



Use Social Media to Get the Word Out

Social Media is a great and inexpensive way to spread the word about tax credits. In addition to posting on your own pages, encourage community leaders and elected officials to post information about tax credits on their pages!

Website

Put links on your website to places where families can get the information they need.

- www.nwlc.org/loweryourtaxes
- <http://irs.treasury.gov/freetaxprep>
- http://www.aarp.org/money/taxes/aarp_taxaide/

Facebook

Families:
Get the tax credits you deserve!

FAMILY TAX CREDITS

Whether or not you owe any income tax, you could get thousands of dollars back in tax credits.

To get these credits, you **must** file a tax return. Find out where you can get **free** help with your taxes by calling the IRS toll-free at **(800) 906-9887** or visit www.etc.irs.gov/ptoolkit/awarenessday.

Many people enrolling in health coverage through the health insurance marketplaces will also be eligible for tax credits to help them cover costs. For more visit www.healthcare.gov or call **(800) 318-2596**.

- Post this image on Facebook along with a Status Update about where families in your community can get more information. This easy-to-use image can be found in a separate PDF on www.nwlc.org/loweryourtaxes.
- It's helpful to post the image a number of times during tax season.

Twitter

Get the word out to your followers on Twitter! Use one of these sample tweets, create your own, or add in a link to your own website.

- #Taxcredits can be worth thousands of dollars to families with children. Visit irs.treasury.gov/freetaxprep to find out where to get free tax prep.
- Families – don't miss out on federal and state #taxcredits. Find out more at nwlc.org/loweryourtaxes.
- April 15 is right around the corner! Don't miss out on valuable #taxcredits. Find out more at nwlc.org/loweryourtaxes.
- You might be eligible for thousands of dollars in #taxcredits. Head to nwlc.org/loweryourtaxes to find out more!