



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

Link to Report: <http://bit.ly/2dK6H76>

Sample Tweets:

- Just out: Despite a declining poverty rate in MO, 14.8% of the population lived in poverty in 2015 #PovertyCosts #TalkPoverty <http://bit.ly/2dK6H76>
- New report from <http://bit.ly/2dKGLtd> shows that there is progress to be made in the fight against poverty #PovertyCosts #TalkPoverty <http://bit.ly/2dK6H76>
- 20.2% of children in MO live in poverty. (INSERT MEMBER OF CONGRESS HANDLE) – It’s time to #InvestinKids #TalkPoverty <http://bit.ly/2dK6H76>
- Missourians who live in poverty pay more in many different areas of daily living. #PovertyCosts #TalkPoverty <http://bit.ly/2dK6H76>
- #Census2016 data shows it’s time to raise the wage & expand programs that work #PovertyCosts #TalkPoverty (INSERT MEMBER OF CONGRESS HANDLE) <http://bit.ly/2dK6H76>
- Tell (INSERT MEMBER OF CONGRESS HANDLE), we must expand – not cut – programs that prevent and eliminate poverty #TalkPoverty #HumanNeeds <http://bit.ly/2dK6H76>
- In 2015, too many Missourians turned to payday loans because they couldn’t afford basic necessities #PovertyCosts #TalkPoverty (INSERT MEMBER OF CONGRESS HANDLE) <http://bit.ly/2dK6H76>
- (INSERT MEMBER OF CONGRESS HANDLE) must realize that #PovertyCosts. It’s time to invest in human needs. #TalkPoverty <http://bit.ly/2dK6H76>
- A living wage, paid leave, & affordable childcare are critical for the econ. stability of Missourians. #PovertyCosts #TalkPoverty (INSERT MEMBER OF CONGRESS HANDLE) <http://bit.ly/2dK6H76>
- Check out our report for solutions that (INSERT MEMBER OF CONGRESS HANDLE) can use to further reduce poverty in MO #TalkPoverty #PovertyCosts <http://bit.ly/2dK6H76>

Sample Facebook Post:

The State of Poverty in Missouri

It's good news that poverty in Missouri dropped from 15.5% in 2014 to 14.8% in 2015. Unfortunately, poverty remains a pressing issue for Missourians 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 from our report here: <http://bit.ly/2dK6H76>
TalkPoverty #PovertyCosts

Call to Action

Poverty in Missouri declined in 2015, but there is still more that needs to be done. In 2015, anti-poverty programs such as the Supplemental Nutrition Assistance Program (SNAP), low income tax credits, and housing vouchers lifted thousands of Missourians 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 Missouri to help fight poverty & increase economic mobility. Learn more here: <http://bit.ly/2dK6H76>
#TalkPoverty #PovertyCosts

Twitter handles for Members of Congress for Missouri

Member of Congress	Twitter Handle
<i>Senate:</i>	
Office of Senator Claire C. McCaskill	@McCaskillOffice; @Clairecmc
Office of Senator Roy Blunt	@RoyBlunt
<i>House of Representatives:</i>	
Representative William Clay	@LacyClayMO
Representative Emanuel Cleaver	@RepCleaver
Representative Samuel Graves	@RepSamGraves
Representative Vicky Hartzler	@RepHartzler
Representative Billy Long	@USRepLong
Representative Blaine Luetkemeyer	@RepBlainePress
Representative Jason Smith	@RepJasonSmith
Representative Ann Wagner	@RepAnnWagner