

WOMEN'S RETIREMENT SECURITY DAY

2026 Social Media Toolkit

Campaign Overview

Women's Retirement Security Day (WRSD) is a national awareness initiative that brings together employers, financial professionals, policymakers, advocates, and community organizations to spotlight the importance of retirement readiness for women. The campaign focuses on educating audiences about the retirement savings gap women face, amplifying conversations around long-term financial wellness, and encouraging action through education, advocacy, and participation. **The first Women's Retirement Security Day will be held on July 14, 2026.** This toolkit provides campaign messaging, social media guidance, content ideas, and promotional assets to help partners, ambassadors, speakers, and supporters participate in the campaign.

Why This Day Matters

Research continues to show that women face unique challenges when preparing for retirement.

Key Statistics

- Women's median 401(k) account balance is approximately 65% lower than men's.¹
- Women's annual retirement contributions are approximately 43% lower.²
- The gender pay gap contributes to lower retirement savings, with women contributing an average of 6.4 percent of income to retirement plans compared to 6.7 percent for men, but with significantly lower average contribution amounts (\$4,521 for women compared to \$6,103 for men).³
- Women have a longer average life expectancy than men, with women living an average of 81.1 years compared to 75.8 years for men, requiring retirement savings to last over a longer period of time.⁴
- Women are more likely to pause careers for caregiving responsibilities.
- Many women face inconsistent access to employer-sponsored retirement plans.⁵
- Disparities in earnings further affect retirement outcomes, with Hispanic women contributing an average of \$2,167 annually and Black women contributing approximately \$1,500 less than White women, largely due to differences in average pay.⁶

These challenges make retirement preparedness and financial confidence critically important.

¹ Article_Closing_Gender_Gap_RTL-1_B2C_Insights_US_P7_FINAL.pdf

² Article_Closing_Gender_Gap_RTL-1_B2C_Insights_US_P7_FINAL.pdf

³ https://blog.dol.gov/sites/default/files/inline-images/Blog_Fig_2.png

⁴ <https://www.cdc.gov/nchs/data/databriefs/db521.pdf>

⁵ <https://www.brookings.edu/articles/how-does-gender-equality-affect-women-in-retirement/>

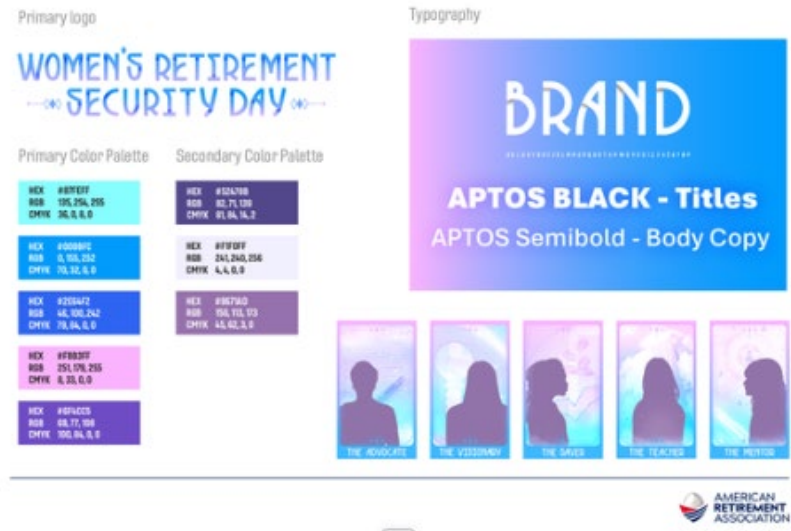
⁶ https://blog.dol.gov/sites/default/files/inline-images/Blog_Fig_2.png

Campaign Goals

- The goals of Women's Retirement Security Day are to:
- Raise awareness about the retirement savings challenges women face
- Promote education around retirement planning and long-term financial wellness
- Encourage conversations about financial confidence and retirement readiness
- Build a supportive community focused on financial empowerment

BRAND-AT-A-GLANCE

Summary Page



Core Campaign Messages

Women deserve access to the tools, education, and support needed to achieve long-term retirement security.

Supporting Messages

- Retirement planning should start early, but it is never too late to take action.
- Financial confidence grows through education, conversation, and access to resources.
- Employers, policymakers, financial professionals, and communities all play a role in supporting women's retirement readiness.
- Small steps today can create long-term financial stability.
- Open conversations about retirement planning help normalize financial wellness.

Brand Voice & Tone

Content should feel supportive, educational, empowering, conversational, Community-focused, encouraging, and inclusive. Avoid fear-based or overly technical messaging. Prioritize accessible language that inspires confidence, participation, and action.

Hashtags

- #WomensRetirementSecurityDay
- #RetirementReadiness
- #WomenAndRetirement
- #FinancialWellness
- #RetirementSecurity

Accounts to Tag

- X (Twitter): @usaretirement
- LinkedIn & Facebook: @American Retirement Association
- Instagram: @ara_retirement

Suggested CTAs

- Learn more
- Join the conversation
- Share your story
- Explore retirement resources
- Share this with your network
- Support women's retirement readiness

Suggested Key Social Media Dates

June 1, 2026 - Campaign Launch

Introduce Women's Retirement Security Day and share "Why This Matters" messaging.

June 11, 2026 - Retirement Education Spotlight

Share financial wellness tips, retirement planning resources, or key statistics.

June 25, 2026 - Partner or Speaker Highlight

Feature a partner organization, speaker, or community voice.

July 1, 2026 - Community Engagement Push

Encourage audience participation, testimonials, or conversation prompts.

July 7, 2026 - One Week Countdown

Launch countdown graphics and event reminders.

July 10, 2026 - Registration & Event Reminder

Share event details, participation information, and final reminders.

July 13, 2026 - "Join Us Tomorrow" Post

Build excitement and encourage participation ahead of the event.

July 14, 2026 - Women's Retirement Security Day

Share live updates, photos, quotes, and community engagement content throughout the day.



Website

<https://www.usaretirement.org/get-involved/wir/womens-retirement-security-day/>

Content Prompt Ideas

- “What does retirement security mean to you?”
- “What financial advice has stayed with you throughout your career?”
- “Why is retirement planning important for women?”
- “What conversations should we be having about financial wellness?”
- “What’s one retirement planning tip you wish you learned earlier?”
- “How can workplaces better support retirement readiness?”

Sample Social Posts

Awareness Post

Did you know women’s median retirement account balances are significantly lower than men’s? Women’s Retirement Security Day is focused on raising awareness, sharing resources, and advancing conversations around retirement readiness.

Join us on July 14, 2026.

#WomensRetirementSecurityDay

#RetirementReadiness



Educational Post

Retirement planning is about more than saving — it’s about creating long-term financial confidence.

Small actions today can make a meaningful impact tomorrow.

Explore resources and join the conversation.

#WomenAndRetirement #FinancialWellness

Community Engagement Post

What does retirement security mean to you?

Share your thoughts, experiences, or advice in the comments and help us continue the conversation around financial wellness and retirement readiness.

#WomensRetirementSecurityDay

Event Countdown Post

One week until Women's Retirement Security Day.

Join employers, financial professionals, policymakers, and advocates as we raise awareness and support retirement readiness for women.

#RetirementSecurity #WomensRetirementSecurityDay

Partners, speakers, and ambassadors are encouraged to:

- Share campaign posts consistently
- Use approved hashtags and branding
- Cross-promote event content
- Engage with comments and conversations
- Tag partner organizations when appropriate
- Encourage employees and networks to participate

Recommended Posting Frequency

- 1–3 posts per week during campaign period
- Increased posting frequency during countdown week

Contact Information

For campaign questions, branding approvals, or additional assets, please contact:
Erika Goodwin, Director of Advocacy Engagement, araadvocacy@usaretirement.org.



Thank you for your participation!