



## LATINA EQUAL PAY DAY TOOLKIT

October 5, 2023 | National Social Media Storm 11am PT/2pm ET

Thank you for participating in Latina Equal Pay Day! Please join us for a social media storm co-hosted by Equal Pay Today, LCLAA and Justice for Migrant Women

Latinas are one of the fastest growing, most powerful groups in the United States. Latinas excel in every sector and industry in our country. Despite all of this, in 2022, Latinas continued to face the pay gap that is, on average, an abysmal **52 cents** to every dollar paid to white, non-Hispanic men. This number includes all Latinas with reported earnings, like part-time, seasonal, and migrant workers. For full-time, year-round workers, the wage gap is **57 cents** for every dollar paid to white, non-Hispanic men. The wage disparity is a clear reflection of the economic hurdles Latinas continue to encounter.

For Latina Equal Pay Day, we will be using the hashtags **#LatinaEqualPay** and **#Trabajadoras** and our shared calls to action focus on urging passage of the federal [Paycheck Fairness Act](#) and the [Raise the Wage Act](#).

[\\*\\*\\*Read more about our calls to action for Latina Equal Pay Day and the shared messaging from the organizational co-leads on the Equal Pay Today website here\\*\\*\\*](#)

**How to use this toolkit:** Copy + paste sample social media from EPT partner organizations to post on your own social media pages! Easily download graphics for the corresponding posts by clicking on the folder below; or right click on the image, select Save to Keep, and download.

**Please use the hashtag #LatinaEqualPay #Trabajadoras**



If you have any questions, email us! [dvagins@equalrights.org](mailto:dvagins@equalrights.org) | [ejohnson@equalrights.org](mailto:ejohnson@equalrights.org)

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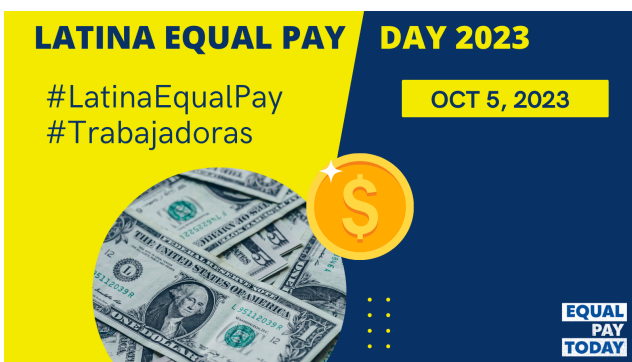
**Save the Date Images**



Save the date! Join the Latina Equal Pay Day social media storm happening on all platforms next week. Raise awareness about the #WageGap for Latina workers and take action for #Trabajadoras everywhere! #LatinaEqualPay



¡Reserva! Únete a la tormenta de redes sociales del Día de la Igualdad Salarial para las Latinas que tendrá lugar en todas las plataformas la próxima semana. ¡Crea conciencia sobre la #BrechaSalarial para las trabajadoras latinas y toma medidas para cerrar la brecha para las #Trabajadoras! #LatinaEqualPay



Latinas are the backbone of our economy and deserve WAY more than 52 cents on the dollar. Learn more about #LatinaEqualPay and why we advocate for #Trabajadoras everywhere! [www.equalpaytoday.org](http://www.equalpaytoday.org)

## Events and Actions

**A LATINA EQUAL PAY DAY CONVERSATION**  
Tuesday, October 3  
12:15-12:30 p.m. PST / 3:15-3:30 p.m. EST  
Instagram Live

**JESSICA RAMEY STENDER**  
Legal Policy Director, Equal Rights Advocates

**XOCHITL OSEGUERA**  
Vice President, MomsRising & MamasConPoder

**UNA CONVERSACIÓN EN EL DÍA DE LA IGUALDAD SALARIAL PARA LAS MADRES**  
Viernes, 03 de Agosto  
12:15-12:30 p.m. PST / 3:15-3:30 p.m. EST  
Transmisión en vivo de Instagram

**JESSICA STENDER**  
Directora de Políticas, Equal Rights Advocates

**XOCHITL OSEGUERA**  
Vice presidenta, MomsRising y MamasConPoder

Join @equalrightsadv + @mamasconpoder for a conversation about #LatinaEqualPay on Instagram Live!  
<https://bit.ly/LEPDigLIVE2023>

¡Únase a @equalrightsadv + @mamasconpoder para una conversación sobre #LatinaEqualPay en Instagram Live!  
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**2023 Latina Equal Pay Day:**  
Under Paid, Under Resourced, Under Valued

Thursday, October 5, 2023  
Capitol Visitor Center CVC-217  
1st Street NE, Washington, DC 20515  
2:00pm - 4:30pm

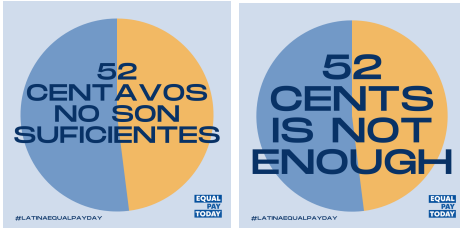
Logos: EQUAL RIGHTS ADVOCATES, EQUAL PAY TODAY, WISER, MANA, ESPERANZA UNITED, UNIDOSUS, USHCC, LCLAA, CHCI

Join us in DC next week for a #LatinaEqualPay Day Congressional briefing! 2023 Latina Equal Pay Day: Under Paid, Under Resourced, Under Valued. Our very own @DebVagins will be speaking! Register here:  
<https://eventbrite.com/e/2023-latina-equal-pay-day-under-paid-under-resourced-under-valued-tickets-719456181807?aff=oddtcreator>

- Equal Pay Today Action Center: <https://p2a.co/ljilov5>
- Paycheck Fairness Act: <https://p2a.co/oVrKYLE>
- Raise the Wage Act: <https://p2a.co/5qN93mX>
- <https://nationalpartnership.org/report/las-prohibiciones-estatales/>
- <https://nationalpartnership.org/report/state-abortion-bans-threaten-latinas/>

## **Equal Rights Advocates**

The #WageGap cannot be explained away by education, experience or perceived choices. Even in states with large populations of Latinas in the workforce, rampant wage disparities persist, with devastating consequences for Latinas and their families. #LatinaEqualPay #Trabajadoras



Today is #LatinaEqualPay Day. Latina women who work full time, year round, and part time earn only 52 cents for every \$1 earned by a white male. Take a stand against pay discrimination & occupational segregation! We need #LatinaEqualPay for #trabajadoras everywhere.



Latinas are overrepresented in underpaid industries and often lack basic workplace protections. Outraged? So are we. Take action and tell Congress about it with our action center! <https://p2a.co/ljlllov5>

Raise the Wage would gradually increase the federal minimum wage to \$17 over the next four years. Low-income workers live w/ economic insecurity and cannot afford basic necessities like food or rent. They deserve more! Email Congress to show your support! <https://p2a.co/5qN93mX>

## **LCLAA**



Las #Trabajadoras ganan sólo 52¢ por cada \$1 que gana un hombre blanco no latino. #DieldeIgualdadSalarial se trata de celebrar a las latinas trabajadoras y garantizar salarios justos para todas 🙌

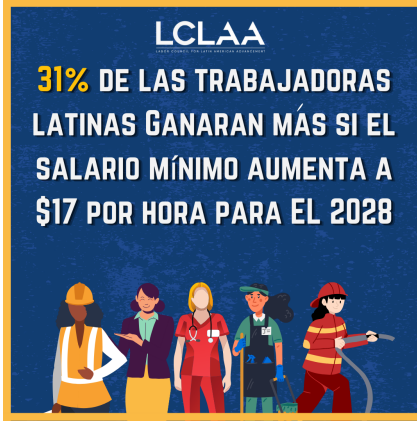




Did you know unionized #Trabajadoras earn \$268 more PER WEEK than their non-union counterparts? Unions help make #LatinaEqualPay a reality! 🏆



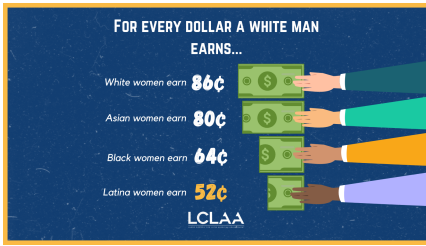
Numbers don't lie: Latina women in unions earned \$6.70 more per hour than non-union Latina women in 2022. That's a game-changer for families. Unions are key to #LatinaEqualPay



📊 Aumentar el salario mínimo no se trata sólo de números; se trata de la vida de las personas. Se trata de apoyar a las mujeres trabajadoras, especialmente a las de comunidades marginadas.

¡En nuestra lucha por la #IgualdadSalarial, hacemos un llamado al Congreso para que le dé a cada trabajador un salario digno! <https://shorturl.at/yEFQR>

Equal work DESERVES equal pay!

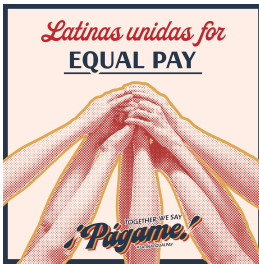


Let's fight for #LatinaEqualPay and support the Paycheck Fairness Act to stop workplace gender discrimination for ALL women!

<https://shorturl.at/nszBF>

### **Justice for Migrant Women**

- 1) PETITION: [actionnetwork.org/petitions/latinaequalpay](https://actionnetwork.org/petitions/latinaequalpay)
- 2) Visit [latinaequalpay.org](https://latinaequalpay.org) for more information

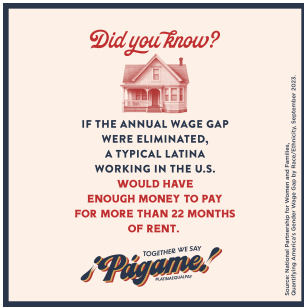


In 2022, the pay gap stayed the same for full time, year round working Latinas, holding at 57 cents to the dollar. We held some ground. Yet, it widened to 52 cents to the dollar for all working Latinas, including full time, year round, part-time, and seasonal workers. We must be paid the full dollar!

[actionnetwork.org/petitions/latinaequalpay](https://actionnetwork.org/petitions/latinaequalpay)  
 #LatinaEqualPay #Trabajadoras @mujerxsrising



Working people from across sectors are organizing and pushing for better conditions. Actors and writers to hotel workers, domestic workers, farmworkers, auto workers, city workers, restaurant workers & more, including millions of working Latinas, are making their voices heard to be paid fully and fairly now. Join them & sign the petition! [actionnetwork.org/petitions/latinaequalpay](https://actionnetwork.org/petitions/latinaequalpay) #LatinaEqualPay #Trabajadoras @mujerxsrising



More than 50 years after the passage of the Equal Pay Act of 1963, Latinas working full-time, year-round, part-year and part-time are still facing a wage gap. Across industries and sectors, women are not paid equitably for their work.  
 #LatinaEqualPay #Trabajadoras @mujerxsrising

The pay gap harms Latinas, our families, our futures and our entire country. We can't wait to be paid equally, and we shouldn't have to. Join us in calling on Congress to pass the #PaycheckFairnessAct & more rights for all workers at [actionnetwork.org/petitions/latinaequalpay](http://actionnetwork.org/petitions/latinaequalpay) #LatinaEqualPay #Trabajadoras

**MomsRising**



Las mamás latinas enfrentan racismo, sexismo Y una brecha salarial materna de 51¢ por cada \$1 que gana un papá blanco al trabajar tiempo completo. ¡Pero la brecha es peor al tomar en cuenta a los trabajadores de tiempo completo y de medio tiempo! #LatinaEqualPay #Trabajadoras



Latina moms are up against racism, sexism, AND the maternal wage gap, making just 51¢ for every \$1 paid to white dads, for full-time workers. But that gap widens when accounting for full- & part-time workers! #LatinaEqualPay #Trabajadoras

¡#PayEquity para las mamás latinas incluye proteger a las trabajadoras embarazadas! Las mamás latinas son más propensas que sus semejantes blancas a tener empleos que son físicamente exigentes y menos propensas a tener acceso a adecuaciones #LatinaEqualPay #Trabajadoras

The #WageGap exists for Latinas of all ages across all occupations and is widest for working women nearing retirement. #LatinaEqualPay #Trabajadoras

## **ERA Coalition**

This #LatinaEqualPayDay, we celebrate the resilience and strength of Latina women in the face of pay disparities. Empowerment begins with publishing the Equal Rights Amendment so that these disparities are a thing of the past. #ERANow

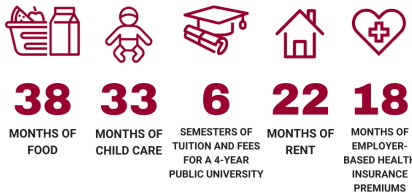
On average, Latinas earn just 52 cents for every dollar earned by white, non-Hispanic men. Let's work towards a more equitable future where all women receive equal pay for equal work! It's time to publish the #EqualRightsAmendment and bridge the gap. #ERANow #LatinaEqualPayDay

Here are three ways to help bridge the pay gap for Latinas: Advocate for fair wages, create mentorship programs, and publish the Equal Rights Amendment. It's time to re-write history and ensure that pay disparity for Latinas is a thing of the past. #ERANow #LatinaEqualPayDay

Imagine a world where pay disparity for Latinas is a thing of the past. That's the vision of the #EqualRightsAmendment. When we ensure equal pay for Latinas, we're taking a significant step towards a more equitable, prosperous, and inclusive nation. #ERANow #LatinaEqualPayDay,

The ERA would provide a rock-solid legal foundation for gender equality, making it crystal clear that discrimination on the basis of sex is unconstitutional. This means a country where Latinas receive the same pay for the same hard work. #ERANow #LatinaEqualPayDay,

## **National Partnership**



In 2022, Latinas were paid only 52 cents for every \$1 paid to a white non-Hispanic male due to racism, sexism, & occupational segregation #LatinaEqualPayDay New research from @NPWF shows that if the #WageGap disappeared for just one year, #trabajadoras could afford an additional: <INSERT NPWF\_1 HERE>

ALT TEXT: Graphic showing 38 months of food, 33 months of child care, 6 semesters of tuition and fees for a 4-year public university, 22 months of rent, and 18 months of employer-based health insurance premiums. Access to abortion and #LatinaEqualPay are connected – and @NPWF & @LatinaInstitute research shows that 6.7 million Latinas ages 15-49 live in states that have or are likely to ban abortion after Dobbs: <https://nationalpartnership.org/report/state-abortion-bans-threaten-latinas/>

Reproductive justice and economic justice go hand in hand. More than 3 million Latinas between 15-49 y.o. live in states that have or are likely to ban abortion after Dobbs: <https://nationalpartnership.org/report/state-abortion-bans-threaten-latinas/> #LatinaEqualPay

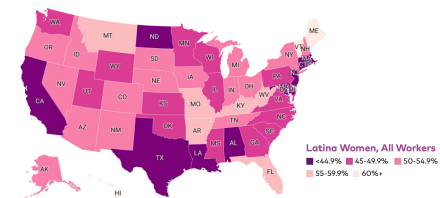
Since the fall of Dobbs, eyes have constantly been on the Southern US – especially Texas. Latinas in Texas not only face a large wage gap, they also suffer from a draconian abortion ban that harms their health and their

economic security #LatinaEqualPay.

<https://nationalpartnership.org/report/state-abortion-bans-threaten-latinas/>

## IWPR

MAP 1. The Median Annual Earnings Ratio for Latina Women Compared with White Men for All with Earnings, by State



Notes: Workers 15 years and older. White alone, not Hispanic; Latinas may be of any race.  
Source: IWPR analysis of 2017-2021 American Community Survey Microdata (Integrated Public Use Microdata Series, Version 13.0)

In 10 states—CA, NJ, TX, CT, MD, MA, LA, AL, ND, and WA—in 2021

Latinas were paid less than 45 cents for every dollar paid to a White non-Hispanic man. Not acceptable!

Read more from @IWPRResearch: <https://iwpr.org/p/40030> #LatinaEqualPay #Trabajadoras

It will take until 2207 for all working Latinas to reach pay equity with White non-Hispanic men, according to the latest @IWPRResearch. The prospect of closing this wage gap is beyond the lifetime of anyone working today.

<https://iwpr.org/latina-wage-gap-fact-sheet/> #LatinaEqualPay #Trabajadoras

Latinas deserve equal pay for their essential contributions to our workforce. They are not getting it. In 2021, Latinas earned less than White, non-Hispanic men in EVERY state and D.C. Let's make #LatinaEqualPay a reality!

<https://iwpr.org/latina-wage-gap-fact-sheet/> ✨ #Trabajadoras @IWPRResearch

📊 Closing the #GenderWageGap for Latina women isn't just a goal—it's an economic imperative. When we support equal pay, we strengthen families, communities, and our nation as a whole. Learn more from @IWPRResearch: <https://iwpr.org/latina-wage-gap-fact-sheet/> #LatinaEqualPay #Trabajadoras

🗣️ In 2022, Latinas working full-time year-round earned 57.5 cents for every dollar earned by White non-Hispanic men. This 42.5% wage gap is unacceptable! It's time for #LatinaEqualPay and a more equitable future. Read more: <https://iwpr.org/latina-wage-gap-fact-sheet/> #Trabajadoras @IWPRResearch

## **National Women's Law Center**

According to new data from @NWLC, the wage gap will typically cost Latinas over \$1.2 million over their career. Latinas with a professional degree stand to lose \$2.5 million. That is not acceptable! Pay women what you owe them!

Latinas face a wage gap in each of the 10 occupations where they are most likely to work. Imagine going to work a job without being paid your worth. Not okay!

<https://nwlc.org/resource/equal-pay-for-latinas/>

## **NOW**

Full time, part time, seasonal, or migrant, all #Latina workers deserve #equalpay. Right now, they receive 52-57 cents to every dollar paid to white, non-Hispanic men. With the Paycheck Fairness Act and the Raise the Wage Act, we can close the gap.

#LatinaEqualPay #Trabajadoras

### **Family Values at Work**

🔥 It's bad enough that Latine workers are paid less than their counterparts, most can't take a paid sick day or #paidleave. Pay disparity keeps Latine families in poverty and working twice as hard to make ends meet – so do lack of access to #paidleave. #LatinaEqualPay



🗓️ We live in a country where a Latine woman must wait 10 months to finally make what her white male counterpart made by December last year. It is unacceptable that Latinas are paid just 57 cents to the white male dollar for the same damn work. 🛠️ #LatinaEqualPay

🗓️ ¡Una brecha salarial de diez meses significa que te han estafado 🙌 durante 🙌 diez 🙌 meses 🙌! ¡La desigualdad salarial es un robo! 🔥 Inacceptable. #LatinaEqualPay

🌈 Las latinas queer son víctimas de salarios desiguales. Negarle a los trabajadores latinos #PaidLeave agrava la pobreza que crea la desigualdad en los sueldos. #LatinaEqualPay

🌈 Queer Latinas are victims of unequal pay. Denying Latinx workers #PaidLeave compounds the poverty that paycheck disparity creates. #LatinaEqualPay

### **Women Employed**



**On average, Latinas are paid just 52¢ for every \$1.00 paid to white men.**

Source: Equal Pay Today

**#LatinaEqualPay**



**WAGES LOST BY LATINA WOMEN DUE TO THE PAY GAP**

**#NativeWomensEqualPay**



**OVER A 40-YEAR CAREER \$1.18M**

**EVERY YEAR \$29K**


**EVERY MONTH \$2K**

womenemployed.org | Source: National Women's Law Center



**When looking at both full- and part-time workers, on average, Latina/x women are paid just 52¢ for every \$1.00 paid to white men.**

**#LatinaEqualPay**





**Imagine having to work almost 2 years just to earn what your male co-worker does in 1.**

**2**

If you're a Latina/x woman in the United States, that's a likely reality.


**#LatinaEqualPay**

womenemployed.org | Source: Equal Pay Today

**When looking at both full- and part-time workers, on average, Latina/x women are paid just 52¢ for every \$1.00 paid to white men.**

**#LatinaEqualPay**



Source: Equal Pay Today