March 7, 2017
Asian American Equal Pay Day:
Sample Tweets & Messaging

On March 7th we observe Asian American Equal Pay Day. Please join in on social media to raise awareness of how AAPI communities experience the wage gap and increase visibility of AAPI work and wealth disparities that are often rendered invisible in mainstream conversations about the wage gap.

CORE MESSAGE
Wage disparities experienced by many Asian American and Pacific Islander (AAPI) women and gender non-conforming people are made invisible due to the model minority myth. AAPI communities deserve equal pay for equal work and need research, advocacy, and policies that acknowledge the diversity of needs that exist across our communities.

VISION
The work and labor of all AAPI women and gender non-conforming people should be valued and fairly compensated—and 87% of Asian Americans agree. AAPI people deserve to be included in research, advocacy, and policy efforts to ensure that the labor of all members of our community is visible and valued.

ISSUE
The "model minority" myth creates the narrative that all Asian Americans are wealthy and successful. This myth has been used to undermine and make invisible the many people within the Asian American and Pacific Islander community who do not fit that mold.

- The mainstream narrative claims Asian American women make more on average than other racial/ethnic groups in the United States; however, when you disaggregate the data by ethnicity, ***Southeast Asian and Pacific Islander women actually experience some of the widest pay gaps***.
- While the Department of Labor recently updated their salary data collection forms to include gender and ethnicity questions, the EEO-1 form does not disaggregate "Asian" by ethnicity or disaggregate "multiracial." It also offers limited gender identity options.
    - As a result, there are limited means of even assessing pay inequity across AAPI ethnicities and gender identities.

SOLUTION
Not all AAPI people are doctors, engineers, and lawyers. We work across sectors and industries—and we demand research, advocacy, and policies that acknowledge our labor so that each member of the AAPI community can achieve pay equity and economic security.

- We support comprehensive equal pay policies on the state and federal level, including the Paycheck Fairness Act.
- We call for data equity and the implementation of best practices for AAPI disaggregation in pay equity research. We also call for increased gender identity options in government surveys so that disparities for AAPI transgender workers can be collected and reported.

- We insist that the diversity of AAPI communities be included and made visible in pay equity research, advocacy, and policy efforts.

Social Media Examples

HASHTAGS

#AAPIEqualPay
#NotYourModelMinority

FACEBOOK AND INSTAGRAM

Share graphics, photos, stories, articles, and information with followers to push against the model minority myth and highlight those within the AAPI community most impacted by wage disparities—Southeast Asian and Pacific Islander communities.

Asian Americans women make 85 cents for every dollar that a white man earns, but we know there is more to the story. Today, on Asian American Equal Pay Day, we are acknowledging Bhutanese, Marshallese, Burmese, and Nepalese American women who experience some of the widest pay gaps across all other races and ethnicities. #NotYourModelMinority #AAPIEqualPay

Join us on March 7, 2017 during Asian American Equal Pay Day as we push back against the "model minority" myth and share information about #AAPIEqualPay and the Southeast Asian and Pacific Islander women who experience some of the widest pay gaps. #NotYourModelMinority

SAMPLE TWEETS

Share graphics, stories, and articles that push against the model minority myth. Highlight the Equal Pay Days of subethnicities within the AAPI group. Uplift the experiences of poverty by AAPI transgender people and AAPI immigrant women.

- Asian American women work 2 extra months to earn what a white man earns in a year. But on #AAPIEqualPay, we know there is more to the story.
- Today is #AAPIEqualPay Day, but we know there's more to the story: [INSERT ETHNICITY] Equal Pay Day is [INSERT DATE]. #NotYourModelMinority (*See chart below)*
- Bhutanese and Marshallese wmn need to work > 2 yrs to earn equivalent of a white male's 1 yr salary. That's why we need #AAPIEqualPay.
- Did you know? Bhutanese women are paid 38 cents for every $1 paid to their white, non-Hispanic counterparts. #AAPIEqualPay.
- Southeast Asian American & Pacific Islander women have some of the highest wage disparities. We need #AAPIEqualPay. #NotYourModelMinority.
- Today is #AAPIEqualPay day, but mark your calendars for Bhutanese, Vietnamese, and Hmong Equal Pay Day, and more. #NotYourModelMinority.
- On #AAPIEqualPay Day, we demand AAPI people be represented in equal pay research, advocacy, & policy. #NotYourModelMinority
- AAPI women overall experience one of the widest within-ethnicity wage gaps compared to other racial & ethnic groups. #AAPIEqualPay

- 46% of AAPI immigrant women participate in the labor force and they need #AAPIEqualPay. #NotYourModelMinority
- AAPI trans ppl experience high rates of poverty, w/ 18% reporting household income < $10,000 per year. #AAPIEqualPay #NotYourModelMinority
- AAPI trans ppl experience higher rates of poverty than the overall trans community and 6x the general AAPI population. #AAPIEqualPay
- We value the labor of AAPI women, trans, and GNC folks, and that's why we support the #PaycheckFairnessAct. #AAPIEqualPay
- In order to achieve #AAPIEqualPay, we need data that reflects our ethnicities & gender identities. #NotYourModelMinority

AAPI EQUAL PAY DAYS DISAGGREGATED			
Chinese	Monday, January 9	**Samoan**	Friday, July 28
Japanese	Friday, February 3	**Cambodian**	Tuesday, August 15
Korean	Monday, March 6	**Laotian**	Thursday, September 14
Filipino	Friday, March 17	**Micronesian**	Friday, September 15
Pakistani	Monday, April 24	**Hmong**	Monday, October 16
Native Hawaiian	Wednesday, May 3	**Nepalese**	Monday, December 4
Indonesian	Monday, May 15	**Burmese**	Monday, March 19, 2018
Thai	Thursday, June 15	*Based on 2015 ACS 1-Year Data*	
Bangladeshi	Friday, June 30		
Polynesian	Monday, July 3	**Bhutanese**	Monday, August 27, 2018
Vietnamese	Wednesday, July 5	**Marshallese**	Thursday, April 12, 2018
Guamanian or Chamorro	Monday, July 10	*Based on 2013 ACS 3-Year Data*	