



SOCIAL MEDIA TOOLKIT

JANUARY 2017



Dear Partner,

Tax season is upon us and we have an important charge to get the California Earned Income Tax Credit into the hands of eligible Californians! Join CalEITC4Me and help California families access this great benefit.

CalEITC4Me is a public-private partnership to spread awareness of the state Earned Income Tax Credit to put more money into the pockets of hundreds of thousands of Californians. Through our online one-stop shop headquarters, individuals and families can access information to find out [if they qualify](#), [how much they may qualify for](#) and even [find free tax prep sites](#) near them.

To ensure this information is spread far and wide we are asking for your support by committing to share information via your social media platforms. In an effort to help you educate your audiences about CalEITC, we will be providing monthly social media tool kits with weekly multilingual messages and provide colorful graphics to go along with each message. Please find this month's social media tool kit enclosed.

It is easy to participate...just save the images to your computer, cut and paste each message into your social media accounts then attach the image. With your support, we can help hard working families access millions of dollars available to them through CalEITC.

We appreciate you joining this coordinated effort to raise awareness on social media. Together, let's bring economic security to California's working families!

Thank you,

Holly Martinez

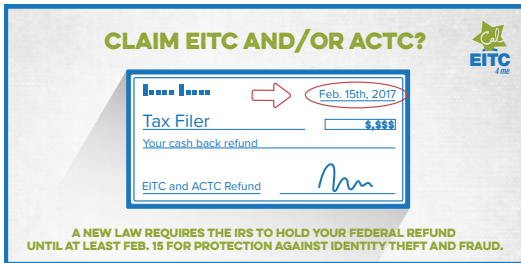
Executive Director | CalEITC4Me

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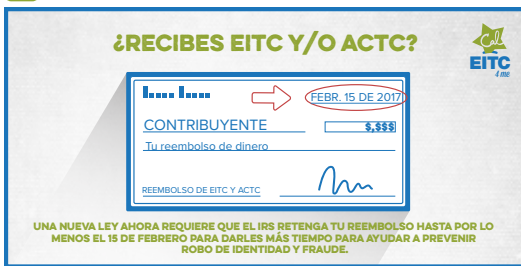
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WEEK OF JANUARY 9



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ENGLISH

#TaxTipTuesday Do you claim the Earned Income Tax Credit (EITC) or the Additional Child Tax Credit (ACTC) on your federal tax return? A new law now requires the IRS to hold your refund until at least Feb. 15 to give them more time to help detect and prevent fraud. <http://go.usa.gov/xWpy3>

New law requires **#IRS** to hold your refund until Feb 15 if you claim **#EITC** or **#ACTC**. <http://go.usa.gov/xWpy3>

ESPAÑOL

#TaxTipTuesday ¿Recibes el Crédito Tributario por Ingreso del Trabajo (EITC) o el Crédito Tributario Adicional por Hijos (ACTC) en tu declaración de impuestos federal? Una nueva ley ahora requiere que el IRS retenga tu reembolso hasta por lo menos el 15 de febrero para darles más tiempo para ayudar a detectar y prevenir fraude. <http://tinyurl.com/zzpg8ku>

Una nueva ley requiere que el **#IRS** retenga tu reembolso hasta el 15 de febrero si recibes el **#EITC** o **#ACTC**. <http://tinyurl.com/zzpg8ku>

WEEK OF JANUARY 16



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#TaxTipTuesday Tax season is officially here! But don't worry - we have your back and all the resources you need to put the most money in your pocket this year at CalEITC4Me.org.

Tax season is here! But don't worry - we have your back & the resources you need to get your **#EITC** cash back refund. CalEITC4Me.org

ESPAÑOL

¡La temporada de impuestos está oficialmente aquí! Pero no se preocupe - todos los recursos que necesita para poner más dinero en su bolsillo este año están en CalEITC4Me.org/es/.

¡La temporada de impuestos está aquí! Todos los recursos que necesita para poner más dinero en su bolsillo están en CalEITC4Me.org/es/.

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WEEK OF JANUARY 23





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ENGLISH

-  For anyone getting their taxes done this weekend, be prepared! First visit our website to find a free tax prep site near you then use this checklist to gather the documents you will need. CalEITC4Me.org/get-it
-  Getting your taxes done this weekend? Be prepared! Find a free tax prep site at CalEITC4Me.org/get-it then gather the docs you need. **#EITC**

ESPAÑOL

-  Para cualquier persona que vaya a declarar sus impuestos este fin de semana, ¡Este preparado! Primero visite nuestro sitio web para encontrar un sitio gratuito de preparación de impuestos cerca de usted, luego utilice esta lista para reunir los documentos que necesitará. CalEITC4Me.org/es/recibalo
-  Va a declarar sus impuestos este fin? Visite el sitio web y encuentre un sitio gratuito de preparación de impuestos CalEITC4Me.org/es/recibalo

WEEK OF JANUARY 30



What would you do with your EITC cash back refund?

- Buy groceries
- Pay for healthcare
- Buy school supplies

You may qualify for a cash back tax credit!
For more information go to CalEITC4ME.org

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¿Qué haría usted con su reembolso en efectivo EITC?

- Comprar Comida
- Pagar por Cuidado de Salud
- Comprar Útiles Escolares



¡Usted puede calificar para un crédito de reembolso en efectivo!
Para más información vaya a CalEITC4Me.org/es

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ENGLISH

-  Keeping your kids prepared for school - clothes, pencils, books, field trips - is just one of the many things you could do with your EITC cash back refund! Think what your family could do with the money.
-  Keeping kids prepared for school- clothes, pencils, books- is just one of the many things you could do with your **#EITC** cash back refund!

ESPAÑOL

-  Mantener a sus hijos preparados para la escuela- ropa, lápices, libros, excursiones- es sólo una de las muchas cosas que podría hacer con su reembolso en efectivo EITC! Piense lo que su familia podría hacer con el dinero.
-  Mantener a sus hijos preparados para la escuela-ropa, lápices, libros-es una de las muchas cosas que podría hacer con su reembolso. **#EITC**