

# How to Use the Social Media Assets Made Available to You for EITC/CTC Activities

## SOCIAL MEDIA

Before you begin:

- Download the social media copy and all images.
- Save the images to your computer in an easily accessible place.

### Facebook:

- Go to your Facebook page.
- Using the copy document you downloaded, copy and paste the text into the “Write a Post” section.
- Select “Add Image/Video.”
- Upload the image you saved to your computer; please note that the image size for Facebook is 1080 x 1080.
- Select “Share Now.”



### Twitter/X:

- Click on the compose box at the top of your Twitter/X timeline.
- Using the copy document you downloaded, copy and paste the text into the compose box.
- Select the photo icon and upload the image you saved to your computer; please note that the recommended landscape image size for Twitter/X is 1600 x 900.
- Click “Tweet.”



### Instagram:

(Please note that these steps must be completed on a mobile device. We recommend that you email yourself the image you want to use and save it to your device’s photo library before completing the steps below.)

- Open Instagram and select the “+” icon at the top.
- Select “Post.”
- Select the image in your photo library; please note that the recommended square image size for Instagram is 1080 x 1350.
- Click “Next” in the top-right corner.
- Select “Next” in the top-right corner again.
- Copy and paste the text from the copy document into the “Write a Caption” box.
- Click “Share.”



## ORGANIZATION EVENT POSTS

If you are hosting an outreach event or participating in one in partnership with the Office of Community Empowerment and Opportunity (CEO), please announce your event, then share photos from your event using the following copy.

**POSTING TIME: PLEASE POST THIS APPROXIMATELY FOUR HOURS PRIOR TO YOUR EVENT.**

### Copy 1: Facebook, Twitter/X, or Instagram

Do you have kids? Did you earn at least \$2,500 in 2024? If you answered yes to either of those questions, you may qualify for the Child Tax Credit or Earned Income Tax Credit. Stop by \_\_\_\_\_ to learn more about how you can #ClaimYourMoneyPHL on your 2024 tax return. <https://claimyourmoneyphl.com/#claim-your-money>

### Copy 2: Facebook or Instagram

Join us today at \_\_\_\_\_ as we hand out \_\_\_\_\_ to help you learn more about the Earned Income Tax Credit and Child Tax Credit so that you can #ClaimYourMoneyPHL on your 2024 tax return. Comment below or post a picture of how you would use your tax credit, and use the hashtag #ClaimYourMoneyPHL. <https://claimyourmoneyphl.com/#claim-your-money>

## EARNED INCOME TAX CREDIT INFORMATIONAL POSTS

If you are not participating in an event or doing outreach, it's still important for you to help us educate the community using the following posts.

**POSTING TIME: ANYTIME BETWEEN 11 A.M. AND 4 P.M.**

### Copy 1: Facebook, Twitter/X, or Instagram

Did you know that if you made less than \$59,899 (if single) in 2024, you may be eligible for the Earned Income Tax Credit? Contact a FREE tax prep partner and get the money you're owed, here: <https://claimyourmoneyphl.com/#claim-your-money>. #ClaimYourMoneyPHL

### Copy 2: Facebook or Instagram

Don't miss out on your full federal tax refund. This year, make sure to #ClaimYourMoneyPHL by learning more about the Earned Income Tax Credit. Discover how you can get up to \$7,830 back by contacting a FREE tax prep partner today: <https://claimyourmoneyphl.com/#claim-your-money>.

## CHILD TAX CREDIT INFORMATIONAL POSTS

If you are not participating in an event or doing outreach, it's still important for you to help us educate the community using the following posts.

**POSTING TIME: ANYTIME BETWEEN 11 A.M. AND 4 P.M.**

### Copy 1: Facebook or Instagram

The Child Tax Credit (CTC) program is designed to give parents and guardians money to help their families. CTC is based on your 2024 dependents, with no strings attached. Even if you earned as little as \$2,500 in 2024, you can qualify, and it won't affect your benefits. If you had a child with a Social Security number under the age of 17 in 2024, you might qualify. Get up to \$2,000 back per child and #ClaimYourMoneyPHL. <https://claimyourmoneyphl.com/#claim-your-money>

### Copy 2: Facebook or Twitter/X

Are you struggling to keep a roof over your family's head or food on the table? Learn more about the Child Tax Credit and claim the money that is rightfully yours! <https://claimyourmoneyphl.com/#claim-your-money> Comment below and let us know what you are claiming your money for! #ClaimYourMoneyPHL

**\*If you have a social media manager on staff, please feel free to tweet and use Instagram Stories to capture real-time content to share on your social media pages.**