



# Paid Leave and the Pandemic

Launch: Tuesday, January 26, 2021

Paid Leave for the U.S. (PL+US) and Promundo, in collaboration with Parental Leave Corporate Task Force (PLCTF) conducted the first of its kind global survey of businesses to understand the impact of paid leave policies on companies during this crisis. You can read the findings at [paidleave.us/paidleaveandthepandemic](https://paidleave.us/paidleaveandthepandemic). Below you will find sample posts for social media and a variety of graphics to share with your audiences. Please contact Neil Sroka at PL+US (Neil@paidleave.us) with any questions.

## Website and Launch Details

Website: [paidleave.us/paidleaveandthepandemic](https://paidleave.us/paidleaveandthepandemic)

Official website launch: Tuesday, January 26

Social media posting starting at 8am ET

## Graphics

High-resolution graphics formatted for social media are in this [graphics folder](#)

## Social Media Links

Bitly for Twitter: <https://bit.ly/365poNM>

Bitly for Instagram: <https://bit.ly/3iB5bV9>

Bitly for Facebook: <https://bit.ly/3c1S3qP>

Bitly for LinkedIn: <https://bit.ly/2KFppR5>

## Account Handles

PL+US and Promundo US handles:

Facebook: @paidleaveus and @Promundo.US

Twitter: @paidleaveus and @promundo\_US

Instagram: @paidleaveus and Promundo US

LinkedIn: @PL-US and @promundo-US

All of the [Social Media Handles](#)

## Sample Posts (General)

### **SOCIAL POST #1:**

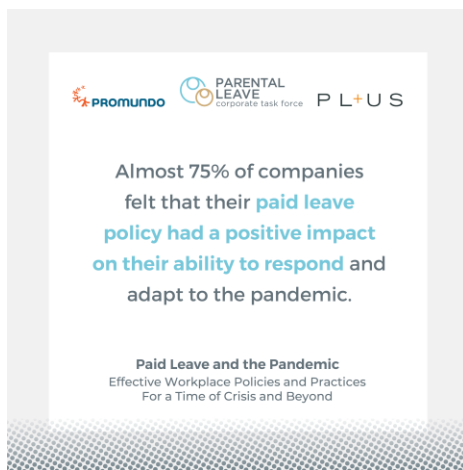
Facebook: Looking to future-proof your business post-pandemic? A new report from @paidleaveus and @Promundo.US, in collaboration with the Parental Leave Corporate Task Force, reveals that ensuring your #paidleave policies and practices are family-friendly is the best place to start. Read the full report: <https://bit.ly/3c1S3qP>

LinkedIn: Looking to future-proof your business post-pandemic? A new report from @PL-US and @promundo-US, in collaboration with the Parental Leave Corporate Task Force, reveals that ensuring your #paidleave policies and practices are family-friendly is the best place to start. Read the full report: <https://bit.ly/2KEppR5>

Twitter: A new report from @paidleaveus and @promundo\_US, in collaboration with the Parental Leave Corporate Task Force, reveals that most businesses found their #paidleave policies critical to adapting to the #COVID19 crisis. Read the full report here: <https://bit.ly/365poNM>

Instagram: Looking to future-proof your business post-pandemic? A new report from @paidleaveus and Promundo US in collaboration with the Parental Leave Corporate Task Force, reveals that ensuring your #paidleave policies and practices are family-friendly is the best place to start. Read the full report using the link in our bio! <https://bit.ly/3iB5bV9>

**Copy (for inclusion in graphic):** Almost 75% of companies felt that their paid leave policy had a positive impact on their ability to respond and adapt to the pandemic.



### **SOCIAL POST #2:**

**Theme:** Importance of paid leave for advancing gender equality

**Supporting copy:**

Facebook: Gender-equitable #paidleave policies and practices are some of the most effective ways to stem the tide of women leaving the workforce in record numbers. Read more about how businesses have responded to the pandemic and workplace solutions for building resilience:

<https://bit.ly/3c1S3qP>

LinkedIn: Gender-equitable #paidleave policies and practices are some of the most effective ways to stem the tide of women leaving the workforce in record numbers. Read more about how businesses have responded to the pandemic and workplace solutions for building resilience:

<https://bit.ly/2KFppR5>

Twitter: A new study from @Paidleaveus and @Promundo\_US found that gender-equitable #paidleave policies & practices are some of the most effective ways to stem the tide of women leaving the workforce in record numbers due to #COVID19. More here: <https://bit.ly/365poNM>

Instagram: Gender-equitable #paidleave policies and practices are some of the most effective ways to stem the tide of women leaving the workforce in record numbers. Read more about how businesses have responded to the pandemic and workplace solutions for building resilience using the link in our bio! <https://bit.ly/3iB5bV9>

**Copy (for inclusion in graphic):** Nearly 45% of companies report that more than half of those who utilized paid leave during the pandemic were female – further exacerbating gender inequalities in the workplace.

**SOCIAL POST #3:**

**Theme:** Benefits of paid leave programs

**Supporting copy:**

Facebook: Everyone wins when parents take #paidleave. A new report from @paidleaveus and @Promundo.US explores how employers have responded to the pandemic with paid leave policies

and offers recommendations for future-proofing businesses and supporting employees moving forward – read more: <https://bit.ly/3c1S3qP>

LinkedIn: Everyone wins when parents take #paidleave. A new report from @PL-US and @promundo-US explores how employers have responded to the pandemic with paid leave policies and offers recommendations for future-proofing businesses and supporting employees moving forward – read more: <https://bit.ly/2KFppR5>

Twitter: Everyone wins when parents take #paidleave. A new report from @Paidleaveus and @Promundo\_US explores how employers have responded to the pandemic with paid leave policies and offers recommendations for future-proofing businesses and supporting employees. <https://bit.ly/365poNM>

Instagram: Everyone wins when parents take #paidleave. A new report from @paidleaveus and Promundo US explores how employers have responded to the pandemic with paid leave policies and offers recommendations for future-proofing businesses and supporting employees moving forward – read more using the link in our bio! <https://bit.ly/3iB5bV9>

**Copy (for inclusion in graphic):** Paid leave programs during the pandemic helped employees feel supported and cared for, while simultaneously boosting productivity.



#### **SOCIAL POST #4:**

**Theme:** How employers are responding to the pandemic (policy focus)

#### **Supporting copy:**

Facebook: COVID-19 has completely altered the working landscape. A new from @paidleaveus and @Promundo.US report reveals the challenges businesses have faced, along with some of the solutions employers have implemented to better support their employees, encouraging greater stability and enhancing loyalty. <https://bit.ly/3c1S3qP>

LinkedIn: COVID-19 has completely altered the working landscape. A new report from @PL-US and @promundo-US reveals the challenges businesses have faced, along with some of the solutions employers have implemented to better support their employees, encouraging greater stability and enhancing loyalty. <https://bit.ly/2KFppR5>

Twitter: #COVID19 has completely altered the landscape of work. A new report from @paidleaveus and @promundo\_US reveals the challenges businesses face & the solutions employers have implemented to support employees, encourage greater stability, & enhance loyalty. <https://bit.ly/365poNM>

Instagram: COVID-19 has completely altered the working landscape. A new report from @paidleaveus and Promundo US reveals the challenges businesses have faced, along with some of the solutions employers have implemented to better support their employees, encouraging greater stability, and enhancing loyalty. <https://bit.ly/3iB5bV9>

**Copy (for inclusion in graphic):** 80% of companies are considering expanding or updating their paid leave policies during the pandemic, and almost half are intending on making these changes permanent.



#### **SOCIAL POST #5:**

**Theme:** How employers are responding to the pandemic (culture focus)

#### **Supporting copy:**

Facebook: A new report from @paidleaveus and @Promundo.US reveals how #paidleave programs and flexible work practices have served as a vital tool for protecting businesses' and employees' economic security and health during the current global pandemic. Read more about how to future-proof your business: <https://bit.ly/3c1S3qP>

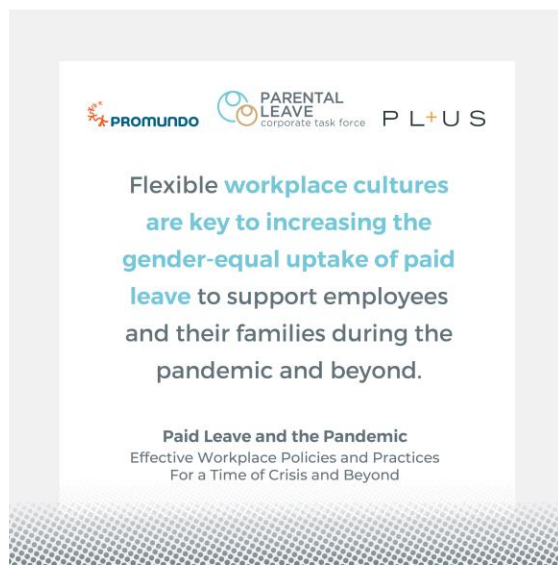
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economic security and health during the current global pandemic. Read more about how to future-proof your business: <https://bit.ly/2KFppR5>

Twitter: A new report from @paidleaveus and @promundo\_US reveals how #paidleave & flexible work practices have been critical tools for protecting the economic security and health of businesses & employees during the #coronavirus crisis. Read more: <https://bit.ly/365poNM>

Instagram: A new report from @paidleaveus and Promundo US reveals how #paidleave programs and flexible work practices have served as a vital tool for protecting businesses' and employees' economic security and health during the current global pandemic. Read more about how to future-proof your business using the link in our bio! <https://bit.ly/3iB5bV9>

**Copy (for inclusion in graphic):** Flexible workplace cultures are key to increasing the gender-equal uptake of paid leave to support employees and their families during the pandemic and beyond.



## **SOCIAL POST #6:**

**Theme:** What this means for men in the workplace

### **Supporting copy:**

Facebook: A new report from @paidleaveus and @Promundo.US on #paidleave in the pandemic finds that creating a work climate that encourages men to be present and equitable caregivers has the potential to reduce the gender pay gap in the workplace. Read more about how companies can better support working parents: <https://bit.ly/3c1S3qP>

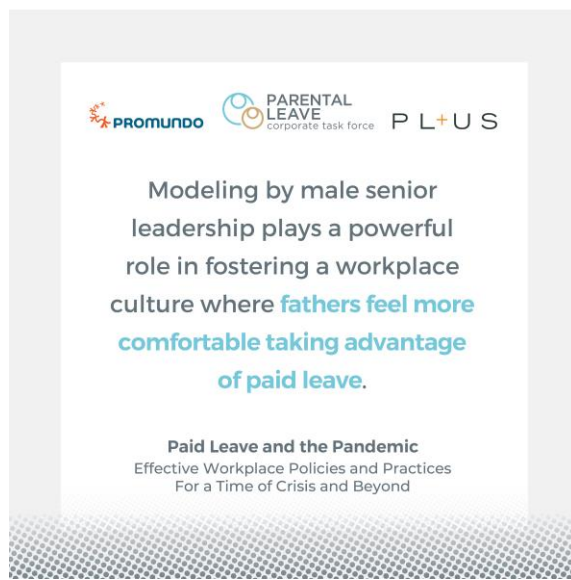
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Twitter: A new report from @paidleaveus and @promundo\_US finds that creating a work climate that encourages men to be equitable caregivers is critical to reducing the gender pay gap.

Read more about how companies can better support parents during & after #COVID19 :  
<https://bit.ly/365poNM>

Instagram: A new report from @paidleaveus and Promundo US on #paidleave in the pandemic finds that creating a work climate that encourages men to be present and equitable caregivers has the potential to reduce the gender pay gap in the workplace. Read more about how companies can better support working parents using the link in our bio! <https://bit.ly/3iB5bV9>

**Copy (for inclusion in graphic):** Modeling by male senior leadership plays a powerful role in fostering a workplace culture where fathers feel more comfortable taking advantage of paid leave.



#### **SOCIAL POST #7: (N.B. US specific)**

**Theme:** Support for federal public policy in US among survey participants

**Copy (for inclusion in graphic):** The pandemic has revealed a critical need for a permanent public paid leave program in the US and accelerated support from the business community for federal policy.

#### **Supporting copy:**

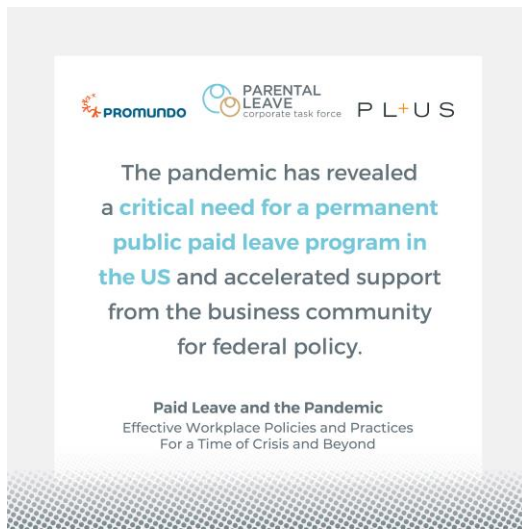
Facebook: Businesses and millions of employees in the United States are now left without access to any federal #paidleave program, as we enter the second year of the COVID-19 pandemic. Read more from @paidleaveus and @Promundo.US about how businesses are tackling this issue and recommended areas to take action via our report: <https://bit.ly/3c1S3qP>

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Twitter: After a year of #COVID19 lockdowns, it's clear: employees AND businesses need #paidleave. The good news? The crisis led to a surge in support for federal paid leave policy from sm, med, & large businesses. Read more from @paidleaveus and @promundo\_US here: <https://bit.ly/365poNM>

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## Sample Posts (BUSINESS)

Note: You can customize with a specific business. [Check out the social handles spreadsheet.](#)

### **SOCIAL POST #1:**

#### **Supporting copy:**

Facebook: Businesses and millions of employees in the US are now left without access to any federal #paidleave program. Read more about how [INSERT BUSINESS] is tackling this issue and recommended areas to take action via this report from @paidleaveus and @Promundo.US: <https://bit.ly/3c1S3qP>

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**Copy (for inclusion in graphic):**

[NOTE: VARIES BY GRAPHIC SELECTED / BUSINESS CHOSEN]

**SOCIAL POST #2:**

**Supporting copy:**

Facebook: [INSERT BUSINESS] agrees: #paidleave is good for employees and for businesses. A new report reveals how #paidleave programs and flexible work practices have served as a vital tool for protecting businesses' and employees' economic security and health during the current global pandemic. Read more from @paidleaveus and @Promundo.US: <https://bit.ly/3c1S3qP>

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