

I AM A #METOOVOTER

CAMPAIGN TOOLKIT

Tuesday, October 15 marks two years since #MeToo went viral, and in that time, countless survivors have shouldered the burden of sharing their stories and advocating for accountability from institutions and our communities. Now it's time to move from conversation to action.

It's time to center gender justice, radical healing, meaningful accountability and collective responsibility. Join us in telling our leaders and would-be leaders that survivors deserve change now.

Let's show policymakers, political leaders, and the public the power of the 'me too.' movement. Please use your platforms leading up to and on **Tuesday, October 15** to demand meaningful, substantive policy reforms to stop sexual violence and harassment. By showing up together on this anniversary - which is also the evening of the fourth Democratic presidential primary debate - we demonstrate the strength of the 'me too.' movement and loudly say that the demands of survivors must not be ignored.

This toolkit outlines ways to participate both in the #MeToo anniversary and in showing the political power of The 'me too.' Movement. Enclosed, you will find sample social media copy, a debate watch party discussion guide, and educational resources. In addition, [sample graphics are available here](#).

What #MeTooVoter Means

By joining us in #MeTooVoter, you commit to keeping the drumbeat loud on the importance of addressing and enacting protections against sexual harassment and gender based violence. Whether you are a survivor or an ally, #MeTooVoter means you support a cross-cutting gender justice agenda that prioritizes policies and reforms to end sexual violence and harassment, centered on accountability and healing.

We recognize that not everyone can vote and that those who most need justice reforms may not be permitted to cast a ballot. If you have the ability to vote, #MeTooVoter means you pledge to lift up the #MeToo framework and demand policy, legal, and cultural change.

#MeTooVoter is a bold declaration by this movement that we will continue to show up - that we will continue to transform wave after wave of change. It is the first step of a new era in our movement.

How to Participate

1. **Between now and Tuesday, October 15**, use the promotional sample copy on your **Twitter, Facebook, Instagram account** or any other channel to share why gender justice and freedom from sexual and gender-based violence and harassment are important and why you are or are in support of #MeTooVoter.
2. **All day on Tuesday, October 15**, use your **Twitter, Facebook, Instagram account** or any other channel to share why it is important to you that the presidential candidates commit to advancing #MeToo reforms. You can also update your profile picture on Facebook with [our #MeTooVoter frame](#), and encourage others to do so.
3. **Watch the CNN-New York Times Presidential Primary Debate the evening of Tuesday, October 15** and join in the live debate coverage! Follow #MeTooVoter and #DemDebate, and interact with Tarana Burke, Fatima Goss Graves, Monica Ramirez, Aijen Poo and other movement leaders as they react to and dissect the debate stage conversation. The debate is set to start airing at 8:00PM EDT / 6:00PM MDT / 5:00PM PDT.

Hashtags and Handles: Join Us in Live-Tweeting the #DemDebate

Throughout the evening of 10/15, Tarana, Fatima, Monica, and Aijen will be live-tweeting and chatting with one another about the Democratic presidential primary debate. Join us and show the candidates, media networks, politicians and pundits that #MeTooVoters will show up and turn out. You can join the discussion on both [Twitter](#) and [Instagram](#).

Primary Hashtags:

- #MeTooVoter
- #MeToo

Twitter handles to follow and interact with:

- @TaranaBurke
- @MeTooMVMT
- @FGossGraves
- @nwlc
- @MonicaRamirezOH
- @mujerxsrising
- @aijenpoo
- @DomesticWorkers

Instagram handles to follow and interact with:

- @taranjaneen
- @metoomvmt
- @fatimagossgraves
- @nationalwomenslawcenter
- @activistmonicaramirez
- @mujerxsrising
- @aijenp

- @domesticworkers

Call-to-Action: Join Us in #MeTooVoter

On Thursday, October 10, Tarana unveiled #MeTooVoter as the next step in our movement. Join us in elevating the call. [Sample graphics are available here.](#)

This month marks the 2nd anniversary of the #MeToo hashtag & the start of a monumental shift. It was a consciousness-raising moment, but it's not enough to create awareness. So we demand more - we are ready to vote for accountability. #MeTooVoter <https://time.com/5696961/tarana-burke-2020/>

Survivors are a constituency demanding change. We are working people, taxpayers and consumers who push through our trauma every day, despite being silenced and erased by a world that tells us our healing isn't important. #MeTooVoter <https://time.com/5696961/tarana-burke-2020/>

Sexual violence is a national problem that deserves a national response. It must remain a vital part of the conversation. We demand solutions from candidates. #MeTooVoter <https://time.com/5696961/tarana-burke-2020/>

#MeToo is more than workplace sexual harassment. It's about gender-based and sexual violence and misconduct in our schools, male privilege and consent, and racialized and gendered dress codes. At its core, #MeToo is about dismantling and healing from power asymmetries.

Promotional for 10/15 #MeTooVoter Debate Coverage

Ahead of the debate on Tuesday, October 15, mark the upcoming 2nd anniversary of #metoo going viral by sharing why policymakers must prioritize gender justice and freedom from sexual and gender-based violence and harassment. Let's hold candidates accountable to advancing meaningful change!

I'm a #MeTooVoter. [insert badge graphic]

I'm a #MeTooVoter. Will the #DemDebate ask about #MeToo tonight?

<https://www.cnn.com/2019/10/14/opinions/democratic-debate-these-questions-must-be-asked-goss-graves/index.html>

Survivors are voters. #MeTooVoter: <https://twitter.com/nowthisnews/status/1184157739104124928>

#DYK: October 15 is the second anniversary of the #MeToo movement going viral. It's also the fourth presidential primary debate. I'll be watching because I'm a #MeTooVoter. [insert Oct 15 graphic]

Thank you to the silence-breakers and the advocate survivors who've shouldered the burden of sharing and pushing for accountability. Because of you and with you, I'm a #MeTooVoter.

Sample Social on 10/15: Drumbeat for #MeTooVoter and General Education

Below is sample social to be used throughout the day of October 15. Feel free to combine with sample graphics, which can be found [here](#).

I'm a #MeTooVoter and I want to know: if you're elected, what's your plan to create the change that survivors deserve?

I'm a #MeTooVoter and I want to know: if you're elected, what's your plan to protect us from further harm?

I'm a #MeTooVoter and I want meaningful reform that protects against discrimination, harassment, and violence in all workplaces and for all working people. #BeHeard

I'm a #MeTooVoter and I want protection against sexual violence and harassment in schools. Let's overturn @usedgov's weakening of Title IX and ensure student survivors get the support and recourse they need to learn and thrive. #HandsOffIX

I'm a #MeTooVoter and I want educators and policymakers to ensure all schools have comprehensive sexual health education. Our children need to learn about healthy consent. #SexEdSaves #consent

I'm a #MeTooVoter and I want medical professionals, providers, administrators, and policymakers to end discrimination, sexual misconduct, and harassment in healthcare.

I'm a #MeTooVoter and I demand meaningful change. I want my school held accountable for sexual violence on campus. I want my employer to establish firm protections against harassment in the workplace. I want my elected leaders to center survivors.

Watch Party Discussion Guide

Watching the primary debate with friends or family? Below are sample discussion questions to get the party started. We advise posing these broad questions before airtime and during commercial breaks to kickoff conversation with an eye toward our #MeTooVoter movement. [Sample graphics are available here.](#)

What are you hoping to hear from tonight's debate?

What does "Me Too" mean to you?

What issues do you care most about right now? And how do gender-based violence, sexual harassment, and gender inequality factor in?

What are the gender and racial justice dynamics you see playing out in the presidential primary? How can moderators, media organizations and pundits, political parties and the candidates themselves be better?

Who on the debate stage resonated with you? Did they talk about women, girls, and gender non-binary folks and the issues that uniquely impact us?

Resources:

If you want to learn more about some of the #MeTooVoter reforms mentioned in the sample social above, check out the resources below.

- Me Too Movement Healing & Advocacy
 - Healing Resource Library - <https://metoomvmt.org/healing/>
 - Advocacy Resources - <https://metoomvmt.org/advocacy/>

- Workplace Discrimination and Sexual Harassment
 - [English and Spanish] FAQs About Sexual Harassment in the Workplace / Preguntas Frecuentes Sobre El Acoso Sexual En El Lugar De Trabajo:
<https://nwlc.org/resources/faq-about-sexual-harassment-in-the-workplace/>
 - The Supermajority of Voters Want Lawmakers to Address Workplace Sexual Harassment:
<https://nwlc.org/resources/supermajority-of-voters-want-lawmakers-to-take-action-to-address-workplace-sexual-harassment/>
 - <https://nwlc.org/resources/progress-in-advancing-me-too-workplace-reforms-in-20statesby2020/>
 - BE HEARD - Tackling Discrimination and Sexual Harassment in the Workplace
 - <https://beheardact.org>
 - <https://nwlc.org/resources/the-be-heard-in-the-workplace-act-addressing-harrasment/>

- Supporting Student Survivors and Creating Safe & Healthy School Learning Environments
 - Let Her Learn: A Toolkit to Stop School Pushout for Girls Who Have Experienced Sexual Harassment - <https://nwlc.org/resources/let-her-learn-toolkit-sexual-harassment/>
 - Déjala aprender: Un manual con herramientas para detener la expulsión escolar de niñas que han pasado por acoso sexual
<https://nwlc.org/resources/let-her-learn-toolkit-sexual-harassment-espanol/>
 - Mythbusting: Title IX and Sexual Assault -
<https://nwlc.org/resources/mythbusting-title-ix-and-sexual-assault/>
 - Survivor Justice is Disability Justice -
<https://nwlc.org/resources/survivor-justice-is-disability-justice/>
 - Yes Means Yes - <https://endrapeoncampus.org/yes-means-yes>
 - National Sexuality Education Standards -
<https://siecus.org/resources/national-sexuality-education-standards/>

- Comprehensive Policy Platforms for Presidential Candidates & Parties
 - Guide for Political Parties and 2020 Candidates: A Policy Platform to End Sexual Violence in One Generation -
<https://www.raliance.org/wp-content/uploads/2019/07/Guide-for-Political-Parties-and-2020-Candidates-1.pdf>
 - Advice to 2020 Political Candidates and Campaigns -
<https://www.raliance.org/wp-content/uploads/2019/02/Advice-to-2020-Political-Candidates-and-Campaigns-1.pdf>