



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

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

Sample Tweets:

- Just out: Poverty declined nationally, but remained unchanged in Mississippi at 22.0%
#PovertyCosts #TalkPoverty <http://bit.ly/2epdLsp>
- New report from <http://bit.ly/2epdLsp> shows that there is progress to be made in the fight against poverty #PovertyCosts #TalkPoverty <http://bit.ly/2epdLsp>
- 31.3% of children in MS live in poverty. (INSERT MEMBER OF CONGRESS HANDLE) – It's time to #InvestinKids #TalkPoverty <http://bit.ly/2epdLsp>
- Mississippians who live in poverty pay more in many different areas of daily living #PovertyCosts #TalkPoverty <http://bit.ly/2epdLsp>
- #Census2016 data shows it's time to raise the wage & expand programs that work #PovertyCosts #TalkPoverty (INSERT MEMBER OF CONGRESS HANDLE) <http://bit.ly/2epdLsp>
- Tell (INSERT MEMBER OF CONGRESS HANDLE), we must expand – not cut – programs that prevent and eliminate poverty #TalkPoverty #HumanNeeds <http://bit.ly/2epdLsp>
- In 2015, too many Mississippians turned to payday loans because they couldn't afford basic necessities #PovertyCosts #TalkPoverty (INSERT MEMBER OF CONGRESS HANDLE) <http://bit.ly/2epdLsp> (INSERT MEMBER OF CONGRESS HANDLE) must realize that #PovertyCosts. It's time to invest in human needs. #TalkPoverty <http://bit.ly/2epdLsp>
- A living wage, paid leave, & affordable childcare are critical for the economic stability of Mississippians. #PovertyCosts #TalkPoverty (INSERT MEMBER OF CONGRESS HANDLE) <http://bit.ly/2epdLsp> Check out our report for solutions that (INSERT MEMBER OF CONGRESS HANDLE) can use to further reduce poverty in MS #TalkPoverty #PovertyCosts <http://bit.ly/2epdLsp>

Sample Facebook Post:

State of Poverty in Mississippi

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 Mississippi remains stuck at 22.0 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 here: <http://bit.ly/2epdLsp>

Call to Action

Poverty in the U.S. declined in 2015, but there is more that needs to be done in Mississippi where the poverty rate ranks number one in the nation. 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 Mississippi to help fight poverty & increase economic mobility. Learn more: <http://bit.ly/2epdLsp> #TalkPoverty #PovertyCosts

Twitter handles for Members of Congress for Mississippi

Member of Congress	Twitter Handle
<i>Senate:</i>	
Office of Senator Roger F. Wicker	@SenatorWicker
Office of Senator Thad Cochran	@SenThadCochran
<i>House of Representatives:</i>	
Representative Gregg Harper	@GregHarper
Representative Trent Kelly	@RepTrentKelly
Representative Steven Palazzo	@CongPalazo
Representative Bennie Thompson	@BennieGThompson