

Tips and Tools for Promoting the #EITC in Social Media

United Way will be talking EITC and Free Tax Prep on Twitter (@UnitedWayGC) and on our Facebook pages www.facebook.com/UnitedWayofGreaterCincinnati.

Individual staff at United Way also retweet/share the posts – which is exactly how we extend the reach beyond UWGC's 2,000+ fans and followers. Your organizations (and you as an individual) can spread the word even further via your social networks – and this is exactly why using these networks are the best practice vs. starting from scratch with a Make Work Pay page or account.

- Follow us (@UnitedWayGC) and retweet our tweets. Doesn't get much simpler than that!
- Like and/or share our Facebook posts directly from your own profiles. This also provides a metric we can track throughout tax season.
- Create your own tweets and FB posts. Drive folks to www.makeworkpay.com Ask your followers and friends to please retweet (RT) and also share the posts.
- Share the video from makeworkpay.com in your social media efforts. Also watch for video from the start of the season we'll post to YouTube (CincinnatiUnitedWay) and share that. Create your own videos and post / share – the best clips are those featuring actual beneficiaries of free tax prep who can share how they will improve their financial stability

Here are a couple of sample tweets and a Facebook post:

The tax man cometh. Get free tax prep and claim your EITC. Learn how at www.makeworkpay.com

Free tax prep sites open now! Locations and more info at www.makeworkpay.com Please RT.

Take the first step to financial stability – get free tax prep and claim all the Earned Income Credit. Find a free tax prep site near you at www.makeworkpay.com

Other tips:

- Social media does not replace traditional media – the two work together. News coverage – in print from Cincinnati.com, for example, makes good content for sharing as well. Most media outlets have sharing tools available directly from the web page you're reading and/or watching.
- Really encourage staff and volunteers in your organization to share the EITC effort via their networks. Imagine the reach! That's how we'll really spread the word.