

# #BLACKGIRLS MATTER

A groundbreaking report on why we can't abandon Black girls at the margins

## Social Media Guide

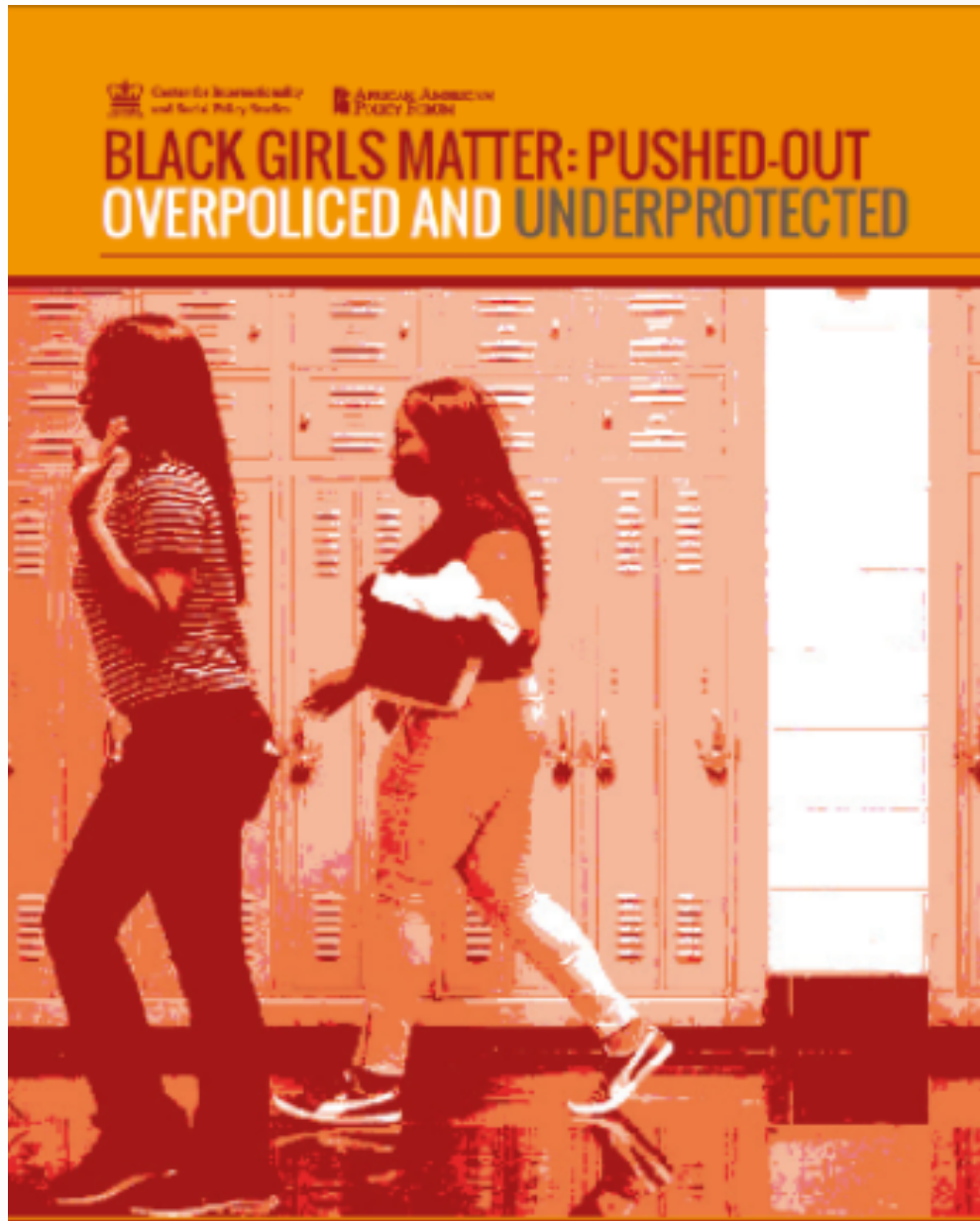
The challenge is real.  
Join us in breaking the silence.  
#BlackGirlsMatter



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## A groundbreaking report.



On Wednesday, February 4<sup>th</sup>, we celebrate the release of "**Black Girls Matter: Pushed Out, Overpoliced, and Underprotected,**" a new report from the African American Policy Forum and the Center for Intersectionality and Social Policy Studies at Columbia Law School.

This report explores the disproportionate impact of zero tolerance policies on Black girls and other girls of color.

## Gendering the school-to-prison pipeline.

Through analyzing Department of Education discipline data for New York City and Boston Public Schools and presenting key issues and concerns identified by young women of color in focus groups, "**Black Girls Matter**" shines a spotlight on the endemic and unique challenges girls of color face in our nation's schools.

It also provides key recommendations to ensure that the **fight to end overdiscipline in schools addresses both race and gender disparities.**





## #BLACKGIRLSMATTER | The Challenge

**To show up for our girls, we need your help.**



Because we know that **the challenge in recognizing that #BlackGirlsMatter is real**, we must create ongoing conversations around the issues facing our girls.

As school disciplinary measures leave our girls pushed out, overpoliced, and underprotected, we must leverage our voices via social media to combat their erasure. **We can no longer afford to leave our girls at the margins.**

# #BLACKGIRLSMATTER | How to Support

## Leveraging Your Social Media.

In conjunction with the public release of the report, AAPF launches **#BlackGirlsMatter**. This hashtag campaign will be a hub for messaging related to the report and issues facing Black girls and other girls of color.

Support this effort by engaging with **#BlackGirlsMatter** content and creating your own!

AAPF  
@AAPolicyForum

We cannot abandon our girls at the margins. On 2/4, join us in demanding **#BlackGirlsMatter**: [bit.ly/BlackGirlsMatt...](http://bit.ly/BlackGirlsMatt...)

← ↻ ★ ...

**#BLACKGIRLSMATTER**  
A pioneering report on why we can't abandon Black girls at the margins

School disciplinary policies leave our girls

**PUSHED-OUT,  
OVERPOLICED &  
UNDERPROTECTED**

The challenge in recognizing that **#BlackGirlsMatter** is real.  
**help break the silence.**

**JOIN US** #BLACKGIRLSMATTER WEBINAR  
2/4/2015 at 2PM EST

**REGISTER AT** [bit.ly/BlackGirlsMatterReportLaunch](http://bit.ly/BlackGirlsMatterReportLaunch)

CROWN UNIVERSITY  
LAW SCHOOLS  
CENTER FOR INTERSECTIONALITY  
AND SOCIAL POLICY STUDIES  
AFRICAN AMERICAN  
POLICY FORUM

## Recommended General Tweets

- 1** #BlackGirlsMatter: A pioneering report on why we can't leave our Black girls at the margins. [bit.ly/BlackGirlsMatter](https://bit.ly/BlackGirlsMatter)
- 2** The challenge in recognizing that #BlackGirlsMatter is real. Help break the silence. [bit.ly/BlackGirlsMatter](https://bit.ly/BlackGirlsMatter)
- 3** We cannot afford to leave our girls at the margins of our concerns. Demand that #BlackGirlsMatter: [bit.ly/BlackGirlsMatter](https://bit.ly/BlackGirlsMatter)
- 4** Resist the narrative that our girls are alright. #BlackGirlsMatter [bit.ly/BlackGirlsMatter](https://bit.ly/BlackGirlsMatter)
- 5** It's time to show up and show out for our girls. #BlackGirlsMatter [bit.ly/BlackGirlsMatter](https://bit.ly/BlackGirlsMatter)
- 6** Our girls are suffering. Does anyone care? #BlackGirlsMatter [bit.ly/BlackGirlsMatter](https://bit.ly/BlackGirlsMatter)

## Recommended Issue-Specific Tweets

### **Report Talking Point:**

*Despite their invisibility in debates about the school-to-prison pipeline, Black girls also face gaping racial disparities in suspension and other punitive measures. According to DOE data Black girls are 6 times more likely to be suspended from school than white girls.*

**Tweet:** Blk girls are 6X more likely to be suspended than white grls, Blk boys are 3X more likely to be suspended than white boys #BlackGirlsMatter

**Tweet:** According to reported data, in NYC public schools, Blk girls are disciplined at a rate of 10X that of white girls and Blk boys 6X that of white boys. #BlackGirlsMatter



## Recommended Issue-Specific Tweets

**Report Talking Point:** *Black girls are criminalized more than other girls, leading to long term economic and social consequences them them and their families.*

**Tweet:** Black girls as young as 5 years old are being handcuffed and arrested. #BlackGirlsMatter

**Tweet:** Grls are the fastest growing criminal justice system pop. In some CA counties, Blck grls are 70% of grls in the system. [tinyurl.com/kwj6dl7](https://tinyurl.com/kwj6dl7) #BlackGirlsMatter

**Tweet:** Police have killed Black girls as young as 7 and women as old as 91 #BlackGirlsMatter #WhyWeCantWait

**Tweet:** Black women are the only group whose unemployment rate did not decrease since August 2013 #BlackGirlsMatter

## Recommended Issue-Specific Tweets

### **Report Talking Point:**

*Black girls experience school push out through teacher stereotypes, double standards and criminalization. They experience some of the same challenges faced by the Black male peers and white female peers and also a combination of them.*

**Tweet:** Blk grls face specific factors that push them out of school, like sexual assault, criminalization & teacher stereotypes #BlackGirlsMatter

**Tweet:** Ending the school2prison pipeline requires listening to Blk girls abt their pushout experiences & their vision for change #BlackGirlsMatter

**Tweet:** Blk girls attachment & sense of belonging in school can be undermined if their achievements are overlooked or undervalued #BlackGirlsMatter

**Tweet:** Blk girls describe zero tolerance schools as chaotic environments in which discipline is prioritized over educational attainment #BlackGirlsMatter

**Tweet:** The failure of schools to intervene in situations involving the physical and sexual harassment of Black girls contributes to their insecurity at school #BlackGirlsMatter

## Recommended Issue-Specific Tweets

**Report Talking Point:** *It is a myth that girls of color are doing better than boys of color across the board. Girls live in the same impoverished communities and attend the same failing schools as boys. They also suffer from distinctive racial disparities that parallel those faced by their male counterparts. On many measures, girls of color face social outcomes that are closer to their male peers than to girls of other races. For instance, among all boys, Black boys have the worst rates of suspension, incarceration, and homicide. Among all girls, Black girls have the worst rates of suspension, incarceration, and homicide. These are problems that boys and girls endure together and they should be confronted together.*

**Tweet:** Among boys, Blk boys have worst suspension, incarceration, homicide rates. Among grls, blk grls rate worst. #BlackGirlsMatter  
#WhyWeCantWait

## Recommended Issue-Specific Tweets

### **Report Talking**

**Point:** *The conditions of our community cannot be improved by only focusing on half of us. Girls need targeted interventions in schools that make them feel safe, encouraged, and valued.*

**Tweet:** We need targeted solutions to end school pushout for Blck grls that addresses their racialized and gendered experiences #BlackGirlsMatter

**Tweet:** Despite evidence that grls & wmn of color r in crisis, the WH hasn't offered any specific wgoc initiatives #WhyWeCantWait #BlackGirlsMatter

**Tweet:** We can have gender specific programming within racial justice interventions without excluding wgoc. #WhyWeCantWait #BlackGirlsMatter

**Tweet:** It is right to focus on mboc. It is equally right to focus on wgoc. Both are in crisis and should be equally valued. #WhyWeCantWait #BlackGirlsMatter

**Tweet:** We demand an equitable approach to funding that supports the needs of women and girls as well as those of men and boys. #BlackGirlsMatter



# #BLACKGIRLSMATTER | How to Support

## Create your own messaging.

While we have supplied a list of recommended tweet, this list is by all means NOT exhaustive.

We encourage you to create your own tweets and deploy the hashtag **#BlackGirlsMatter**. Whether you're sharing insights from the report or tweeting about a headline that illustrates the concerns of the report, we look forward to collaborating.

Our goal is to keep this hashtag active and vibrant, so that the issues facing our girls do not go unnoticed or unspoken. **We hope you will join us.**



Dean Steed @Dean\_La\_Soul · 18h

Do **#BlackGirlsMatter** when an officer can murder a sleeping girl w/ a submachine gun w/o being charged. **#AiyanaJones**



# #BLACKGIRLSMATTER | How to Support

## Retweet Opportunities

Over the coming months we will be tweeting **#BlackGirlsMatter**, a lot.

Please use our tweets as retweet opportunities to share the message with you follower list.



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COLUMBIA UNIVERSITY CENTER FOR INTERSECTIONALITY AND SOCIAL POLICY STUDIES  
**AFRICAN AMERICAN POLICY FORUM**

The image shows the cover of the "Black Girls Matter" report. It features a teal-tinted profile of a young Black girl with braided hair. The text is in bold, black, and orange fonts. At the bottom, there are logos for Columbia University's Center for Intersectionality and Social Policy Studies and the African American Policy Forum, along with a call to action for a webinar on 2/4/2015 at 2PM EST and a registration link.

## Share #BlackGirlsMatter Imagery

Finally, we will be sharing imagery that touches on the report and issues facing Black girls and other girls of color.

Feel free to download these images and share.





***It's time we showed up for our girls.***

*"We want to embrace the idea of resilience, but sometimes that notion turns into denial. We need to be honest, clear, and frank about the realities of our lives. No one should have to be so resilient that they have to confront, face, and persevere against all of these different obstacles. The challenge is telling the truth and telling it in a way that builds capacity among stakeholders, allies, funders, and others to build more effective environments for girls to express themselves."*

*Professor Kimberlé Williams Crenshaw*

**Join us - and demand #BlackGirlsMatter**





*To join our Rapid Response team, email: [rachel.gilmer@aapf.org](mailto:rachel.gilmer@aapf.org)*



The African American Policy Forum (AAPF), along with the Center for Intersectionality and Social Policy Studies at Columbia Law School (CISPS), provides information and organizes activities to raise awareness about the state of women and girls of color across the nation

