



CATALYST
WORKPLACES THAT WORK FOR WOMEN

IWD SUPPORTER SOCIAL
#BIASCORRECT

MARCH 2021

MARCH 2021

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
28	<div>1</div> <div></div>	<div>2</div>	<div>3</div> <div></div>	<div>4</div>	<div>5</div> <div></div>	<div>6</div>
<div>7</div>	<div>8</div> <div></div>	<div>9</div> <div></div>	<div>10</div> <div></div>	<div>11</div>	<div>12</div>	<div>13</div>
<div>14</div>	<div>15</div>	<div>16</div>	<div>17</div>	<div>18</div>	<div>19</div>	<div>20</div>
<div>21</div>	<div>22</div>	<div>23</div>	<div>24</div>	<div>25</div>	<div>26</div>	<div>27</div>

**Thank you for helping us make the invisible
visible this International Women's Day.**

ON YOUR SOCIAL CHANNELS PLEASE:

- Include the catalyst.org/biascorrect link in your company's Instagram bio from March 1-9
- Use [#BiasCorrect](#) in all post copy
- Always tag [@catalystinc](#)
- Starting March 8th, send all your employees to catalyst.org/biascorrect to explore other ways to join our campaign
- Suggested post times: 8am, 2pm, 4pm

Note: Animations will be available on a rolling delivery (pg. 5, 6, 9)

POST TO:



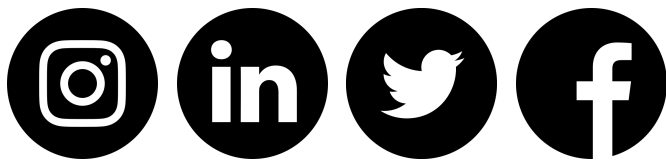
DATE: MARCH 1

Gif

Suggested Post Copy Option:

We're joining forces with @catalystinc to make invisible barriers holding women back visible on March 8th. #IWD2021 #BiasCorrect

POST TO:



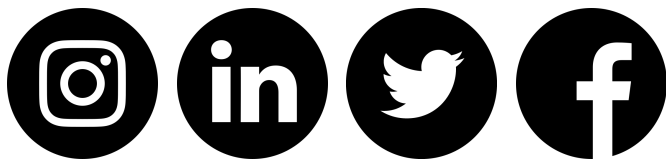
DATE: MARCH 3

Invisible Barrier Visible Video: Microaggressions
Available for download 3/2

Suggested Post Copy Option:

This [#IWD2021](#) we're helping shed light on the invisible barriers women of color face due to their gender and race.
[#BiasCorrect](#) [#IWD2021](#)

POST TO:



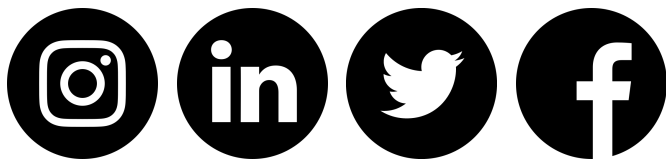
DATE: MARCH 5

Invisible Barrier Visible Video: Code-Switching
Available for download 3/5

Suggested Post Copy Option:

This [#IWD2021](#) we're going to help shed light on the invisible barriers women of color face. [#BiasCorrect](#)

POST TO:



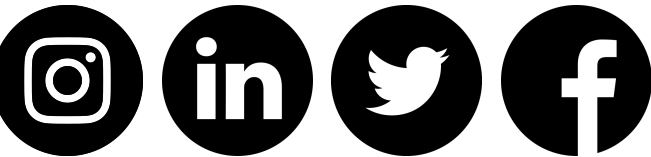
DATE: MARCH 8

Background Carousel

Suggested Post Copy:

Tomorrow we're making invisible barriers women face visible in our virtual offices. Join us at catalyst.org/biascorrect [#IWD2021](#) [#BiasCorrect](#)

POST TO:



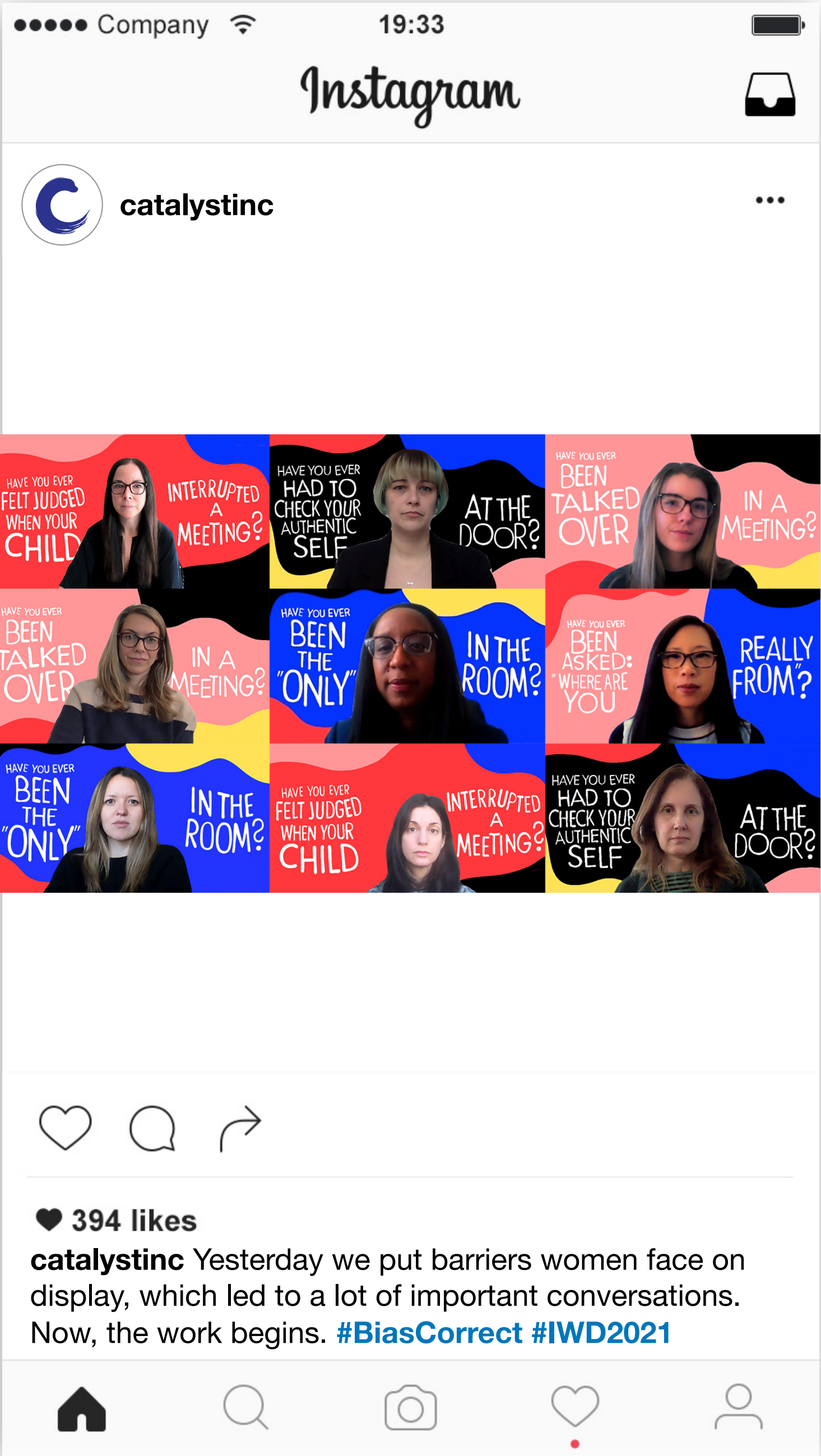
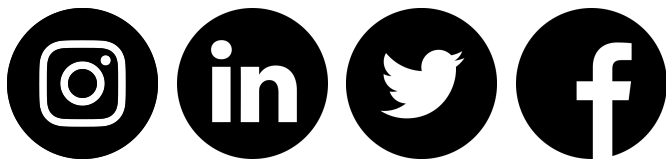
DATE: MARCH 9

*Screenshot of supporter companies
participating and/or Catalyst meetings*

Suggested Post Copy:

Yesterday we put barriers women face on display, which led to a lot of important conversations. Now, the work begins. [#BiasCorrect](#) [#IWD2021](#)

POST TO:



DATE: MARCH 10

Catalyst Filter Promo Video
Available for download 3/5

Suggested Post Copy Option:

#IWD2021 might be over, but the work to #BiasCorrect the workplace has just begun. Join us at catalyst.org/biascorrect.

POST TO:

