



JUSTICE FOR MIGRANT WOMEN

Latina Equal Pay 2025

SOCIAL MEDIA TOOLKIT

Overview

Thank you for participating in the 10-year anniversary of Latina Equal Pay Day. This National Campaign is anchored by Justice for Migrant Women, the Labor Council for Latin American Advancement and Equal Pay Today! Use the sample language below and post on October 8 to say, *You Still Owe Us!* and activate your community!

About Latina Equal Pay Day

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 2024, Latinas continued to face a pay gap that is, on average, an abysmal 54 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 pay gap is 58 cents for every dollar paid to white, non-Hispanic men.

DOWNLOAD GRAPHICS

CAMPAIGN LINKS

LatinaEqualPay.org
justice4women.org

HASHTAGS

#LatinaEqualPay
 #Trabajadoras

TAG

@mujerxsrising
 @equalpay2dayorg
 @lclaa

POST ON OCTOBER 8!

Use the draft language below ...

Together, we honor 10 years of #LatinaEqualPay Day and demand action. Latinas are paid just 54 cents, on average, for every \$1 non-Hispanic, white men are paid, resulting in lost pay amounting to over 1 million dollars over the course of a 40-year career. We can't wait to be paid equally, and we shouldn't have to wait. We must be paid fully and fairly now!

@mujerxsrising teamed up with @artbyfaneshafabre to create this year's tee. Take action at:
justice4women.org/latina-equal-pay

Social Media Graphics

Today, October 8, is Latina Equal Pay Day. 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 @mujerxsrising @equalpay2dayorg @lclaa to demand that Latinas be paid fully and fairly now!
#LatinaEqualPay #Trabajadoras

Learn more at justice4women.org/latina-equal-pay
@mujerxsrising @equalpay2dayorg @lclaa



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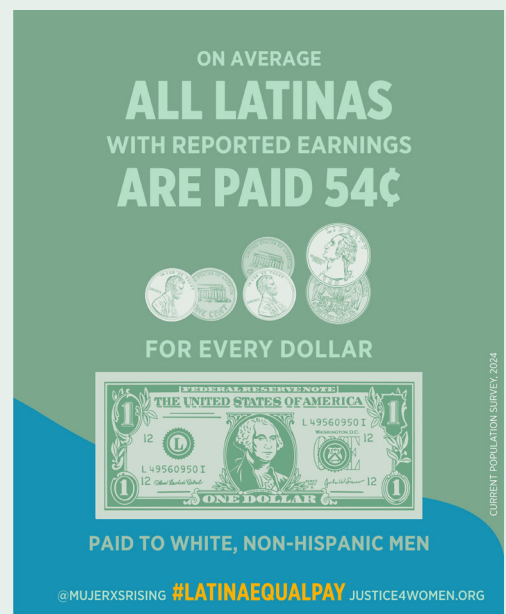


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Latinas are still paid just 54¢ for every \$1 earned by white, non-Hispanic men. This number reflects all Latinas with reported earnings—including migrant, seasonal, part-time, and gig workers—because organizing for change must include everyone.

Today we demand action, accountability, and justice. Learn more at justice4women.org/latina-equal-pay
#LatinaEqualPay

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Social Media Graphics

Today, on #LatinaEqualPay Day, we honor ten years of the campaign, but the work continues. Did you know: ➡️ Guatemalan & Honduran Latinas make just 29¢ to the dollar, on average, compared to non-Hispanic, white men.

Visit justice4women.org/latina-equal-pay to learn more!

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On #LatinaEqualPay Day, the numbers tell a clear story: Latinas who work across industries and sectors experience the pay gap. Latinas are present in every industry, and across them all, we're still paid less.

Today we demand action, accountability, and justice. Learn more at justice4women.org/latina-equal-pay #LatinaEqualPay

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Today, on #LatinaEqualPay Day, we honor ten years of the campaign, but the work continues. Did you know: ➡️ On average, rural Latinas are paid \$12,965 compared to \$30,194 for non-Hispanic white men. The gap is clear and impacts our families every day.

Visit justice4women.org/latina-equal-pay to learn more!

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ON AVERAGE

**GUATEMALAN AND
HONDURAN LATINAS
MAKE JUST 29¢
TO THE DOLLAR**

COMPARED TO WHAT NON-HISPANIC, WHITE MEN MAKE



@MUJERXSRISING | JUSTICE4WOMEN.ORG #LATINAEQUALPAY

AMERICAN COMMUNITY SURVEY, 2019-2023

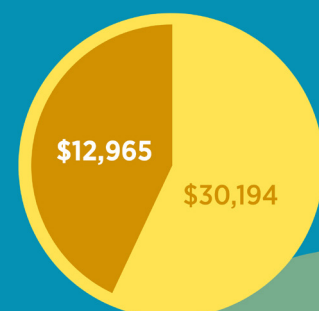


#LATINAEQUALPAY @MUJERXSRISING | JUSTICE4WOMEN.ORG

ON AVERAGE

**RURAL LATINAS
ARE PAID ONLY 43%**

OF WHAT NON-HISPANIC, WHITE MEN ARE PAID



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Justice for
Migrant Women

AMERICAN COMMUNITY SURVEY, 2019-2023