



MAF Union Social Media Toolkit

On Tuesday evening, The Marciano Art Foundation informed employees by way of email that all Visitor Services Associates would be laid off, effective this Thursday, November 7, 2019. While the email cited “low attendance” for the museum’s decision, the email was the first internal communiqué from management following an announcement on Friday, November 1, that 85% of the museum’s services staff, more than 60 workers, signed union cards with the American Federation of State, County and Municipal Employees, or AFSCME.

The purpose of this document is to make sure in our fight against the Maciano’s illegal and disgusting acts that we are coordinated and effective in our messaging. The following social media copy can be used by anyone to amplify our message.

Tag MAF Union in your posts:

- Instagram: @MAF_Union
- Twitter: @MAF_Union
- Facebook:

Tag the Marciano Arts Foundation in your posts:

- Instagram: @MarcianoArtFoundation
- Twitter: @MarcianoArtFDN
- Facebook:

Hashtags to use in your posts:

- #BoycottMAF
- #BoycottGUESS
- #UnionStrong

Social Media Copy: Instagram

Option 1: I stand with @MAF_Union in support of ALL workers' legal right to fight for better pay and better working conditions. The @marcianoartfoundation laid off the entire Visitor Services department in retaliation for unionizing, and more employers will do the same if we let them get away with it. This is a gross obstruction of workers rights and a complete disregard for our livelihoods. I will not allow art workers to be intimidated into silence! #BoycottMAF #BoycottGUESS #UnionStrong	[insert downloadable image/download link]
Option 2: In response to over 85% of Visitor Services Associates' desire to form a union, the Marciano Art Foundation has retaliated by laying off the 65+ employees of its Visitor Services Department. This is a gross and illegal action and is an attempt to stymie all future attempts by art workers in Los Angeles to fight for better working conditions. Spread this information far and wide and make sure the Marcianos don't get away with this! #BoycottMAF #BoycottGUESS #UnionStrong	[insert downloadable image/download link]
Option 3: @(representative here), the @marcianoartfoundation fired all 65+ of its Visitor Services Associates the day after they filed with the National Labor Relations Board as retaliation for unionizing. This is a gross violation of our protected right to unionize and puts all workers in Los Angeles in danger. What are you going to do about this? #BoycottMAF #BoycottGUESS #UnionStrong	

Social Media Copy: Twitter

Option 1: I stand with @MAF_Union & support ALL workers' right to unionize. The @marcianoartFDN laid off the entire Visitor Services department in retaliation for unionizing. I will not allow art workers to be	[insert downloadable image/download link]
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intimidated into silence! #BoycottMAF #BoycottGUESS #UnionStrong	
Option 2: The @MarcianoArtFDN retaliated against their employees for unionizing by laying off all 65+ Visitor Services Associates. They want to stop art workers in Los Angeles from fighting for better working conditions. Spread this information far and wide! #BoycottMAF #BoycottGUESS	[insert LAT or NYT article link]
Option 3: @(representative), the @MarcianoArtFDN fired all 65+ of its Visitor Services Associates the day after they filed with the NLRB in retaliation for unionizing. This puts all workers in Los Angeles in danger. What are you going to do about this?? #BoycottMAF #BoycottGUESS	

Social Media Copy: Facebook

Option 1: I stand with the workers of the Marciano Art Foundation in support ALL workers' legal right to fight for better pay and better working conditions. The Marciano Arts Foundation laid off the entire Visitor Services department in retaliation for unionizing, and more employers will do the same if we let them get away with it. This is a gross obstruction of workers rights and a complete disregard for our livelihoods, not to mention, totally illegal. I will not allow art workers to be intimidated into silence! #BoycottMAF #BoycottGUESS #UnionStrong	[insert downloadable image/download link]
Option 2: In response to over 85% of Visitor Services Associates' desire to form a union, the Marciano Art Foundation has retaliated by laying off the 65+ employees from its Visitor Services Department. This is a gross and illegal action and is an attempt to stymie all future attempts by art workers in Los Angeles to fight for better working conditions. This is	[insert LAT or NYT article link]

not the first time the Marcianos have been accused of labor abuses. Spread this information far and wide and make sure the Marcianos don't get away with this! #BoycottMAF #BoycottGUESS #UnionStrong	
Option 3:	

Message of Support

I stand with @MAF_Union in support ALL workers' legal right to fight for better pay and better working conditions. The @marcianoartfoundation laid off the entire Visitor Services department in retaliation for unionizing, and more employers will do the same if we let them get away with it. This is a gross obstruction of workers rights and a complete disregard for our livelihoods. I will not allow art workers to be intimidated into silence! #BoycottMAF #BoycottGUESS #UnionStrong

Information Sharing

In response to over 85% of Visitor Services Associates' desire to form a union, the Marciano Art Foundation has retaliated by laying off the 65+ employees of its Visitor Services Department. This is a gross and illegal action and is an attempt to stymie all future attempts by art workers in Los Angeles to fight for better working conditions. Spread this information far and wide and make sure the Marcianos don't get away with this! #BoycottMAF #BoycottGUESS #UnionStrong

Message to Congressional Reps

@(representative here), the @marcianoartfoundation fired all 65+ of its Visitor Services Associates the day after they filed with the National Labor Relations Board as retaliation for unionizing. This is a gross violation of our protected right to unionize and puts all workers in Los Angeles in danger. What are you going to do about this? #BoycottMAF #BoycottGUESS #UnionStrong

Message to Artists in the Collection

Dear [artist],

As you may already know, workers in the Visitors Services Department at the Marciano Art Foundation filed to unionize on the first of November. The following Tuesday, myself and nearly seventy other part-time workers received an email informing us that as of this Thursday, we will no longer be employed by the Foundation. The email cited low attendance, saying they were closing the current shows and shutting down for the foreseeable future. Despite this reasoning, this email is the first formal communication between management and employees since Friday's filing and the timing makes clear that it was a deliberate act of retaliation against our staff's unionizing.

This effort to undermine the ability of the lowest-waged workers to advocate for themselves contradicts the ideas embedded in the very collection we were hired to protect and educate the public about. Because of your inclusion in the collection, and your influence in the art industry, I'm hoping you might be able to lend a word of advice or even endorse our cause, even as it is actively under fire.

We're continuing to fight and hope that this will set a precedent for art workers as a whole. We would be grateful for any help or support you could provide.

In solidarity,
[name]"

Social Media Accounts and Communications

Website: www.mafunion.org

Email: committee@mafunion.org

Instagram: @maf_union

Twitter: @maf_union

Marciano Art Foundation

Instagram: @marcianoartfoundation

Twitter: @MarcianoArtFDN