

# 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.”



### X/Twitter:

- Click on the compose box at the top of your X/Twitter 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 X/Twitter is 1200 x 628.
- Click “Post.”



### 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 mobile library before completing the steps below.)

- Open Instagram and select the “+” icon at the top.
- Select the image in your photo library; please note that the recommended 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, X/Twitter, or Instagram

Do you have kids who were younger than 17 in 2025? If you answered yes, 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 2025 tax return. <https://claimyourmoneyphl.com/>

### 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 2025 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 AND 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, X/Twitter, or Instagram

Did you know that if you have children who were under 17 years old in 2025, you may be eligible for the Earned Income Tax Credit and/or the Child Tax Credit? Contact a FREE tax prep partner and #ClaimYourMoneyPHL: <https://claimyourmoneyphl.com/>.

### Copy 2: Facebook, X/Twitter, or Instagram

There's federal tax refund money waiting for you—claim it today. Even if you earned very little in 2025, you may still be eligible for the Child Tax Credit and/or Earned Income Tax Credit. Find a FREE tax prep partner and #ClaimYourMoneyPHL before April 15, 2026: <https://claimyourmoneyphl.com/>.

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