

REVIEW-A-THON TOOLKIT FOR AT HOME

We will be reviewing AACs on Google and Yelp in order to share the truth behind these deceitful centers and to increase transparency with people seeking reproductive care.

Step 1: Go to reproaction.org and choose AACs close to you that you would like to review.

Step 2: Research! Go to their website and find the lies and deception. Some questions to consider:

- Does it seem they're selling themselves as a medical facility?
- When describing abortion, do they mention any of the following (medically disproven!) "risks"?
- How long did you have to spend on the site before you read they do NOT provide abortion services or referrals?

Step 3: Write your review!

NOTE: your review will be tied to your personal accounts unless you want to create a new one for AAC reviews - it's up to you!

- Yelp: A Yelp review works best if you're already a Yelp user. Don't Yelp? Now's a great time to sign up! But if you only write a review of one or two businesses, your review will not be public. So if you aren't up to writing reviews of at least a few CPCs, use Google instead.
- Google: Google requires a gmail account and reviews pop up when you do a Google search for a particular AAC. To find the AACs Google+ business page, just type the name of the AAC right into Google and the review page will pop right up on the right hand side of your results.

We're writing these reviews for people that could fall for AAC false advertising. You must be honest and legit, otherwise credibility flies out the door. We are exposing manipulation, not making it up out of thin air or shaming people who choose to use these services. Vulnerable pregnant people are looking for help.

Some examples of reviews include:

- "This place does not provide abortion or refer to anywhere that does. The options listed on their site makes it seem like abortion would be a service they provide... until you scroll down to the very bottom..."
- "This place might look like they provide abortion, but there is no medical staff in this clinic..."
- "This place does not provide all the choices that they say that they do. If you want to discuss abortion or birth control options, go to a real health care provider.

Step 4: Upvote other reviews:

Marking a review "useful" (on Yelp) or giving a "thumbs up" to a review (on Google), boosts the position of honest, unbiased information. Look up other AACs on Yelp and Google and find other truthful reviews to upvote!

Step 5: Let us know how it went! Send us a message on IG!

Step 6: Give yourself a high-five to congratulate yourself on helping #SHUTDOWNAACS and providing honest feedback to pregnant people!

Thank you so much for your participation and support!