



Abortion Advocacy Social Media Guide

Social Media Slogans

Find the brief and catchy hashtags that are being used by abortion advocates in your state to use those on your social media posts to draw attention to the abortion restrictions in your state. This will make it easier for people on social media to sort through posts on this topic, and it will show solidarity in the movement. Additionally, you can use some Amnesty's #MyBodyMyRights tag so we can see where other Amnesty activists are taking action.

Social Media Post Ideas

Here are some ideas to guide the content of your posts when discussing abortion restrictions. Make it interactive! Start a conversation with your followers to engage them and use this opportunity to share why protecting abortion rights matters.

- Share your thoughts on why it's important to protect abortion rights.
- Post a photo or video about the impact that this issue has had on your life.
- Ask your friends and followers to comment on your posts about why this issue is important to them.

Messages that Work

The following messages and values have been shown to be the most effective when trying to gain support for abortion rights¹:

- "Rights"
- "Trust"
- "Support and treat with compassion"
- "The reproductive healthcare they need and deserve"
- "Able to make their own decisions"
- "Affordable and available"
- "People should have power and control over their bodies"

Here are some key phrases that can be used to describe politicians who oppose abortion rights²:

- "Controlling"
- "Out of touch"
- "Anti-freedom"
- "Hypocritical"

Here is a table you can use to identify the best ways in which you can communicate your pro-abortion messages:

Say this	Not that
"Abortion"	Any other phrases or euphemisms ("choice" etc)- it's important to destigmatize the word "abortion" and use it directly
"Pregnant person" or "people who have abortions"	Gender exclusive language that only references women and girls
"Abortion provider" or "provider of abortion care"	"Abortionist"

¹ National Women's Law Center, "Speaking Your Values, Building Connections", 15 September 2021.

² NARAL Pro-Choice America, "Getting the Edge: Proactive Abortion Messaging to Seize the Debate", October 2020, available at <https://www.prochoiceamerica.org/wp-content/uploads/2020/10/NARAL-Message-Guidance-10-5-2020-1.pdf>

"Unsafe abortions"	"Back-alley abortions" or "coathanger abortions"
"Pro-abortion" or "anti-abortion"	"Pro-choice" or "pro-life"
Supporting a person's decision to have an abortion without knowing their specific reasons	Asking for reasons why a person is having an abortion, "saying nobody <i>wants</i> an abortion" or using "justifying" language for why someone is seeking/has had an abortion

The Rally for Abortion Justice also created this [comprehensive messaging guide](#) that provides the up-to-date language for pro-abortion advocacy campaigns.