



BC Gender Equality Report Card 2019/2020

Social Media Toolkit

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Information for Users

By sharing the social media images in this toolkit and raising awareness of issues covered in West Coast LEAF’s [BC Gender Equality Report Card 2019/2020](#), you help build public pressure for BC to change policies, laws, and systems. Thank you!

The social media images were created by the talented team at [Drawing Change](#), with illustrations by Sam Bradd. We would like to thank them for their artistry and vision! We would also like to thank everyone who helped create the Report Card, including community dialogue groups at [PACE Society](#), [Urban Native Youth Association](#), and the [Coalition Against Trans Antagonism](#); research volunteers; and community reviewers. Last but not least, we would like to thank our project funders, the [Law Foundation of BC](#) and [Health Sciences Association of BC](#), whose generosity made the Report Card and social media campaign possible.

For each image, we have provided sample messaging for Facebook, Instagram, and Twitter, in that order.

If you prefer to share West Coast LEAF’s posts, we have indicated our scheduled publication date for each image at the very bottom of each sample post. We will publish the images by 9 am



on Mondays, Wednesdays, and Fridays, starting on Wednesday, August 5. You are welcome to share any image at any time, however.

For each image, we have provided suggested [alt text](#) (a brief text description of the image that improves accessibility for people using screen readers). You can follow these steps to add alt text to your post:

- [Adding alt text on Twitter](#)
- [Adding alt text on Facebook](#)
 - If you are having difficulty adding alt text in the new Facebook interface, you can select “Switch to Classic Facebook” from the downward arrow in the top right of a desktop view. Alternatively, include our suggested alt text as an image description in the body of your Facebook post.
- On Instagram, alt text does not work consistently, according to some community members. Therefore, we have included an image description in the body of each Instagram post.
- If you use Hootsuite to manage social media, you can add alt text to Facebook and Twitter posts by using the New Post tool. After you upload the image, a “Create alt text” button should appear at the bottom right of the image, next to “Edit image.”

The images provided in this document are low-resolution. We have included a link to a higher-resolution file for each image. You can also access an online [folder containing all images](#).

We appreciate it if you can tag West Coast LEAF and Drawing Change in your posts! We have not included our handles in our sample messaging because copying and pasting often won't result in successful tagging. Here are our social media handles:

- West Coast LEAF:
 - [Facebook: @WestCoastLEAF](#)
 - [Instagram: @westcoastleaf](#)
 - [Twitter: @WestCoast_LEAF](#)
- Drawing Change:
 - [Facebook: @drawingchange](#)
 - [Instagram: @drawing_change](#)
 - [Twitter: @drawing_change](#)

Where possible, please make your post public so that it can be shared widely.

Questions? Comments? Please contact Alana at aprochuk@westcoastleaf.org.

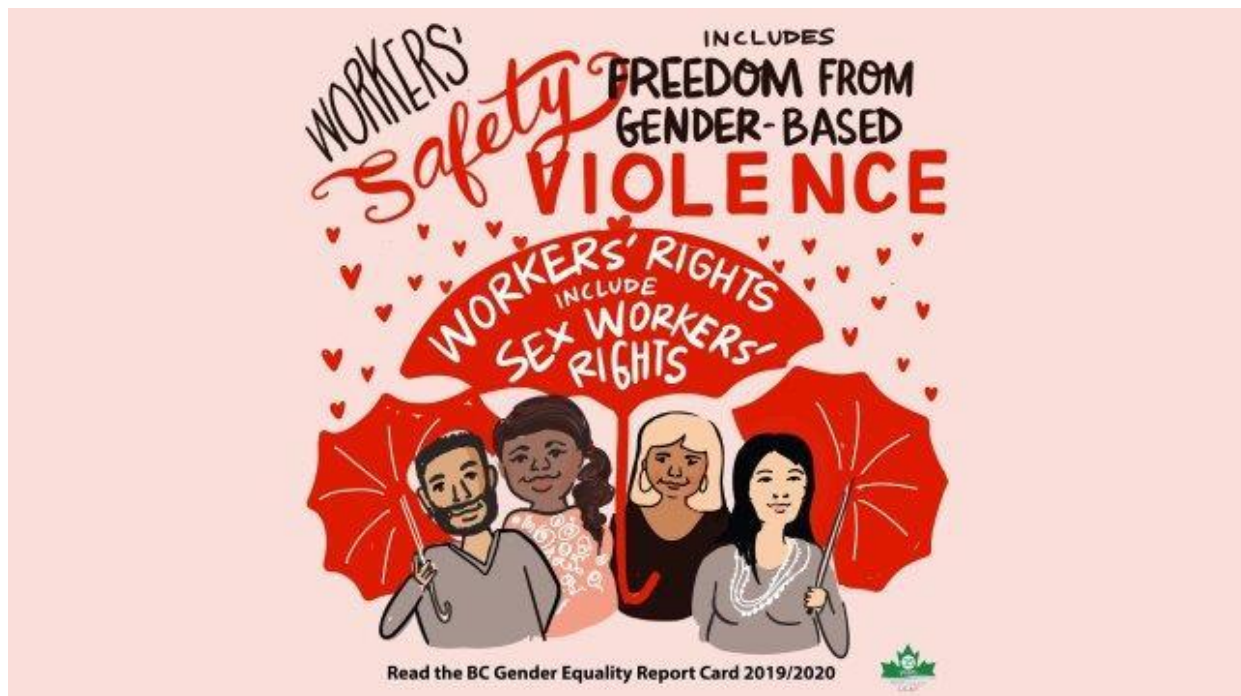
Image 1: Sex Workers' Rights

Facebook

Violence against sex workers is not an occupational hazard, but the product of marginalization, including misogyny, transphobia, and racism. Let's call on BC to get proactive to address violence against sex workers. Read more in West Coast LEAF's *BC Gender Equality Report Card 2019/2020* in the chapter on Freedom from Gender-Based Violence.

<http://www.westcoastleaf.org/our-publications/report-card-2019-2020/>

Illustration credit: Sam Bradd, Drawing Change



Suggested alt text: Four people under red umbrellas. Text: "Workers' safety includes freedom from gender-based violence. Workers' rights include sex workers' rights."

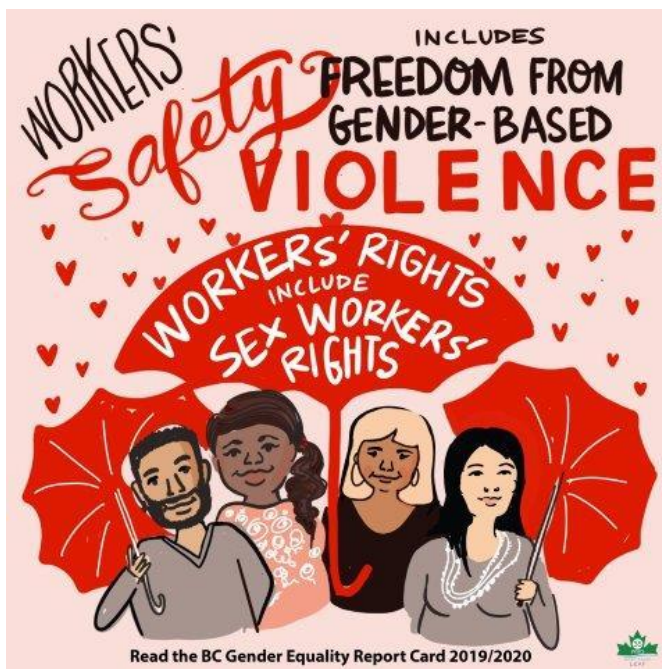
- [Download Sex Workers' Rights Facebook image](#)
- [Adding alt text on Facebook](#)
- West Coast LEAF publication date: Wednesday, August 5

Instagram

Violence against sex workers is not an occupational hazard, but the product of marginalization, including misogyny, transphobia, and racism. Let's call on policy-makers in BC to get proactive to address violence against sex workers. Visit West Coast LEAF's website at westcoastleaf.org to read the *BC Gender Equality Report Card* and download eight beautiful social media images by Drawing Change.

Image description: Four people under red umbrellas. Text: "Workers' safety includes freedom from gender-based violence. Workers' rights include sex workers' rights."

#BcPoli #BC #SexWorkersRights #HumanRights #WorkersRights #SexWorkersRightsAreHumanRights #GBV #EndGBV #EndViolence #Feminism #GenderEquality #GenderJustice #Safety #WorkersSafety #SocialJustice

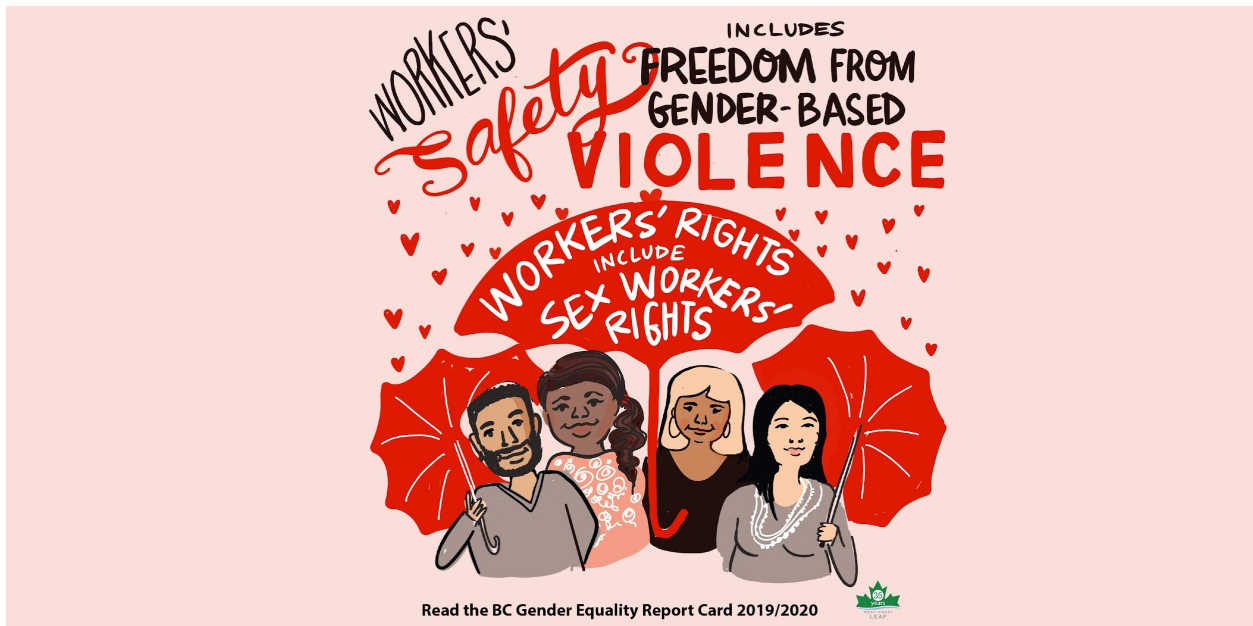


Suggested alt text:

- [Download Sex Workers' Rights Instagram image](#)
- West Coast LEAF publication date: Wednesday, August 5

Twitter

Violence against sex workers is not an occupational hazard but the product of misogyny, racism, transphobia & other oppression. BC must take action! Read & share West Coast LEAF's *BC Gender Equality Report Card*: <http://www.westcoastleaf.org/our-publications/report-card-2019-2020/> #BcPoli #BC #SexWorkersRights #GBV



Suggested alt text: Four people under red umbrellas. Text: "Workers' safety includes freedom from gender-based violence. Workers' rights include sex workers' rights."

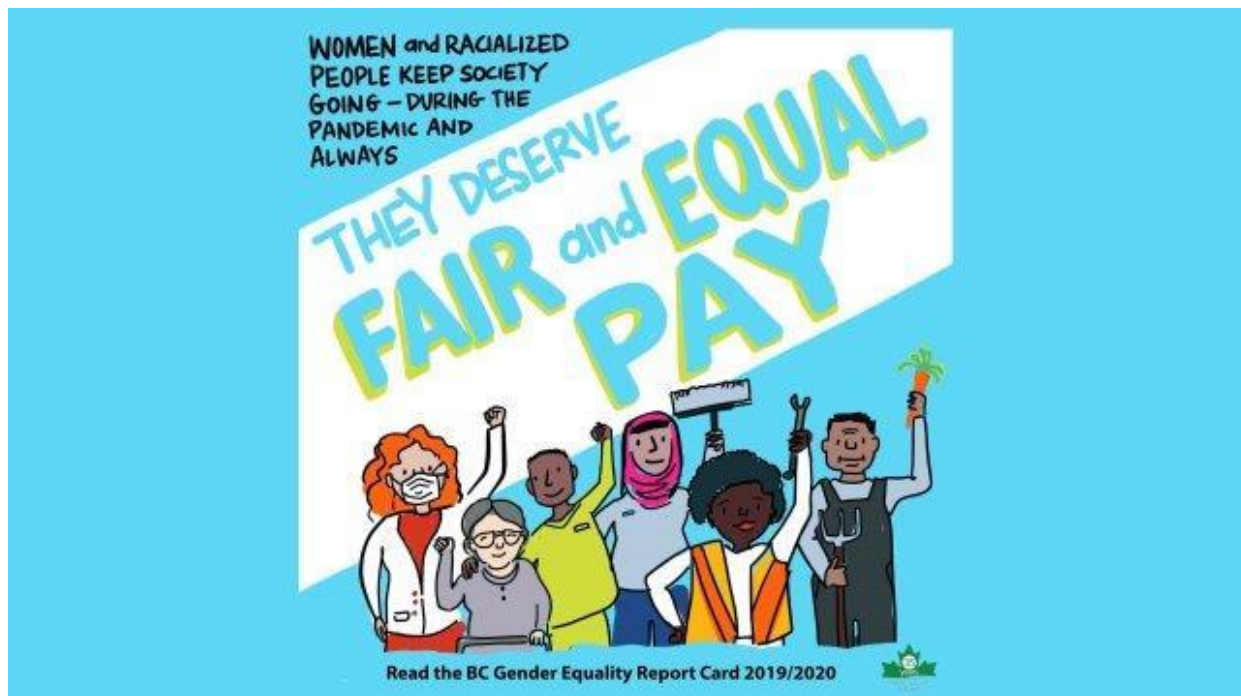
- [Download Sex Workers' Rights Twitter image](#)
- [Adding alt text on Twitter](#)
- West Coast LEAF publication date: Wednesday, August 5

Image 2: Fair and Equal Pay

Facebook

BC has the worst gender pay gap in Canada. Men earn about 19% more than women in BC on average—to say nothing of pay gaps based on race, disability, Indigenous identity, gender identity and expression, and more. And BC is one of the last provinces without pay equity laws. We need to do better! Read more in West Coast LEAF’s *BC Gender Equality Report Card 2019/2020* in the chapter on Economic Security. <http://www.westcoastleaf.org/our-publications/report-card-2019-2020/>

Illustration credit: Sam Bradd, Drawing Change



Suggested alt text: People with raised fists representing different jobs. Text: “Women and racialized people keep society going—during the pandemic and always. They deserve fair and equal pay.”

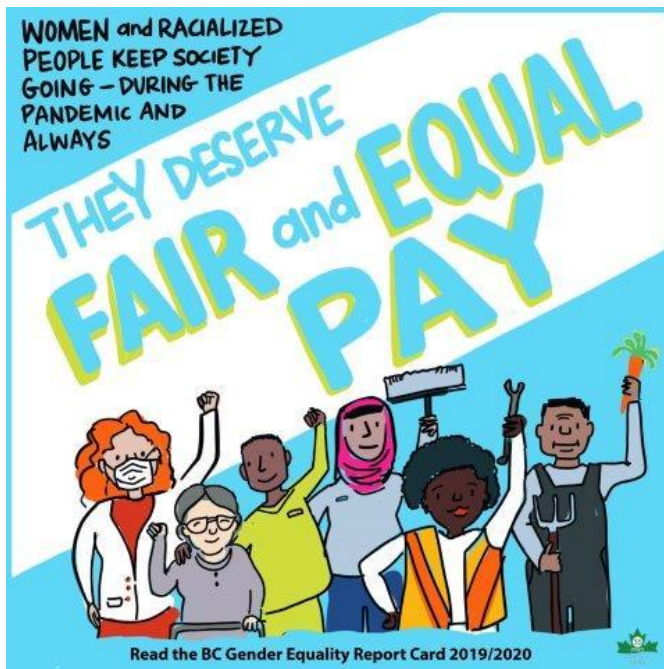
- [Download Fair and Equal Pay Facebook image](#)
- [Adding alt text on Facebook](#)
- West Coast LEAF publication date: Friday, August 7

Instagram

BC has the worst gender pay gap in Canada. Men earn about 19% more than women in BC on average—to say nothing of pay gaps based on race, disability, Indigenous identity, gender identity and expression, and more. And BC is one of the last provinces without pay equity laws. We need to do better! Visit West Coast LEAF’s website at westcoastleaf.org to read the *BC Gender Equality Report Card* and download eight beautiful social media images by Drawing Change.

Image description: People with raised fists representing different jobs. Text: “Women and racialized people keep society going—during the pandemic and always. They deserve fair and equal pay.”

#BcPoli #BC #EndPoverty #Poverty #EconomicSecurity #PayEquity #PayGap #GenderPayGap #EqualPay #WorkersRights #HumanRights #Feminism #GenderEquality #GenderJustice #Equity #Equality #SocialJustice

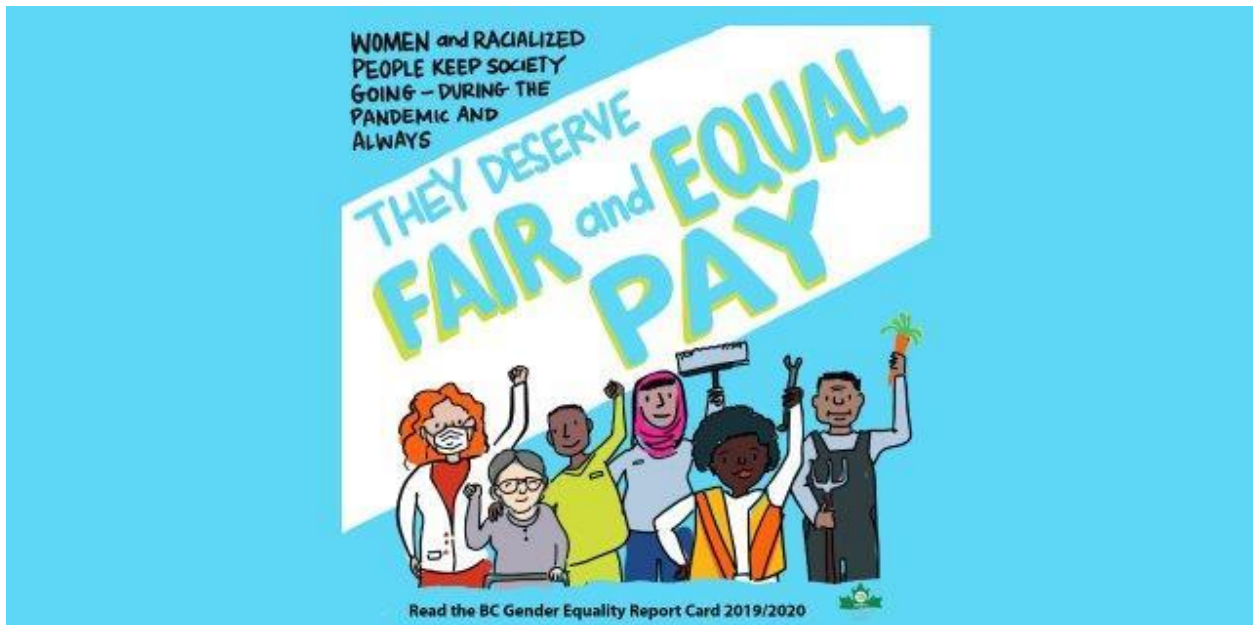


- [Download Fair and Equal Pay Instagram image](#)
- West Coast LEAF publication date: Friday, August 7

Twitter

BC has the worst pay gap between men & women in Canada (~19%), to say nothing of gaps based on Indigenous identity, race, disability, gender identity/expression, more. Yet still no pay equity law! Read West Coast LEAF's *Gender Equality Report Card*:

<http://www.westcoastleaf.org/our-publications/report-card-2019-2020/> #BcPoli



Suggested alt text: People with raised fists representing different jobs. Text: “Women and racialized people keep society going—during the pandemic and always. They deserve fair and equal pay.”

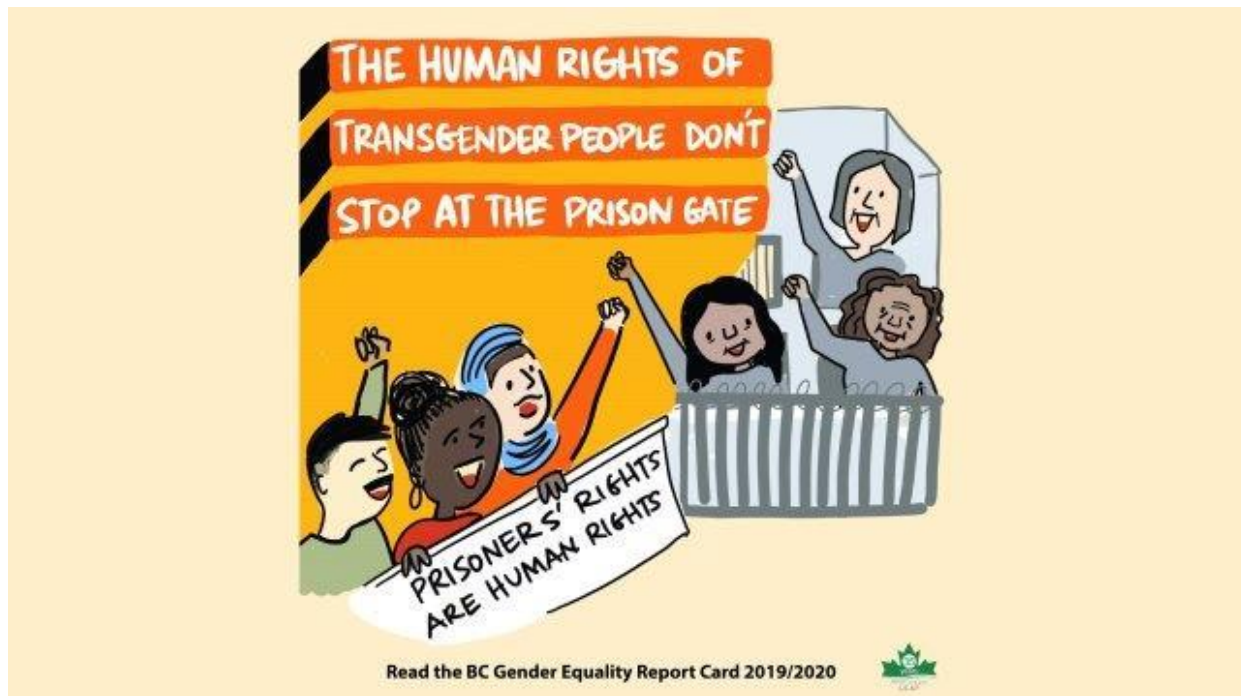
- [Download Fair and Equal Pay Twitter image](#)
- [Adding alt text on Twitter](#)
- West Coast LEAF publication date: Friday, August 7

Image 3: Trans Rights in Prison

Facebook

Several transgender women have filed human rights complaints about discrimination they have faced in BC prisons, including rules restricting their gender expression, privacy violations, and inappropriate placement in men's prisons. BC needs to get proactive in tackling transphobia in the prison system. It should not be up to incarcerated women to launch legal challenges to defend their human rights! Read more in West Coast LEAF's *BC Gender Equality Report Card 2019/2020* in the chapter on Justice for People who are Criminalized. <http://www.westcoastleaf.org/our-publications/report-card-2019-2020/>

Illustration credit: Sam Bradd, Drawing Change



Suggested alt text: Three people with raised fists looking out from inside a prison, and three protestors outside with a sign that says "Prisoners' rights are human rights." Text: "The human rights of transgender people don't stop at the prison gate."

- [Download Trans Rights in Prison Facebook image](#)
- [Adding alt text on Facebook](#)
- West Coast LEAF publication date: Monday, August 10

Instagram

Several transgender women have filed human rights complaints about discrimination they have faced in BC prisons, including rules restricting their gender expression, privacy violations, and inappropriate placement in men's prisons. BC needs to get proactive in tackling transphobia in the prison system. It should not be up to incarcerated women to launch legal challenges to defend their human rights! Visit West Coast LEAF's website at westcoastleaf.org to read the *BC Gender Equality Report Card* and download eight beautiful social media images by Drawing Change.

Image description: Three people with raised fists looking out from inside a prison, and three protestors outside with a sign that says "Prisoners' rights are human rights." Text: "The human rights of transgender people don't stop at the prison gate."

#BC #BcPoli #PrisonersRights #HumanRights #TransRights #WomensRights
#PrisonersRightsAreHumanRights #TransRightsAreHumanRights #Discrimination #Transmisogyny
#Transphobia



- [Download Trans Rights in Prison Instagram image](#)
- West Coast LEAF publication date: Monday, August 10

Twitter

BC needs to get proactive to address transphobia in its prison system. It should not be up to incarcerated people to launch human rights complaints to challenge discrimination! Read West Coast LEAF's BC Gender Equality Report Card & demand change:

<http://www.westcoastleaf.org/our-publications/report-card-2019-2020/> #BcPoli



Suggested alt text: Three people with raised fists looking out from inside a prison, and three protestors outside with a sign that says "Prisoners' rights are human rights." Text: "The human rights of transgender people don't stop at the prison gate."

- [Download Trans Rights in Prison Instagram image](#)
- [Adding alt text on Twitter](#)
- West Coast LEAF publication date: Monday, August 10

Image 4: Children Cared for by Kin

Facebook

Only a small minority of children and youth in kinship care arrangements in BC are receiving adequate financial support. BC needs to extend financial supports to all children and youth being cared for by their relations other than their parents. These young people and their caregivers need extra supports to cope with family separation. Please share if you agree! And read more in West Coast LEAF's *BC Gender Equality Report Card 2019/2020* in the chapter on Rights of Parents, Children, and Youth.

<http://www.westcoastleaf.org/our-publications/report-card-2019-2020/>

Illustration credit: Sam Bradd, Drawing Change



Suggested alt text: Three happy-looking family groupings of adults with children. Text: “Every child being cared for by kin needs strong supports without exception.”

- [Download Children Cared for by Kin Facebook image](#)
- [Adding alt text on Facebook](#)
- West Coast LEAF publication date: Wednesday, August 12 (International Youth Day)

Instagram

Only a small minority of children and youth in kinship care arrangements in BC are receiving adequate financial support. BC needs to extend financial supports to all children and youth being cared for by their relations other than their parents. These young people and their caregivers need extra supports to cope with family separation. Please share if you agree! And visit West Coast LEAF's website at westcoastleaf.org to read the BC Gender Equality Report Card and download eight beautiful social media images by Drawing Change.

Image description: Three happy-looking family groupings of adults with children. Text: "Every child being cared for by kin needs strong supports without exception."

#BC #BcPoli #Families #Parents #Children #Youth #KinshipCare #Caregivers #Caregiving #SupportFamilies #KeepFamiliesTogether #ChildWelfare #SocialChange #SocialJustice #Feminism



- [Download Children Cared for by Kin Instagram image](#)
- West Coast LEAF publication date: Wednesday, August 12 (International Youth Day)

Twitter

Only a small minority of children & youth being cared for by their kin in BC are receiving adequate financial support. Share if you agree change is urgently needed! And read/share West Coast LEAF's *BC Gender Equality Report Card*: <http://www.westcoastleaf.org/our-publications/report-card-2019-2020/> #BcPoli #BC #KinshipCare



Suggested alt text: Three happy-looking family groupings of adults with children. Text: “Every child being cared for by kin needs strong supports without exception.”

- [Download Children Cared for by Kin Twitter image](#)
- [Adding alt text on Twitter](#)
- West Coast LEAF publication date: Wednesday, August 12 (International Youth Day)

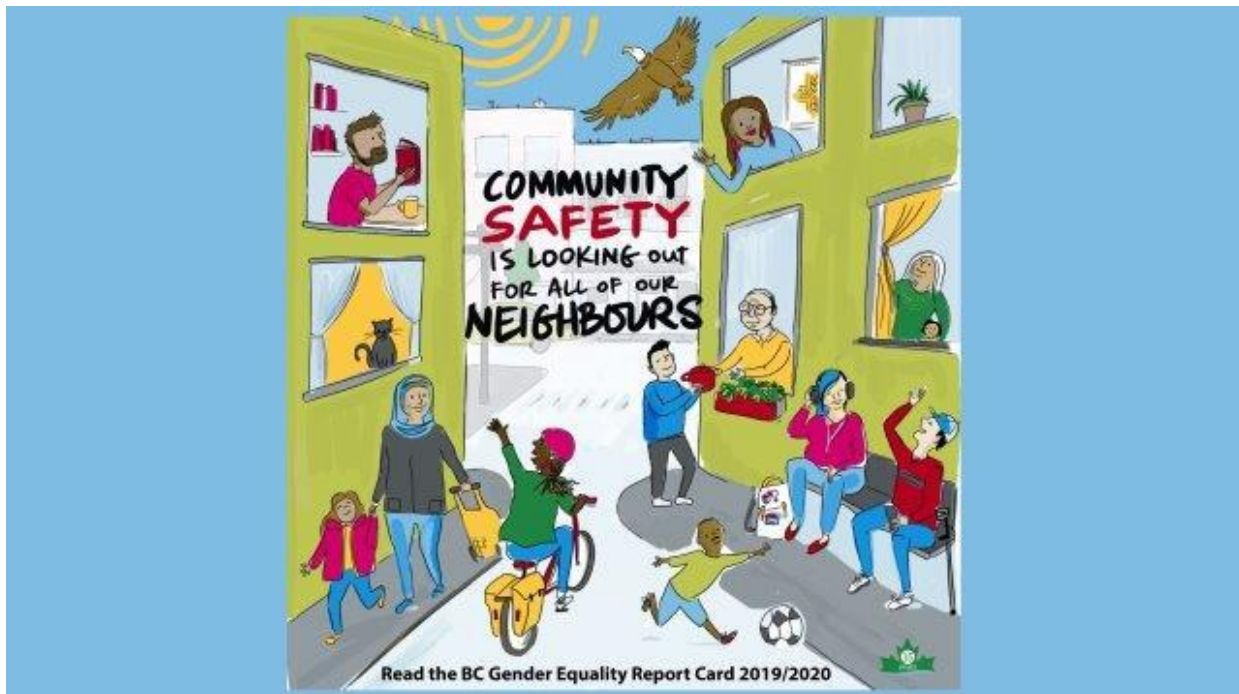
Image 5: Community Safety

Facebook

In 2019, BC passed the *Community Safety Amendment Act*, a law that allows neighbours to police each other and increases the likelihood of eviction for communities that already face deep injustices, especially Indigenous women. Surveillance, punishment, and displacement are the opposite of community safety. Please share if you agree! And read more in West Coast LEAF's BC Gender Equality Report Card 2019/2020 in the chapter on Justice for People Who are Criminalized.

<http://www.westcoastleaf.org/our-publications/report-card-2019-2020/>

Illustration credit: Sam Bradd, Drawing Change



Suggested alt text: A diverse neighbourhood where people are interacting in a friendly and connected way. Text: "Community safety is looking out for all of our neighbours."

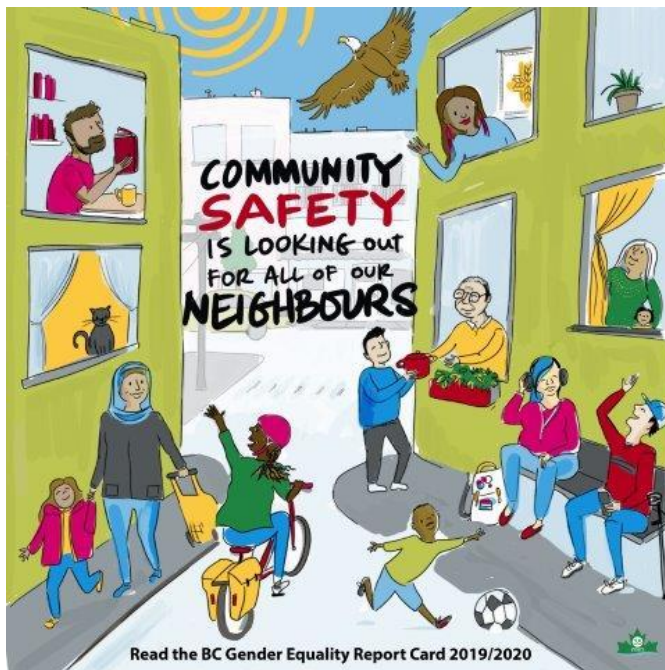
- [Download Community Safety Facebook image](#)
- [Adding alt text on Facebook](#)
- West Coast LEAF publication date: Friday, August 14

Instagram

In 2019, BC passed the *Community Safety Amendment Act*, a law that allows neighbours to police each other and increases the likelihood of eviction for communities that already face deep injustices, especially Indigenous women. Surveillance, punishment, and displacement are the opposite of community safety. Please post this image if you agree! Visit West Coast LEAF's website at westcoastleaf.org to read the *BC Gender Equality Report Card* and download eight beautiful social media images by Drawing Change, including this one.

Image description: A diverse neighbourhood where people are interacting in a friendly and connected way. Text: "Community safety is looking out for all of our neighbours."

#BC #BcPoli #BcLaw #Community #SafeCommunities #CommunitySafety #HousingInsecurity #Discrimination #Criminalization #SocialJustice #SocialChange #Feminism

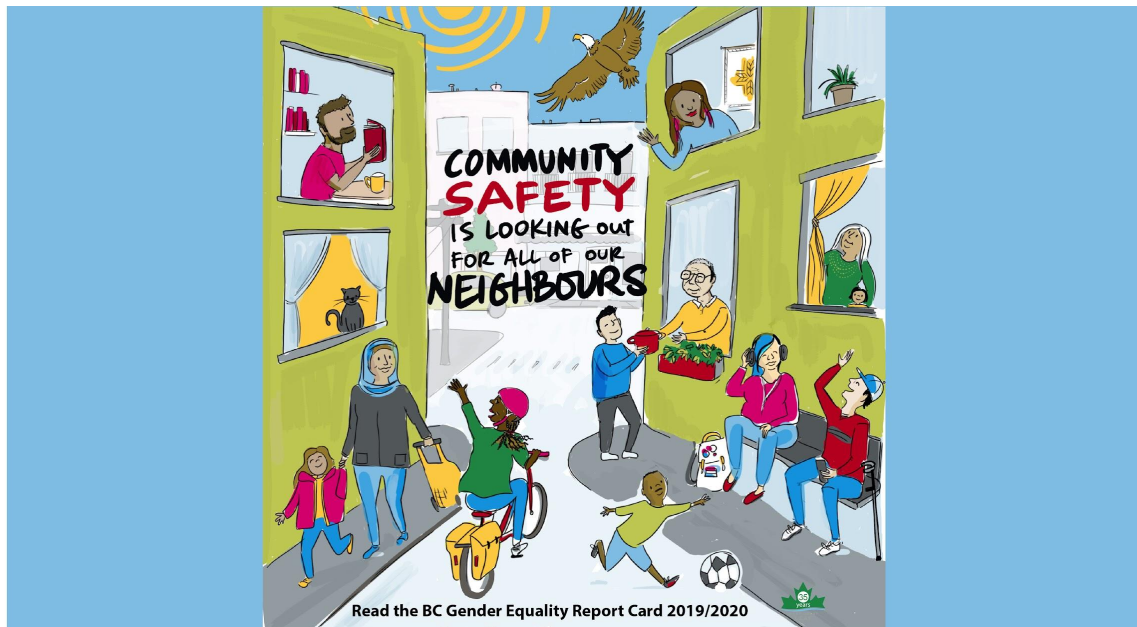


- [Download Community Safety Instagram image](#)
- West Coast LEAF publication date: Friday, August 14

Twitter

In 2019 BC passed the Community Safety Amendment Act, which allows neighbours to police each other & may increase evictions for people who already face deep injustices. Read/share West Coast LEAF's *Gender Equality Report Card* & demand change:

<http://www.westcoastleaf.org/our-publications/report-card-2019-2020/> #BcPoli #BC



Suggested alt text: A diverse neighbourhood where people are interacting in a friendly and connected way. Text: “Community safety is looking out for all of our neighbours.”

- [Download Community Safety Twitter image](#)
- [Adding alt text on Twitter](#)
- West Coast LEAF publication date: Friday, August 14

Image 6: More Justice in the Justice System

Facebook

More than half of applications for family law legal aid in BC are denied. Women and Indigenous people are especially likely to need this kind of legal help. When they can't get it, they often face danger from an abusive ex or struggle to get a fair share of the money they need to start a new life. That's why West Coast LEAF has launched a legal challenge over BC's broken family law legal aid system, *Single Mothers' Alliance v BC*. Share this post if you believe everyone should get the legal help they need for their safety! And read more in West Coast LEAF's *BC Gender Equality Report Card 2019/2020* in the chapter on Access to Justice. <http://www.westcoastleaf.org/our-publications/report-card-2019-2020/>

Illustration credit: Sam Bradd, Drawing Change



Suggested alt text: A group of people gathered around the scales of justice. Text: "Let's put more justice in the justice system. Justice for all who need it."

- [Download More Justice in the Justice System Facebook image](#)
- [Adding alt text on Facebook](#)
- West Coast LEAF publication date: Monday, August 17

Instagram

More than half of applications for family law legal aid in BC are denied. Women and Indigenous people are especially likely to need this kind of legal help. When they can't get it, they often face danger from an abusive ex or struggle to get a fair share of the money they need to start a new life. That's why West Coast LEAF has launched a legal challenge over BC's broken family law legal aid system, *Single Mothers' Alliance v BC*. Share this image if you believe everyone should get the legal help they need for their safety! Visit West Coast LEAF's website at westcoastleaf.org to read the BC Gender Equality Report Card and download eight beautiful social media images by Drawing Change, including this one.

Image description: A group of people gathered around the scales of justice. Text: "Let's put more justice in the justice system. Justice for all who need it."

#FamilyJusticeNotFamilyViolence #BC #BcPoli #AccessToJustice #A2J #Feminism #SocialJustice
#SocialChange #EndViolence #FamilyLaw #EndGBV #GBV



- [Download More Justice in the Justice System Instagram image](#)
- West Coast LEAF publication date: Monday, August 17

Twitter

More than half of people seeking family law legal aid in BC are refused. Women & Indigenous people are more likely to need this kind of help & may face danger when denied. Read/share West Coast LEAF's *Gender Equality Report Card* & demand better

<http://www.westcoastleaf.org/our-publications/report-card-2019-2020/> #BC #A2J



Suggested alt text: A group of people gathered around the scales of justice. Text: “Let’s put more justice in the justice system. Justice for all who need it.”

- [Download More Justice in the Justice System Twitter image](#)
- [Adding alt text on Twitter](#)
- West Coast LEAF publication date: Monday, August 17

Image 7: Gender-Affirming Care

Facebook

BC has introduced coverage for gender-affirming lower surgeries, a big positive step. But people in BC are still being advised to organize fundraisers to cover the full costs of gender-affirming health care. Let's remove barriers to essential health services. Read more in West Coast LEAF's *BC Gender Equality Report Card 2019/2020* in the chapter on Health.

<http://www.westcoastleaf.org/our-publications/report-card-2019-2020/>

Illustration credit: Sam Bradd, Drawing Change



Suggested alt text: An adult having a supportive conversation with a health provider while a child plays with a toy in the background. Text: "Gender-affirming care saves lives. Let's make it accessible for all who need it."

- [Download Gender-Affirming Care Facebook image](#)
- [Adding alt text on Facebook](#)
- West Coast LEAF publication date: Wednesday, August 19

Instagram

BC has introduced coverage for gender-affirming lower surgeries, a big positive step. But people in BC are still being advised to organize fundraisers to cover the full costs of gender-affirming health care. Let's remove barriers to essential health services! Visit West Coast LEAF's website at westcoastleaf.org to read the *BC Gender Equality Report Card* and download eight beautiful social media images by Drawing Change.

Image description: An adult having a supportive conversation with a health provider while a child plays with a toy in the background. Text: "Gender-affirming care saves lives. Let's make it accessible for all who need it."

#BcPoli #BC #Health #HealthCare #UniversalHealthCare #GenderAffirming #GenderAffirmingCare #GenderAffirmingHealthCare #TransHealth #TransgenderHealth



- [Download Gender-Affirming Care Instagram image](#)
- West Coast LEAF publication date: Wednesday, August 19

Twitter

It's great that BC now covers gender-affirming lower surgeries, but folks are still being advised to fundraise to cover the full costs of gender-affirming care. Read/share West Coast LEAF's *Gender Equality Report Card* & demand better: <http://www.westcoastleaf.org/our-publications/report-card-2019-2020/> #BcPoli #BC #Health



Suggested alt text: An adult having a supportive conversation with a health provider while a child plays with a toy in the background. Text: “Gender-affirming care saves lives. Let’s make it accessible for all who need it.”

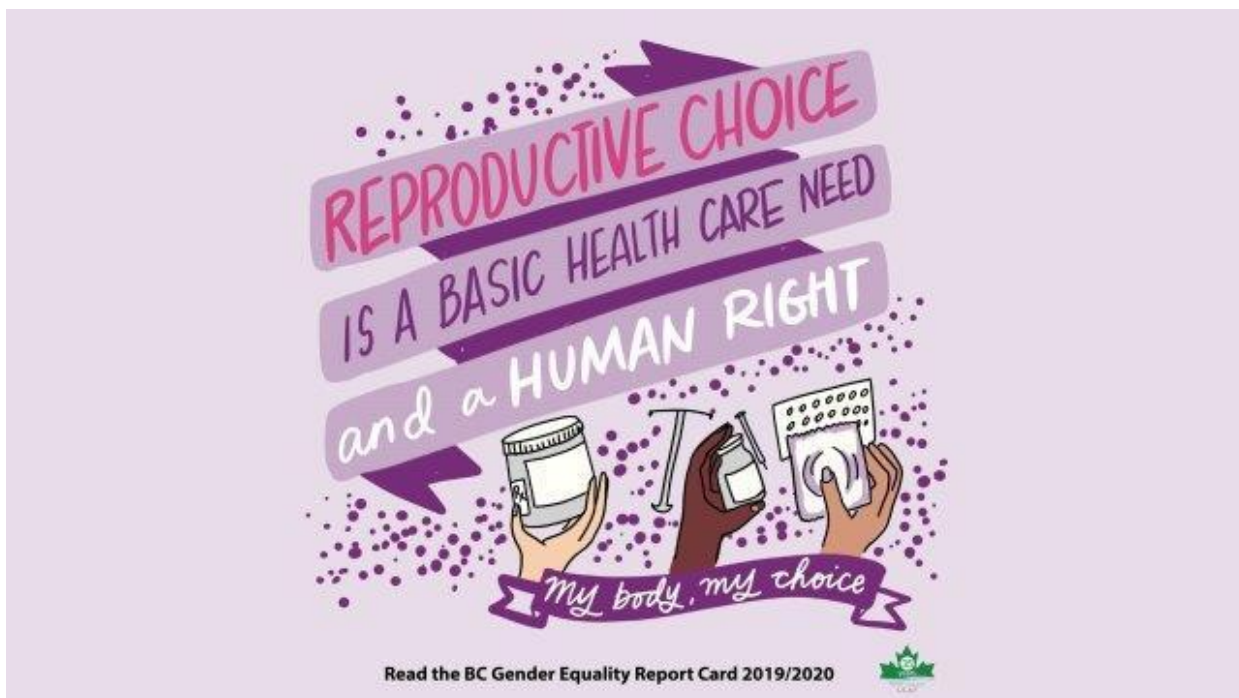
- [Download Gender-Affirming Care Twitter image](#)
- [Adding alt text on Twitter](#)
- West Coast LEAF publication date: Monday, August 17

Image 8: Reproductive Choice

Facebook

Let's call on BC to cover contraception as part of the public health system. Research suggests that providing free contraception to all young people in Canada would actually pay for itself. What on earth are we waiting for? Read more in West Coast LEAF's BC Gender Equality Report Card 2019/2020 in the chapter on Health. <http://www.westcoastleaf.org/our-publications/report-card-2019-2020/>

Illustration credit: Sam Bradd, Drawing Change



Suggested alt text: Three hands holding different kinds of contraception. Text: "Reproductive choice is a basic health care need and a human right."

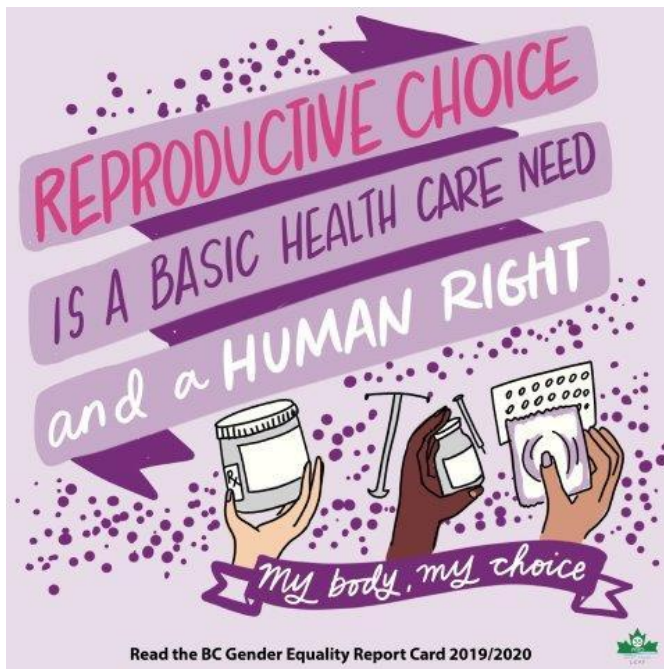
- [Download Reproductive Choice Facebook image](#)
- [Adding alt text on Facebook](#)
- West Coast LEAF publication date: Friday, August 21

Instagram

Let's call on BC to cover contraception as part of the public health system. Research suggests that providing free contraception to all young people in Canada would actually pay for itself. What on earth are we waiting for?! Visit West Coast LEAF's website at westcoastleaf.org to read the *BC Gender Equality Report Card* and download eight beautiful social media images by Drawing Change.

Image description: Three hands holding different kinds of contraception. Text: "Reproductive choice is a basic health care need and a human right."

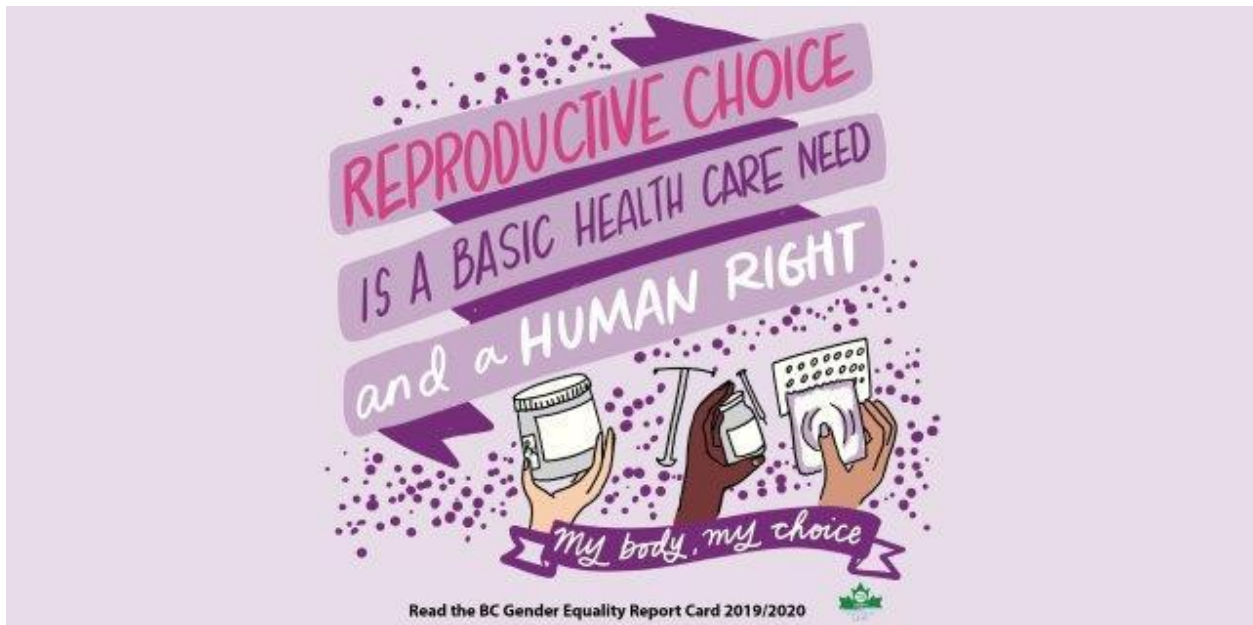
#BcPoli #BC #Health #HealthCare #UniversalHealthCare #ReproductiveChoice #ReproductiveRights #ReproductiveJustice #Contraception #MyBodyMyChoice #Feminism #SocialJustice #SocialChange



- [Download Reproductive Choice Instagram image](#)
- West Coast LEAF publication date: Friday, August 21

Twitter

Research suggests that providing free contraception to all young people in Canada would pay for itself. What are we waiting for?! Read/share West Coast LEAF's *Gender Equality Report Card*, & call for BC to cover contraception for all: <http://www.westcoastleaf.org/our-publications/report-card-2019-2020/> #BcPoli #BC #Health



Suggested alt text: Three hands holding different kinds of contraception. Text: “Reproductive choice is a basic health care need and a human right.”

- [Download Reproductive Choice Twitter image](#)
- [Adding alt text on Twitter](#)
- West Coast LEAF publication date: Friday, August 21