

Virtual Photo Booth: Social Media Toolkit

For a second year in a row, the effects of the COVID-19 pandemic have caused many Labor Day parades and other festivities across the country to be cancelled. But we can still find ways to join together to support workers -- even while we're physically apart.

The Women and Girls Foundation, and the Family Care Coalition, are hosting a virtual "Paid Leave for All" selfie photo booth for Labor Day weekend. You're invited to take a selfie; choose from several pro-worker backgrounds, frames, and stickers; and then share it on social media. Together, using the hashtags #VirtualLaborDayParade #PaidLeaveForAll we can create a virtual Labor Day parade online!

Here's how to participate:

WHERE: Go to <https://paidleaveforall.virtualbooth.co/> to take a selfie or upload your own photo. Then, personalize it with the available pro-workers digital stickers.

WHEN: The virtual selfie booth will be live from Sept. 3-8, 2021, though we definitely want to encourage folks to post on Labor Day Sept 6th whenever possible.

WHAT TO WRITE TO GO ALONG WITH YOUR PHOTO: (*NOTE: Keep length to 280 characters or less to use on Twitter.*)

- **OPTION 1:** This Labor Day, I'm speaking up for workers everywhere by supporting Paid Leave for All. Visit <https://paidleaveforall.virtualbooth.co/> to take a selfie and join me! #PaidLeaveForAll #VirtualLaborDayParade
- **OPTION 2:** Federal paid family and medical leave for all is one step closer to reality in the U.S., but we can't stop now! Show your support by snapping a selfie like me and sharing what Paid Leave for All means to you.
<https://paidleaveforall.virtualbooth.co/> #PaidLeaveForAll #VirtualLaborDayParade
- **OPTION 3:** #WhatPaidLeaveMeansToMe: [Add a sentence about how Paid Leave would make a difference in your life]. Snap a selfie and join the movement:
<https://paidleaveforall.virtualbooth.co/> #PaidLeaveForAll #VirtualLaborDayParade

HASHTAGS: #PaidLeaveForAll #VirtualLaborDayParade

Additional Optional Hashtags: If you wish, add another hashtag that you connect with!
#SupportPaidLeave #CareCantWait #AllMomsDeservePaidLeave #AllWorkersDeservePaidLeave
#PaidLeaveForDads #PaidLeaveAdvocate #PaidLeaveNow #WhatPaidLeaveMeansToMe