Entitled to Equality
Social Media Portfolio
Teasers and daily updates on @NewsHouse Instagram, Twitter and Facebook from May 3-17, 2022, plus additional posts in the following weeks, commemorating the extensive project’s meaningful coverage in light of the 50th anniversary of Title IX on June 23, 2022. Also, we utilized #EntitledToEquality on all three platforms to consistently promote the project. A representative of the social media team was featured on the @NewhouseSU Instagram story for a day-long takeover highlighting the project.

Social Media Director: Chelsea Stern
Social Media Coordinators: Nurielle Auguste, Heather McClure, Eva Newhill-Leahy, Julia Provvisionato, Jillian Schultz, Andrea Vigliotti, Stephanie Wright
Designer: Lucinda Strol

Instagram - https://www.instagram.com/newshouse/
#EntitledToEquality - https://www.instagram.com/explore/tags/entitledtoequality/

Sample IG Posts

https://www.instagram.com/p/CdEemj8PzP7/
SU journalism student Katherine Switzer becomes the first woman to run the Boston Marathon. The race manager assaults her when he realizes she is a woman and tries to drag her from the race, but she manages to finish the marathon.

1967
Switzer Runs Boston Marathon
In 2019, the number of women in the STEM field increased to 27%.

Source: U.S. Census Bureau (2019)

About 10% of college students are reporting sexual assault cases to authorities.

Source: Association of American Universities (2019)
IG Story Takeover of Newhouse School (@NewhouseSU)

Twitter - https://twitter.com/newshouse
#EntitledToEquality - https://twitter.com/hashtag/entitledtoequality?src=hashtag_click

Sample Tweets

https://twitter.com/NewsHouse/status/1525914007298875395
https://twitter.com/NewsHouse/status/1524181264873529344

"I think the world is changing in a good way in terms of equality for women in medicine. I think and hope that my gender will never prevent me from achieving my goals."

Maria Kirsch
Second-year medical student at Upstate Hospital in Syracuse
The NewsHouse @Newshouse - May 11

In 2020, J.K. Rowling made hateful comments toward transgender women. The Quidditch community disaffiliated from her and affirmed its commitment to inclusivity.

Read more about the gender inequity Quidditch players face at newsh.se/3yp4hVx.

#entitledtoequality #titleix

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The NewsHouse @Newshouse

What does it mean to be a woman in college? What is it like to have to remind your professors of your pronouns? It’s an experience filled with overthinking and overcompensating.

Learn more at newsh.se/3LR9qd6.

↓ Lang Delapa

#entitledtoequality #titleix

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**Facebook** - [https://www.facebook.com/TheNewsHouse/](https://www.facebook.com/TheNewsHouse/)

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**Sample Posts**

[https://fb.watch/d2bV9jlBlI/](https://fb.watch/d2bV9jlBlI/)

The NewsHouse

Published by Buffer ● April 26 at 11:00 AM ●

COMING SOON: "Entitled to Equality" will cover the impact of Title IX over the past 50 years through the lens of women, men and nonbinary individuals who have experienced the implications of the legislation first-hand. Look for the special reporting project next week.

#entitledtoequality #titleix

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The NewsHouse

Published by Buffer ● May 14 at 9:00 AM ●

“Around my sophomore year of college, I looked around my group of friends, and I realized that every person had been impacted by domestic or sexual violence to some degree. I realized I needed to do something to make a change.” - Chris Kosakowski, Head of prevention and education team at Viva House

Kosakowski leveled up his sense of support and empathy for his friends at Viva House, a provider of various services through its shelter, counseling, and advocacy programs.

For more information about Kosakowski’s story, visit [https://newsh.se/3yNb4sa](https://newsh.se/3yNb4sa).

↓ Kyan Brady

#entitledtoequality #titleix

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“Around my sophomore year of college, I looked around my group of friends, and I realized that every person had been impacted by domestic or sexual violence to some degree. I realized I needed to do something to make a change.”

Chris Kosakowski

Viva House campus team coordinator
I never found a sport that matched my physical ability compared to football.

Mara McBride (left), a junior at Fayetteville-Manlius High School, shares her experience being one of only two girls on the football team. To her, the future of football is men and women playing together on the same field.

To read more about McBride’s story and the reality of being a female on a male-dominated sports team, visit https://newsh.se/3XBwB25.

#entitledtoequality #titliestuesday #titles

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Fear and intimidation: two feelings often associated with the high evidentiary standards of the available resources initially intended to serve students for reasons far beyond sexual assault, harassment, and violence.

* "When we're talking about all of these issues—of domestic and sexual violence—at the root of all of these forms of harm is power and control," said Chris Kosakowski, a Syracuse student who works with Vera House. Read more about unjust Title IX standards and their impact on different groups at https://newsh.se/3XwF22Y.

#entitledtoequality #stitles

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“I NEVER FOUND A SPORT THAT MATCHED MY PHYSICAL ABILITY COMPARED TO FOOTBALL.”

Mara McBride, varsity football player at Fayetteville-Manlius High School

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“When we’re talking about all of these issues of domestic and sexual violence, at the root of all of these forms of harm is power and control.”

- Chris Kosakowski
Vera House Campus Team Coordinator

Short URL: https://tinyurl.com/equalitysocial