Using Social Media in Tax Credit Outreach

Janne Huang
Outreach Assistant

Roxy Caines
EITC Outreach Campaign Director

Center on Budget & Policy Priorities
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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

Suggested Page

Get It Back Campaign

Sponsored

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

Get It Back Campaign

Non-Profit Organization

31 people like this.
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

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

Top Six Reasons to File Your Taxes for FREE

GET IT BACK Campaign
Sponsored •

Like Page

GET IT BACK
Tax Credits for People Who Work
Facebook Insights

<table>
<thead>
<tr>
<th>(New Audience)</th>
<th>People on Facebook</th>
</tr>
</thead>
<tbody>
<tr>
<td>6m - 7m monthly active people</td>
<td>Country: United States of America</td>
</tr>
</tbody>
</table>

### Demographics

#### Age and Gender

Self-reported information from people in their Facebook profiles. Information only available for people aged 18 and older.

- **80% Women**
  - 54% All Facebook
  - 31% 18 - 24
  - 35% 25 - 34
  - 28% 35 - 44
  - 23% 45 - 54
  - 12% 55 - 64
  - 6% 65 +

- **20% Men**
  - 46% All Facebook
  - 0% 18 - 24
  - 0% 25 - 34
  - 28% 35 - 44
  - 21% 45 - 54
  - 10% 55 - 64
  - 6% 65 +
Twitter Audience Insights

### Interests

<table>
<thead>
<tr>
<th>Interest name</th>
<th>% of audience</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business and news</td>
<td>71%</td>
</tr>
<tr>
<td>Comedy (Movies and television)</td>
<td>71%</td>
</tr>
<tr>
<td>Politics and current events</td>
<td>71%</td>
</tr>
<tr>
<td>Movie news and general info</td>
<td>63%</td>
</tr>
<tr>
<td>Health, mind, and body</td>
<td>62%</td>
</tr>
<tr>
<td>Music</td>
<td>62%</td>
</tr>
<tr>
<td>Business news and general info</td>
<td>52%</td>
</tr>
<tr>
<td>Books news and general info</td>
<td>48%</td>
</tr>
<tr>
<td>Technology</td>
<td>43%</td>
</tr>
<tr>
<td>Science news</td>
<td>42%</td>
</tr>
</tbody>
</table>

### Gender

- Male: 56%
- Female: 44%

### Household income categories

<table>
<thead>
<tr>
<th>Income category</th>
<th>% of audience</th>
</tr>
</thead>
<tbody>
<tr>
<td>$75,000 - $99,999</td>
<td>18%</td>
</tr>
<tr>
<td>$100,000 - $124,999</td>
<td>15%</td>
</tr>
<tr>
<td>$60,000 - $74,999</td>
<td>11%</td>
</tr>
<tr>
<td>$50,000 - $59,999</td>
<td>10%</td>
</tr>
<tr>
<td>$150,000 - $199,999</td>
<td>8%</td>
</tr>
</tbody>
</table>
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
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.

GETCOUTREACH.ORG
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
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=VdnL5sTSx8i&feature=youtu.be

America Saves December 14, 2015 -

Join @AmericaSaves for a #SaveYourRefund Chat Tomorrow http://ow.ly/VRi8L

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

62 richest people have as much wealth as half the world cnnmon.ie/1SqD2yL @CNNMoney #EvenItUp #endtaxhavens
Since 2010 the wealth of the richest 62 ppl has risen by $1/2tr to $1.76 TRILLION: oxf.am/endtaxhavens #EvenItUp

62 richest people have as much wealth as half the world cnnmon.ie/1SqD2yL @CNNMoney #EvenItUp #endtaxhavens
Human Rights Campaign (@HRC)

Montana @GovernorBullock Signs Executive Order Protecting LGBT State Employees j.mp/1PmkOrK via @HRC

LGBT Highlights from (@POTUS) President Obama’s Final #SOTU j.mp/1Or2U7L
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.

LGBT Highlights from (@POTUS) President Obama’s Final #SOTU 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
Planned Parenthood

HAPPY LABOR DAY

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

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

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

David Walsh @Walshy304
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.
8. Use calendars
# Editorial Calendar

<table>
<thead>
<tr>
<th>TUESDAY</th>
<th>WEDNESDAY</th>
<th>THURSDAY</th>
</tr>
</thead>
<tbody>
<tr>
<td>26</td>
<td>27</td>
<td>28</td>
</tr>
</tbody>
</table>

- **Tuesday:**
  - Janne: Post on Facebook
  - Roxy: Write Blog Post

- **Wednesday:**
  - Janne: Post on Facebook

- **Thursday:**
  - Janne: Make graphics
Take Advantage of Important Dates

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.

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

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/1l8Z11.

LIKE and SHARE this post, and tell your friends and family why you love ACS!
Keep the season of "thanks" and "giving" alive! Support #earlyed and #childcare. CCTC http://bit.ly/1WIVTCC

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

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

Clayton Early Learning and Huarteño and Las Animas Counties Early Childhood Advisory Council like this.
9. Track your results
10. Take chances and have fun!
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

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

GET A MOVE ON
IT'S SPRING
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