

Using Social Media in Tax Credit Outreach

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Center on Budget & Policy Priorities

January 20, 2016



Before We Get Started...

- This webinar is being recorded and will be available within one week.
- Make sure you have entered your pin to hear the audio.
- Ask a question by typing it in the text box of the GoToWebinar Control Panel.
- If you need additional assistance, raise your hand.

1. Decide what your goals are

Some Ideas...

- Increase number of VITA clients
- Recruit volunteers
- Fundraise for your organization
- Reach more EITC recipients
- Increase supporters of your organization
- Get media coverage of your organization's accomplishments

2. Find out who your audience is

Reach More EITC Recipients



- Brookings Institution demographic data

<http://www.brookings.edu/research/interactives/eitc>

Facebook Ads

Boost Page

AD CREATIVE

AUDIENCE

Location

United States

Interests

The Salvation Army Nonprofit organization Tax credit National Women's Law Center Child tax credit United Way of America

Habitat for Humanity World Vision International Methodism 501(c) organization American Red Cross

Age

18 - 65+

Gender

Edit

DESKTOP NEWS FEED

MOBILE NEWS FEED

RIGHT COLUMN

Suggested Page

GET IT BACK

Get It Back Campaign

Sponsored

For more than 25 years, the Get It Back Campaign has led a national effort to promote tax...

Have you earned more than you think?

Get all your money.

File your taxes for FREE and claim the Earned Income Tax Credit and Child Tax Credit.

Claim Your Money

3 EASY STEPS

1 Find a FREE tax site*

2 See if you qualify

Get It Back Campaign

Non-Profit Organization

31 people like this.

Like Page

Terms & Conditions | Help Center

Cancel

Boost

Facebook Ads

Boost Post

AUDIENCE

Default Audience

[Edit Audience](#) | [Create New Audience](#)

Location - Living In:
United States: Washington District of Columbia


Interests:
Education, Nonprofit organization, Charity and causes...

Age:
18 - 65+

BUDGET AND DURATION


Total budget ⓘ


\$5.00

 [Terms & Conditions](#) | [Help Center](#)


DESKTOP NEWS FEED

MOBILE NEWS FEED


 **Get It Back Campaign**
Sponsored · ⓘ

 Like Page

Reason Number 1: The average cost of professional tax preparation ranges from \$159 to \$273!

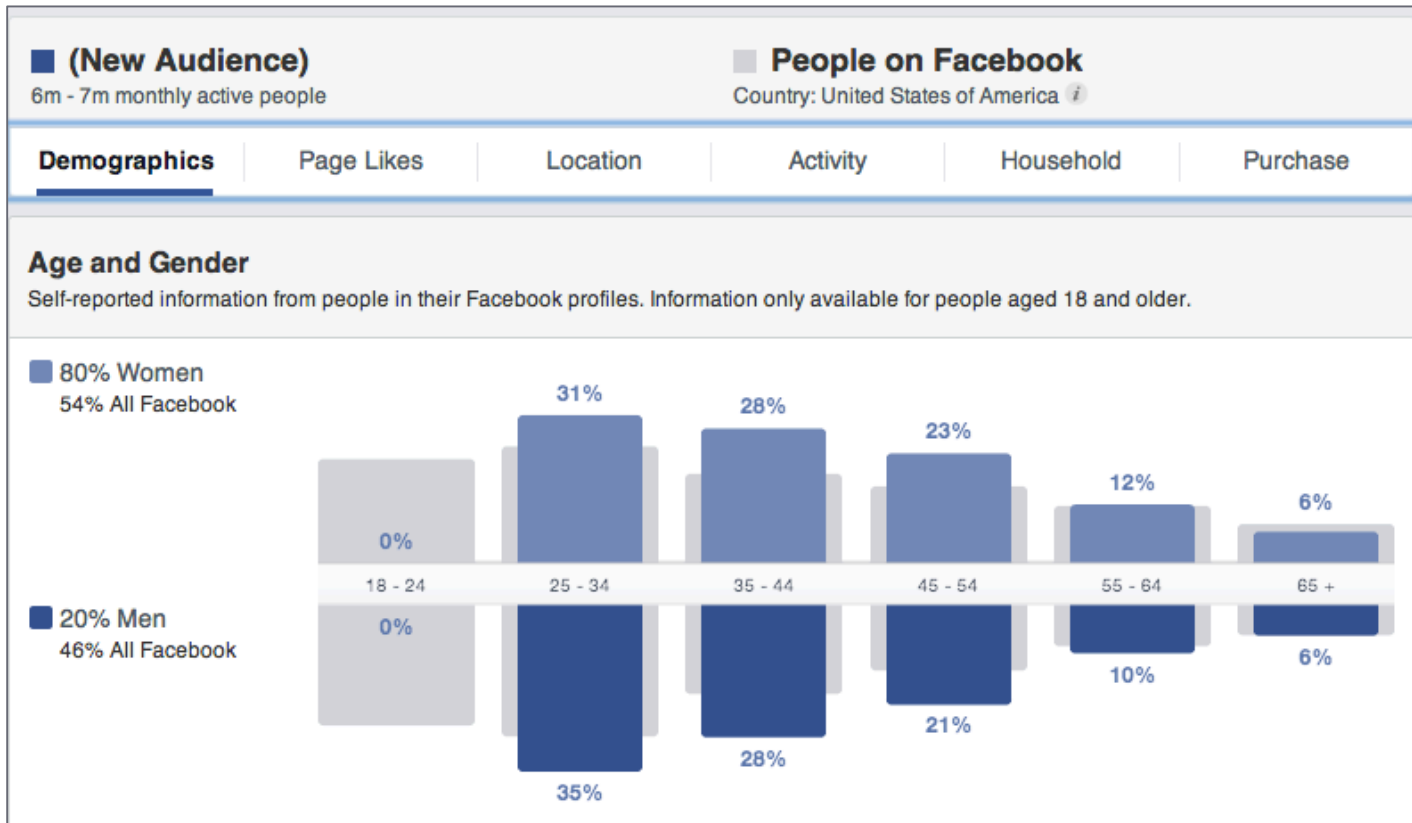


Top Six Reasons to File Your Taxes for FREE

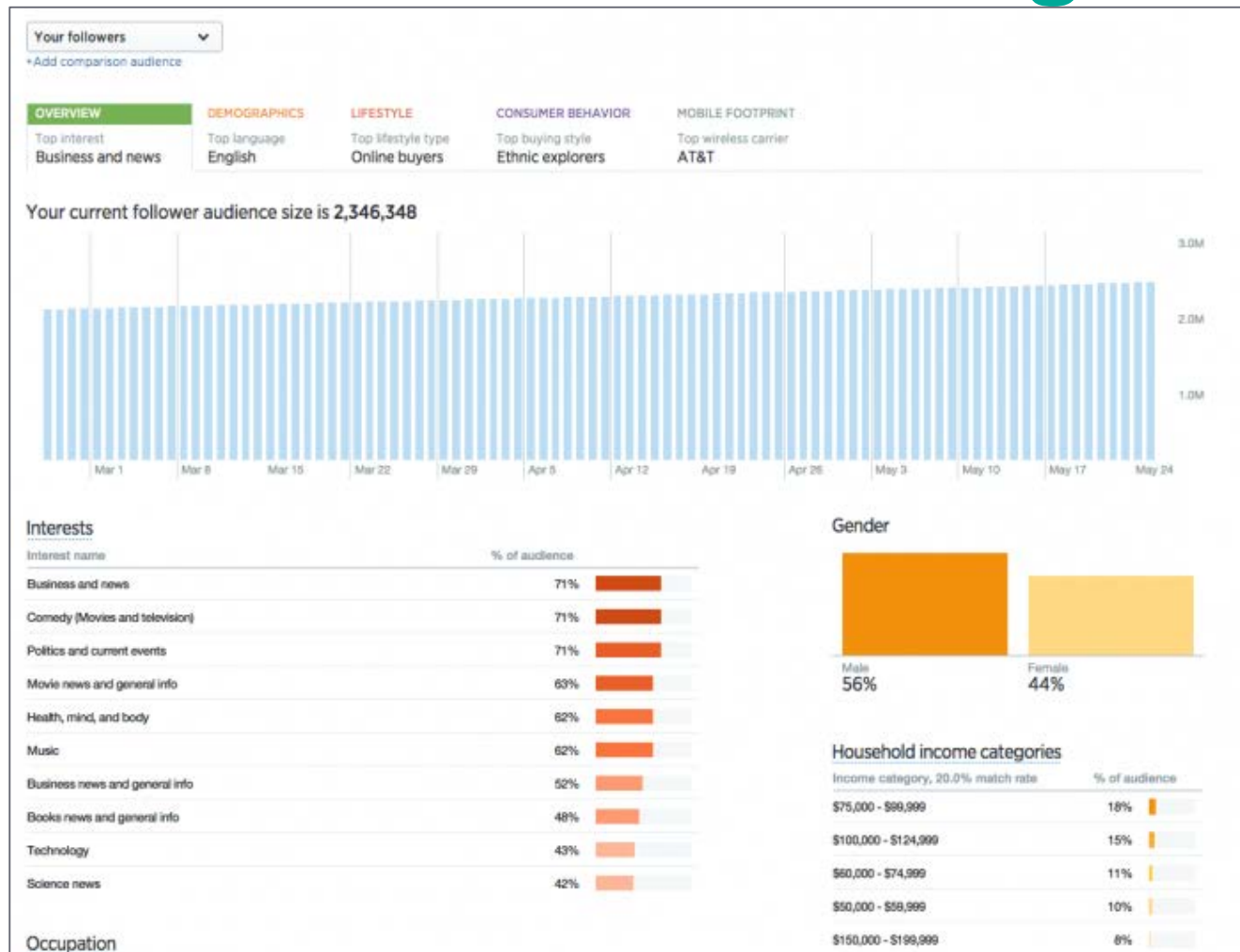
 Cancel

Boost

Facebook Insights

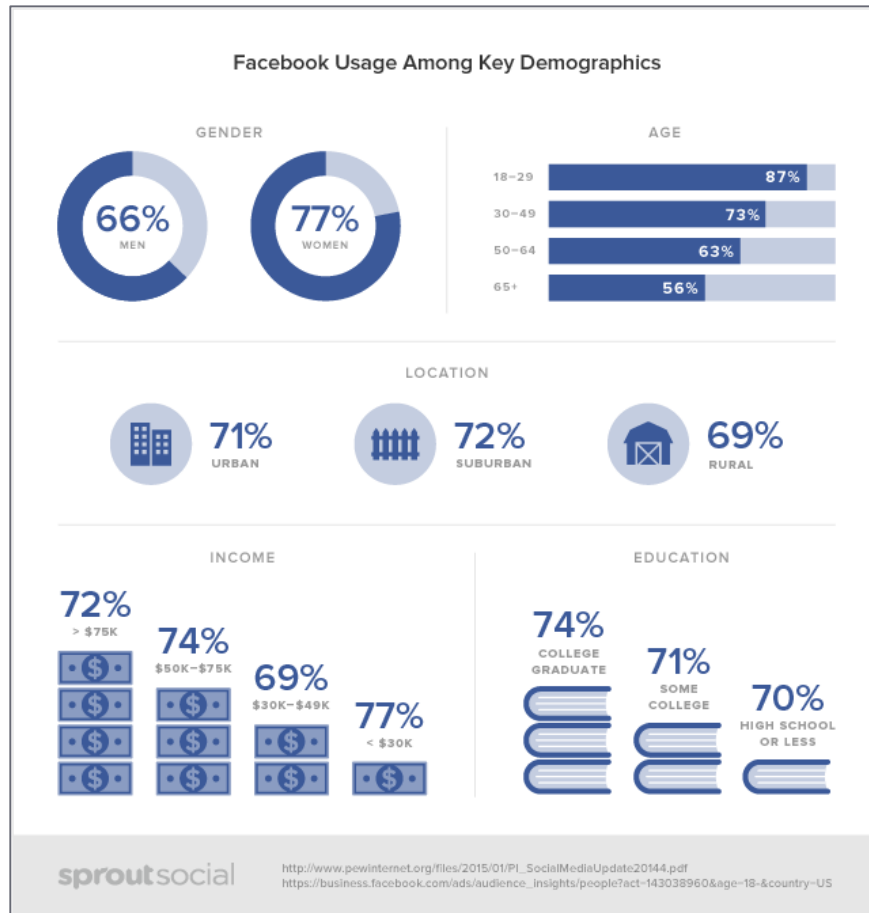


Twitter Audience Insights



3. Decide what social media sites to join

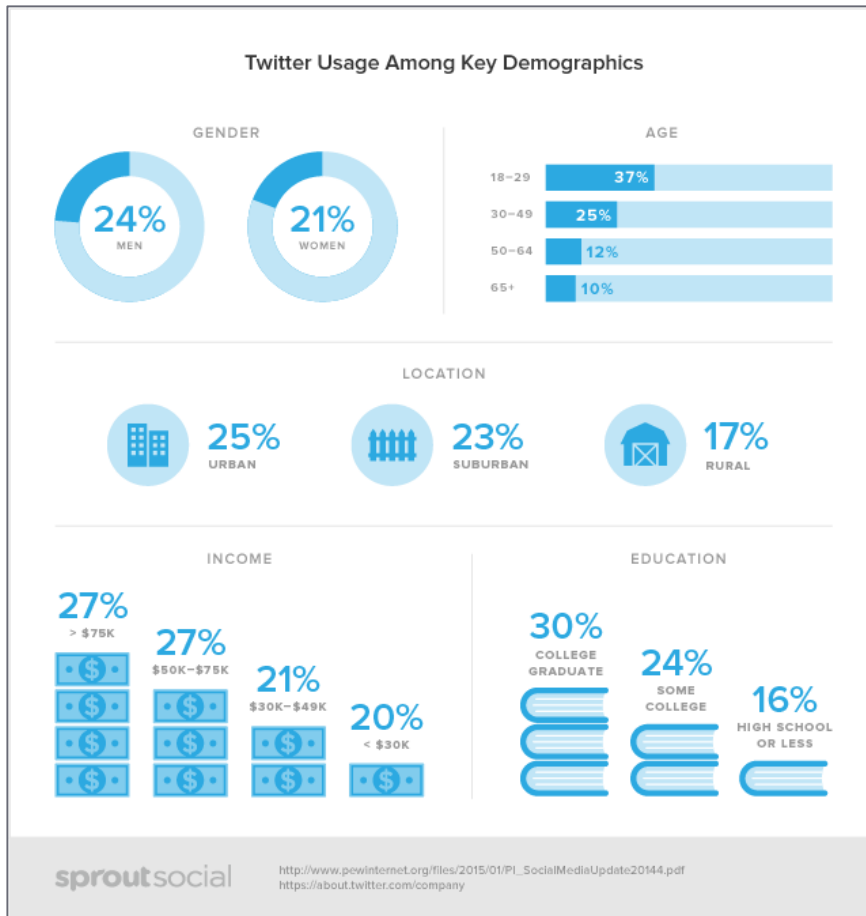
Facebook Demographics



- Over a billion active users a month
- Largest social network
- Good for connecting to EITC recipients and clients

Twitter Demographics

- About 215 million active users
- Great SEO (searchability from Google)
- Great news source and variety of information
- Good for connecting to partners and politicians



How Much Time Does Social Media Take?

- Facebook: 3 hours/week
- Twitter: 5 hours/week
- Blogging: 5-10 hours/week

4. Post consistently

How Often Should You Post?

- Facebook: 3-5 times a week (up to twice a day)
- Twitter: 2-4 times a day
- Blogging: at least once a week

5. Create and curate great content

Share Other Content

- About 80% of posts should be shared from other sources
- 20% of posts should be original content

Content Ideas

- Weekly or monthly stats on how many VITA clients your organization has served
- “Top Ten” lists
- Stories from people who have benefitted from tax credits
- Volunteer appreciation and thank yous
- Calls to action (i.e. donations, volunteers, or space)
- Images



Get It Back Campaign

January 8 at 2:45pm · 🌐

Reason Number 1: The average cost of professional tax preparation ranges from \$159 to \$273!



Top Six Reasons to File Your Taxes for FREE

Tax time is right around the corner. A lot of people feel confused or intimidated and often turn to costly paid tax preparers for help.

EITCOUTREACH.ORG

Boost Post



Like



Comment



Share



Hannah Weinstein likes this.

Chronological ▾



2 shares



Get It Back Campaign Feel free to reblog or share this post! Just let us know



Like · Reply · January 8 at 2:49pm





RESULTS @RESULTS_Tweets · 18 Dec 2015

Thanks to our amazing volunteers! Your tireless advocacy helped save key provisions of **#workingfamilycredits**

YOU DID IT!

Congress made permanent critical provisions of pro-work tax credits that lift millions of Americans out of poverty every year.



225

face-to-face meetings
with members of
Congress



140

pieces of media on
the EITC and CTC

RESULTS
the power to end poverty





Gary Community Investments shared

ColoradoGives.org's photo.

December 4, 2015 · 🌐

Mark your calendar! Colorado Gives Day is December 8, 2015. Check out how to donate online at ColoradoGives.org: <https://www.youtube.com/watch?v=WdnL5sTSr8I&feature=youtu.be>



ColoradoGives.org

May 21, 2015 · 🌐

Dec. 8, 2015 - save the date for #COGivesDay <http://goo.gl/yFel87>

👍 Like 💬 Comment ➦ Share



America Saves

December 14, 2015 · 🌐

Join @AmericaSaves for a #SaveYourRefund Chat Tomorrow <http://ow.ly/VRt8L>



Join @AmericaSaves for a #SaveYourRefund Chat Tomorrow

Get social with @AmericaSaves! In celebration of our latest partner packet, we will be hosting a Twitter chat tomorrow afternoon.

AMERICASAVES.ORG | BY TAMMY GREYNOLDS

👍 Like 💬 Comment ➦ Share



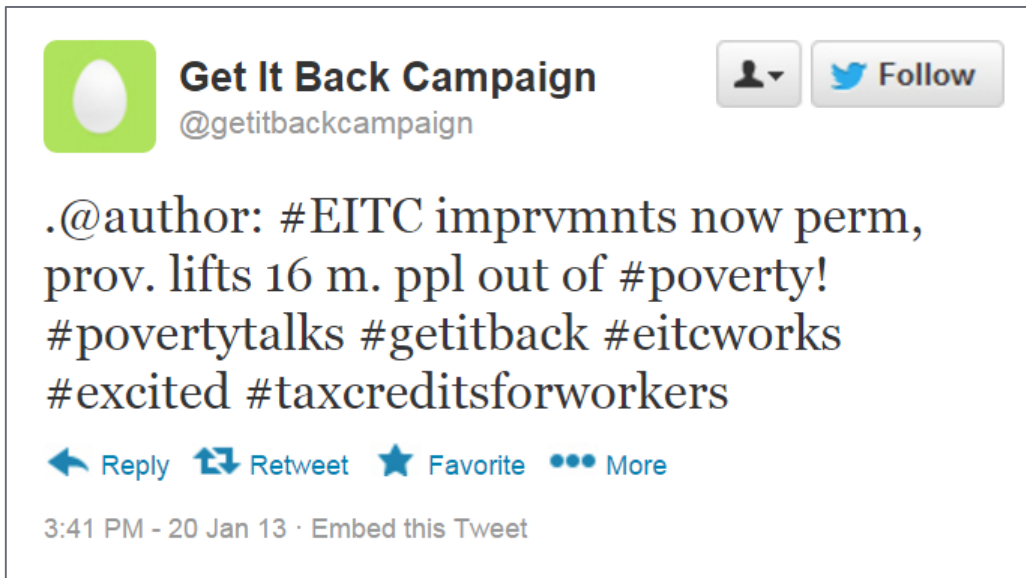
Tax Credits
for People
Who Work

Do



- Be yourself
- Get creative
- Inform your followers
- Keep it short

From a “Don’t”...



- Use too many hashtags in posts
- Use abbreviations
- Make posts too long
- Post stats or facts without linking to a source


...to a “Do”



- Use too many hashtags in posts
- Use abbreviations
- Make posts too long
- Post stats or facts without linking to a source


6. Make it visual

Oxfam International (@Oxfam)

**Oxfam International** ✓
OXFAM @Oxfam

Follow

Since 2010 the wealth of the richest 62 ppl
has risen by \$1/2tr to \$1.76 TRILLION:
oxf.am/endtaxis #EventItUp

**Oxfam International** ✓
OXFAM @Oxfam

Follow




62 richest people have as much wealth as
half the world cnnmon.ie/1SqD2yL
[@CNNMoney](#) #EventItUp #endtaxis

 **Oxfam International** 
 OXFAM @Oxfam 

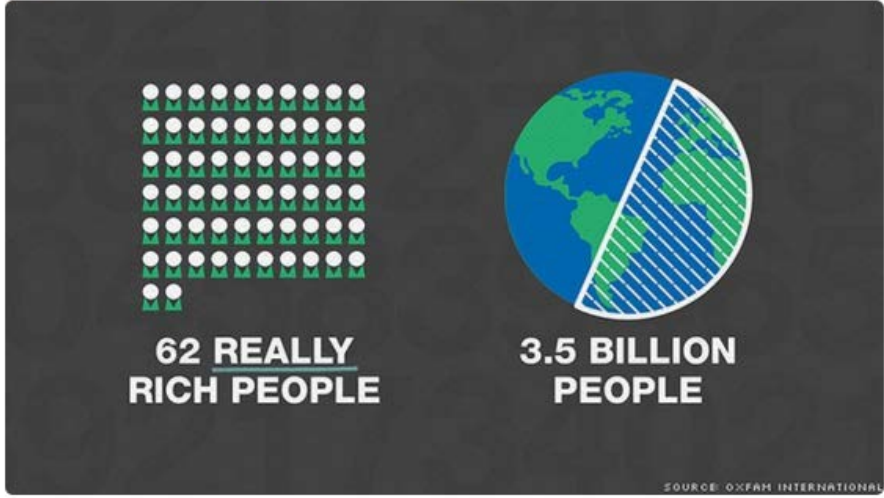
Since 2010 the wealth of the richest 62 ppl has risen by \$1/2tr to \$1.76 TRILLION:
oxf.am/endtaxhavens #EventItUp



RETWEETS 48 LIKES 21

 **Oxfam International** 
 OXFAM @Oxfam 

62 richest people have as much wealth as half the world cnnmon.ie/1SqD2yL
[@CNNMoney](#) #EventItUp #endtaxhavens



RETWEETS 626 LIKES 272

Human Rights Campaign (@HRC)



HumanRightsCampaign ✓
@HRC

+ Follow

Montana [@GovernorBullock](#) Signs
Executive Order Protecting LGBT State
Employees [j.mp/1PmkOrK](https://www.j.mp/1PmkOrK) via [@HRC](#)



HumanRightsCampaign ✓
@HRC

+ Follow

LGBT Highlights from ([@POTUS](#)) President
Obama's Final [#SOTU](#) [j.mp/1Or2U7L](https://www.j.mp/1Or2U7L)



HumanRightsCampaign
@HRC

Follow

Montana [@GovernorBullock](#) Signs
Executive Order Protecting LGBT State
Employees j.mp/1PmkOrK via [@HRC](#)



CONGRATULATIONS, MONTANA!

Governor Steve Bullock signs Executive Order
extending LGBT non-discrimination protections
to state employees and contractors.



HUMAN
RIGHTS
CAMPAIGN
www.hrc.org

RETWEETS
141

LIKES
370



HumanRightsCampaign
@HRC

Follow

LGBT Highlights from ([@POTUS](#)) President
Obama's Final [#SOTU](http://j.mp/1Or2U7L)



**"UNCONDITIONAL
LOVE WILL HAVE
THE FINAL WORD.
THAT'S WHAT
MAKES ME SO
HOPEFUL ABOUT
OUR FUTURE!"**

*– President Obama,
2016 State of the Union*



HUMAN
RIGHTS
CAMPAIGN
WWW.HRC.ORG
[#SOTU](#)

RETWEETS
117

LIKES
199



Tax Credits
for People
Who Work

Planned Parenthood



BREAKING:

Today, Planned Parenthood Southwest Ohio Region is going to court on behalf of its patients to protect women's access to safe, legal abortion in Ohio.



7. Make it a conversation

Do's and Don'ts

1. Be responsive!
2. Ask questions
3. Don't just use social media to make announcements
4. Mix it up

Taco Bell

**Mike**
@__MICHAELJORDAN

Follow

@tacobell I was wondering. Is a Taco a sandwich?

 Reply  Retweet  Favorite

50+
RETWEETS

42
FAVORITES



**TACO BELL**
@TacoBell

Follow

@__MICHAELJORDAN No, Michael. It's a taco.

 Retweeted by anna g

 Reply  Retweet  Favorite

50+
RETWEETS

44
FAVORITES



**David Walsh** @Walshy304 2h

Contemplating putting all my savings in Taco Bell stock and selling it back tomorrow for a hefty profit.

**TACO BELL** @TacoBell

@Walshy304 You're a business man. We like that about you, David.

 Retweeted by David Walsh








 Hide conversation

3:27 PM - 20 Apr 12 via web · Details

 Reply  Retweet  Favorite

8. Use calendars

Editorial Calendar

Washington, D.C. ▾  Today 28° F / 21° F  Tomorrow 32° F / 26° F  Thursday 34° F / 27° F <input type="text" value="Search Calendar (Ctrl+E)"/>		
TUESDAY	WEDNESDAY	THURSDAY
26	27	28
Janne: Post on Facebook 	Janne: Post on Facebook 	Janne: Post on Facebook 
Roxy: Write Blog Post 		Janne: Make graphics

Take Advantage of Important Dates

GET IT BACK Get It Back Campaign

Yesterday at 10:34am · 🌐

Today we celebrate the life of a courageous activist, humanitarian and pastor who fought tirelessly for equal rights and opportunities for all. Thank you, Dr. King.

“There is nothing new about poverty. What is new, however, is that we have the resources to get rid of it.”

- Martin Luther King, Jr.
Where Do We Go from Here:
Chaos or Community?

GET IT BACK Tax Credits for People Who Work

ACS American Constitution Society for Law and Policy

February 11, 2014 · 🌐

Show your love for the Constitution this Valentine's Day by joining or renewing your ACS membership for 2014: <http://buff.ly/1i18Zi1>.

LIKE and SHARE this post, and tell your friends and family why you love ACS!





Gary Community Investments

December 3, 2015 · 🌐

Keep the season of "thanks" and "giving" alive! Support #earlyed and #childcare. #CCTC <http://bit.ly/1WIVtCc>



👍 Like 💬 Comment ➦ Share

Joining Vision and Action and New Legacy Charter School like this.



Gary Community Investments

December 17, 2015 · 🌐

Think outside of the (gift) box. Contribute creatively to CO #childcare and #earlyed providers. #CCTC <http://bit.ly/1WIVtCc>



👍 Like 💬 Comment ➦ Share

Clayton Early Learning and Huerfano and Las Animas Counties Early Childhood Advisory Council like this.

9. Track your results

10. Take chances and have fun!



America Saves

February 23, 2015 · 🌐

Savers with a plan are 2x more likely to save for retirement, have an emergency savings, & stick to a budget.

There's no time to assess your savings like America Saves Week!

#ASW2015 <http://ow.ly/Jx3zv>



👍 Like 💬 Comment ➦ Share



Sant La Haitian Neighborhood Center

March 20, 2015 · 🌐

Spring is here! As if South Floridians feel much of a difference.



👍 Like 💬 Comment ➦ Share

Questions?

Stay Connected

- Website: www.eitcoutreach.org
- Blog: www.eitcoutreach.org/blog
- Facebook: www.facebook.com/getitbackcampaign
- Tax Credit Outreach News: <http://eepurl.com/bo6ra5>
- Email: eitcoutreach@cbpp.org

