
Contract Faculty Social Media Day of Action

Ready-made posts to share - in addition to the op-ed, and graphics - for the social media day of action on March 11th, 2026.

Too many contract faculty are hired term-to-term, paid less than their peers for the same teaching, & denied benefits. That instability affects faculty and students.

Faculty working conditions are student learning conditions.

Read the op-ed and join the call for #Fairness4CF → tinyurl.com/cfsmdoa

Short-term contracts. Lower pay than peers. Few benefits.

Precarious working conditions for contract faculty doesn't just hurt faculty, it impacts student learning and campus stability.

Read the op-ed and learn why it's time to stop the gigification of teaching.

#Fairness4CF → tinyurl.com/cfsmdoa

Contract faculty are essential to our universities — but too many work without job security, equitable pay, or benefits.

Stronger working conditions mean stronger campuses.

Read the op-ed and stand with contract faculty #Fairness4CF → tinyurl.com/cfsmdoa

Chronic underfunding is driving the gigification of teaching.

When universities rely on short-term contracts instead of stable jobs, faculty and students both pay the price.

Better public funding means secure work, fair pay, and stronger learning conditions.

Read the op-ed and join the call for #Fairness4CF → tinyurl.com/cfsmdoa

If we want strong universities, we need proper public funding.

Underfunding fuels precarious contracts, inequitable pay, and fewer supports for students.

Investing in our universities means stable jobs for contract faculty, & better education for everyone.

Read the op-ed & stand with #Fairness4CF → tinyurl.com/cfsmdoa

Alt text for social media day of action shareable graphics

Graphic 1: Graphic featuring a quote that reads: “The growing presence of contract faculty on campuses represents the quiet ‘gigification’ of university teaching.” — Rob Kristofferson, OCUFA President. The background shows a desk scene with a yellow coffee cup and a tablet displaying an op-ed entitled “Ontario’s universities are being run on gig work – and students are paying the price.” OCUFA logo and website link appear at the bottom.

Graphic 2: Graphic featuring a quote that reads: “OCUFA’s Social Media Day of Action is a call to course correct. Fixing a strained system requires stable, predictable public funding that allows universities to hire permanent faculty, reduce class sizes, support students and plan for the future.” — Rob Kristofferson, OCUFA President. The background is purple-toned and shows a tablet displaying an op-ed entitled “Ontario’s universities are being run on gig work – and students are paying the price.” The OCUFA logo and campaign website link appear at the bottom.

Graphic 3: Graphic featuring a quote that reads: “Contract faculty are typically vastly underpaid, putting in countless hours of unpaid labour to support their students. They often receive no research support and few opportunities to contribute to the broader academic life of their universities. Their growing presence on campuses represents the quiet “gigification” of university teaching.” — Rob Kristofferson, OCUFA President. The background is a university lecture hall. The OCUFA logo and campaign website link appear at the bottom.

Graphic 4: Graphic featuring a quote that reads: “Ontario’s universities are being forced to operate under conditions that no public system should endure. Minor tweaks will not fix a structural problem. And a system built on precarious work cannot deliver the education that Ontario students deserve, and our provincial economy needs to thrive.” — Rob Kristofferson, OCUFA President. The background shows a desk scene with a mason jar holding pencils and a laptop displaying an op-ed entitled “Ontario’s universities are being run on gig work – and students are paying the price.” OCUFA logo and website link appear at the bottom.

What is alt-text and why do we use it?

From the [Harvard University website](#): Alternative (Alt) Text is meant to convey the “why” of the image as it relates to the content of a document or webpage. It is read aloud to users by screen reader software, and it is indexed by search engines. It also displays on the page if the image fails to load, as in this example of a missing image.