



## Social Media Toolkit for 2015 Poverty Data Maine Report Release (September 2016)

**Link to Report:** <http://bit.ly/2dZISf7>

### Sample Tweets

- Just out: Poverty declined nationally, but remained unchanged in Maine at 13.4% #PovertyCosts #TalkPoverty <http://bit.ly/2dZISf7>
- New report from @VotingforKids shows that there is progress to be made in the fight against poverty #PovertyCosts #TalkPoverty <http://bit.ly/2dZISf7>
- 17.4% of children in ME live in poverty. (INSERT MEMBER OF CONGRESS HANDLE) – It's time to #InvestinKids #TalkPoverty [link to report]
- Mainers who live in poverty pay more in many different areas of daily living #PovertyCosts #TalkPoverty [link to report]
- #Census2016 data shows it's time to raise the wage & expand programs that work #PovertyCosts #TalkPoverty (INSERT MEMBER OF CONGRESS HANDLE) <http://bit.ly/2dZISf7>
- Tell (INSERT MEMBER OF CONGRESS HANDLE), we must expand – not cut – programs that prevent and eliminate poverty #TalkPoverty #HumanNeeds <http://bit.ly/2dZISf7>
- In 2015, too many Mainers turned to payday loans because they couldn't afford basic necessities #PovertyCosts #TalkPoverty (INSERT MEMBER OF CONGRESS HANDLE) <http://bit.ly/2dZISf7>
- (INSERT MEMBER OF CONGRESS HANDLE) must realize that #PovertyCosts. It's time to invest in human needs. #TalkPoverty <http://bit.ly/2dZISf7>
- A living wage, paid leave, & affordable childcare are critical for the economic stability of Mainers. #PovertyCosts #TalkPoverty (INSERT MEMBER OF CONGRESS HANDLE) <http://bit.ly/2dZISf7>
- Check out @VotingforKids report for solutions that (INSERT MEMBER OF CONGRESS HANDLE) can use to further reduce poverty in ME #TalkPoverty #PovertyCosts <http://bit.ly/2dZISf7>

## Sample Facebook Templates

### State of Poverty in Maine

It's good news that poverty in U.S. dropped from 15.5 percent in 2014 to 14.7 percent in 2015. Unfortunately, poverty in Maine remains stuck at 13.4 percent and being poor comes at a high cost. Those in poverty are often forced to put more of their income toward rent, face eviction and have limited access to affordable and healthy food. More so, the poor are vulnerable to predatory payday lending, which has already been restricted in 14 states. Get the facts to from Every Child Matters in Maine. <http://bit.ly/2dZISf7> #TalkPoverty #PovertyCosts

### Call to Action

Poverty in the U.S. declined in 2015, but there is still more that needs to be done in Maine. In 2015, anti-poverty programs such as the Supplemental Nutrition Assistance Program (SNAP), low income tax credits, and housing vouchers lifted thousands of Mainers out of poverty. Tell **[congressional representative]** that expanding SNAP, the EITC and taking actions such as raising the minimum wage needs to be a priority in Maine to help fight poverty & increase economic mobility. Learn more here: <http://bit.ly/2dZISf7> #TalkPoverty #PovertyCosts

### Twitter handles for Members of Congress for Maine

Member of Congress	Twitter Handle
<i>Senate:</i>	
Sen. Susan Collins (R)	@SenatorCollins
Sen. Angus King (I)	@SenAngusKing
<i>House of Representatives:</i>	
Rep. Chellie Pingree (D)	@chelliepingree
Rep. Bruce Poliquin (R)	@RepPoliquin