



SOCIAL MEDIA TOOLKIT

Prop 32 gives us a choice: move forward to support working families by raising the minimum wage to \$18 or stay stuck in the past with policies that keep families in poverty. Prop 32 will make life more affordable for millions of Californians.

This November, choose a future where families can get by.
Vote YES on Prop 32 for an \$18 minimum wage.

[VISIT LIVINGWAGEACT.ORG TO LEARN MORE](http://LIVINGWAGEACT.ORG)


SPREAD THE WORD ON SOCIAL MEDIA

DOWNLOADABLE IMAGES & VIDEOS





Instagram:

Post to your Instagram using the images linked above, and pair them with one of the captions below!

Captions:

-  Vote [#YESon32](https://twitter.com/YESon32) to raise California's minimum wage to \$18! This election we have a choice: move forward and make it easier

for working families to get by or go backward to failed policies of the past.


-  Vote YES on Prop 32 to raise wages and make California affordable for the people who work hard for our state. Let's build a future where working families can thrive! [#YESon32](#)
- The cost of living in California is crushing families. Prop 32 offers a way forward with higher wages for our essential workers.  Vote YES and make life affordable for millions of workers! [#RaiseTheWage](#) [#YESon32](#)
- Voting YES on Prop 32 provides a raise to essential workers currently making only minimum wage. Restaurant workers, delivery workers, homecare workers are just some of the more than 2 million workers who will benefit. [#YESon32](#) 
- We rely on essential workers to keep our state running and meet critical needs, but many low-wage workers and their families are living in poverty.  Vote YES on Prop 32 to raise the minimum wage for essential workers! [#Yeson32](#)





Here's some existing content you can share by reposting to your Instagram Story!

- [California Working Families Party: Yes on Prop 32 Reel](#)
-

Twitter / X:

- This election we have a choice: move forward and make it easier for working families to get by or go backward to failed policies of

the past.  Vote [#YESon32](#) to raise California's minimum wage to \$18!

- Let's build a future where working families can thrive!  Vote YES on Prop 32 to raise wages and make California affordable for the people who work hard for our state. [#YESon32](#)
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MORE ON PROP 32

WHY VOTE YES ON PROPOSITION 32?

1. A RAISE FOR 2 MILLION WORKERS

Prop 32 directly raises the wages of over 2 million workers in California. It's a critical step in ensuring that those who work

hard every day, especially in service and essential roles, can afford to live with dignity.

2. SUPPORTS SERVICE, ESSENTIAL WORKERS, AND SINGLE MOMS

Prop 32 ensures that workers who keep our communities running—like service workers, healthcare staff, and single moms—can afford life’s basic needs. It helps those who have been hit hardest by economic challenges, giving them the stability they deserve.

3. KEEPS UP WITH THE COST OF LIVING

California’s cost of living is among the highest in the nation, and wages haven’t kept up. Prop 32 raises wages so workers can pay rent, buy groceries, and take care of their families without constantly struggling.

4. HOLDS CORPORATIONS ACCOUNTABLE

While corporate profit margins have doubled since 2000, corporations have spiked prices on everyday goods, making life even harder for working families. Prop 32 ensures that workers get a fair share of the economic growth they help create.

5. WHAT PROBLEM IS PROP 32 TRYING TO SOLVE?

Prop 32 addresses wage stagnation and rising living costs in California. It ensures that workers in every industry—especially those in essential and service roles—earn wages that keep pace with inflation, reducing the need to rely on public assistance or second jobs just to make ends meet.

With corporations raking in record profits while workers struggle, Prop 32 is a step toward rebalancing the scales and making sure workers aren't left behind."

PUSHBACK AGAINST THE OPPOSITION

1. OPPOSITION CLAIMS: 'PROP. 32 WAS WRITTEN BY A MULTIMILLIONAIRE, AND IT'S FLAWED.'

Prop 32 is supported by workers and communities across California because it's about giving people a fair chance at making a decent living. It may have been initiated by one person, but it's the needs of California's working families that it addresses. Raising wages isn't about who wrote the proposal—it's about whether it's the right thing to do for working people.

2. OPPOSITION CLAIMS: 'PROP. 32 INCREASES THE COST OF LIVING AND ELIMINATES JOBS.'

Raising wages doesn't increase the cost of living—unfair corporate practices do. Big corporations have raised prices on everything from food to rent while doubling their profits since 2000. Prop 32 helps workers keep up with those rising costs. And research shows that raising the minimum wage puts more money into the economy, creating jobs rather than eliminating them.

3. OPPOSITION CLAIMS: 'IT WORSENS BUDGET DEFICITS AND MAKES WAGE LAWS HARDER TO UNDERSTAND.'

When workers earn more, they rely less on public assistance, which actually reduces the strain on state budgets. Prop 32 helps build a stronger economy by reducing poverty and improving the quality of life for thousands of families. As for complexity, Prop 32 sets clear wage standards that adjust with inflation, making it easier for workers and businesses alike to plan for the future.

4. OPPOSITION CLAIMS: 'IT'S BAD FOR SMALL BUSINESSES.'

Prop 32 gives smaller businesses more time to adjust to wage increases, reaching \$18 an hour in 2026. This gradual approach balances the needs of small businesses while ensuring that their employees aren't left behind. Plus, when workers have more money, they spend more locally, boosting the community economy.

NEWS AND MEDIA

Check out Prop 32 in the media and share these articles!

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