

ABORTION CARE REALITY PROJECT

Toolkit

Evergreen content on abortion later in pregnancy

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Introduction

This toolkit is focused on abortion later in pregnancy and the issues surrounding it, including arbitrary abortion bans, unnecessary waiting periods, and other restrictions that delay or entirely erase access to care. With state legislatures continuing to attack abortion access as early as 6 weeks, as we've seen in Texas, the conversation around when people decide to get an abortion gets muddled. The truth is, abortion should be available whenever someone needs it. This toolkit serves as a resource to reinforce that there is no 'correct' timeline on needing an abortion. We know that barriers to getting an abortion are on the rise — making it even more difficult for those seeking care to know how, when, or where to get one. The following social media posts aim to raise awareness of abortion later in pregnancy, the barriers and restrictions that limit access to care, and finally, the belief that everyone deserves access to an abortion, whenever they need one.

About Abortion Care Reality Project

A wide range of barriers to abortion access, including medically unnecessary and restrictive abortion laws, high costs, stigma, and misinformation often prevent people from getting abortions as early in pregnancy as they want, while also reducing access to abortion later in pregnancy. Every pregnancy is different. People, with the support of their families, communities, and health care providers, should be able to decide for themselves when or why they need an abortion without having those decisions policed by politicians.

The Abortion Care Reality Project shares the truth about abortion later in pregnancy by challenging stigma and correcting misinformation and disinformation with facts.

Personalize Your Posts

This toolkit aims to raise awareness about abortion later in pregnancy and the restrictions that impact it. The graphics below can be used with any of the suggested captions, or with a custom one if you prefer.

Resources

We also encourage you to direct your followers to the Abortion Care Reality Project's Twitter account and websites from ACRP's partner organizations in your social media posts for more information about abortion access.

- Abortion Care Reality Project — [@AbortionCareRP](https://twitter.com/AbortionCareRP)
- ReproAction — <https://reproaction.org/>
- Ibis Reproductive Health — <https://www.ibisreproductivehealth.org/>
- We Testify — <https://www.wetestify.org/>
- National Institute for Reproductive Health — <https://www.nirhealth.org/>

Social Media Graphics and Sample Captions

Use any of these graphics with any of the captions below for Facebook, Instagram, or Twitter.

[Download the Facebook and Instagram Sized Graphics](#)

[Download the Twitter Sized Graphics](#)



Sample Social Media Captions

Below are several recommended captions for you to use with the graphics provided. Feel free to edit captions as needed to ensure they are relevant to you and your audience. Social media platforms have their own requirements in terms of character limits and best practices, so it's important to keep that in mind when you're crafting copy. Here are a few tips to consider if you are customizing the text:

- *Twitter limits posts to 280 characters, and posts with shorter captions tend to drive higher engagement.*
- *Instagram captions have a 2,200 character limit.*
- *Facebook captions have no character limit, though shorter posts tend to perform better on both Facebook and Instagram.*
- *In order to encourage people to engage with content, use a clear call to action that tells them how they should interact with your post. For example, "Learn more here [URL]." Remember to check tags and hashtags before posting to ensure you are referencing the right individuals or groups.*

Social Media Copy

The following copy can be used across social media platforms with any of the above graphics. Please include #AbortionCareRealityCheck and tag @AbortionCareRP in your posts.

1. Restrictions to reproductive care don't stop people from needing abortions; they only push this care later in pregnancy or totally out of reach.

Abortion care is essential health care. Whenever someone needs it.

Follow @AbortionCareRP to learn more. #AbortionCareRealityCheck

2. Abortion restrictions are part of a racist agenda to disproportionately harm and control Black and Latinx people and other people of color, preventing them from accessing care.

Everyone should be able to get an abortion — no matter who they are.

#AbortionCareRealityCheck

3. Time-based abortion bans have nothing to do with medical conditions — they're part of a political agenda to ban abortion outright.

Lawmakers shouldn't get to decide when or why you can get an abortion — you should. Follow @AbortionCareRP to learn more. #AbortionCareRealityCheck

4. People seek abortion later in pregnancy for many reasons, from bans that lead to traveling farther and spending more just to access care, to misinformation that keeps abortion out of reach.

No more restrictions to essential health care. Period. #AbortionCareRealityCheck

Social media copy with article resources

In addition to the above posts, the following copy shares two relevant articles that discuss abortion later in pregnancy. Share these posts with or without a graphic.

1. “The legal bills that delay abortions & restrict them past a certain date only serve to hurt people. People will continue to suffer through the same situation I did until we stop these laws.”

Valerie w/ @AbortionStories on her abortion later in pregnancy:

<https://www.womenshealthmag.com/health/a36852272/what-its-like-to-have-an-abortion-later-in-pregnancy/>

2. THREAD:

[1] Overturning Roe would allow states to criminalize abortion, making it near impossible to access, and making those seeking or helping someone else seek care a target for criminal charges — especially people living in hostile states. #AbortionCareRealityCheck

[2] @SCOTUS: Abortion access should never depend on when or where someone wants one.
<https://www.thenation.com/article/society/post-roe/>