoter isn't limited to caring only about abortion rights and access. In this election, there's so much to fight for. When you're an #RJVoter, you're supporting increased access to healthcare, economic equity, and the freedom to care for yourself and your family however you want. An #RJVoter believes we should make those choices for ourselves.

Are you ready to tap in? Click here to learn more: IAmARJVoter.org

TWITTER/X

TAP IN to being an #RJVoter 📄

We deserve the right to care for ourselves and our families when and how we want. And when you commit to being a #ReproJustice voter, that's exactly what you're fighting for.

Are you ready to tap in? Click here to learn more: IAmARJVoter.org

Ask us about being an #RJVoter 🍷

When you vote for #ReproJustice, you're voting for:

- ✓ Abortion and contraceptive access
- ✓ Economic and racial justice
- ✓ Voting rights

and so much more.

Make the pledge with us TODAY to be an #RJVoter.

📄 Learn more at <https://blackrj.org/blackrjpledge/>

An #RJVoter supports:

- issues and policies promoting **comprehensive reproductive healthcare**
- access to **affordable contraception and abortion**
- the right to have and **raise children** in safe, healthy environments
- **healthcare equity** for women of color, low-income women, and LGBTQIA+ communities
- comprehensive **sexual health education**
- policies to address the **Black maternal health crisis**

Join the #RJVoter initiative:

- Follow @BlackWomensRJ on social media
- Change your profile photo to the [#RJVoter logo](#)
- Post on Instagram, Facebook & Twitter/X
- Tag #RJVoter friends & colleagues in posts from @BlackWomensRJ
- Share this toolkit with others & encourage them to declare they are an #RJVoter
- Record an #RJVoter Testimonial from your phone or computer: vocalvideo.com/c/rjvoter-testimonials

WHEN TO PARTICIPATE?

It's an election year, a great time to bring more focus towards this cause. However, Reproductive Justice is a life-long issue, and you can continue well beyond 2024.



RJ VOTER CHECKLIST



As a voter, you have the power to choose candidates who best reflect your values. This checklist includes helpful tips for you as a Reproductive Justice (RJ) voter to decide if a candidate will be a RJ champion. Here are some things to consider:

VOTING LOGISTICS

- Check your voter registration even if you think you are already registered by visiting our website at IAMARJVoter.org
- Find out when polls open, your polling place, and the ways you can vote (mail-in, ballot drop box, early voting, etc.).
- Make a voting plan for yourself, your friends and family for every election
- Know your rights by visiting vote.org

EVALUATING CANDIDATES

- Research each candidate's stance on Reproductive Justice issues like abortion access, paid leave, birth control access, voting rights, etc.
- Do they have previous voting history or public statements on RJ?
- Research candidates on the ballot and the issues they support

CANDIDATE ENGAGEMENT

- Candidates who have a history of working with RJ organizations, are more likely to support RJ policies.
- Has the candidate built trust within the community?
- Which RJ, reproductive health, and social justice organizations endorse these candidates?
- How engaged are the candidates with RJ organizations and activists?

POLICY CONSIDERATIONS

- What are the candidates' proposals for improving access to RJ aligned policy issues? RJ aligned candidates should have policy positions available on their official website. The list below includes a few issues you can look out for:
- Do they plan to protect and expand abortion rights and access?
- Do they support access to affordable birth control?
- Are they supportive of comprehensive sex education?
- Do they support policies that allow for children to be raised in a safe and healthy environment?
- Do they advocate for maternal health and prenatal care policies that support Black birthing women and people?
- Do they support affirming health care for Black LGBTQIA + people ?

STAY ENGAGED

- Follow current news and updates on Reproductive Justice issues at blackrj.org
- Participate in community discussions and forums about Reproductive Justice issues
- Support Reproductive Justice causes throughout the year at the local and state level
- Download graphics by scanning the QR code and include #RJVoter in all posts



For more information about I AM A RJ Voter contact governmentaffairs@blackrj.org.