



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

Link to Report: <http://bit.ly/2ew4dub>

Sample Tweets:

- Just out: Despite a declining poverty rate in NC, 16.4% of the population lived in poverty in 2015 #PovertyCosts #TalkPoverty <http://bit.ly/2ew4dub>
- New report shows that there is progress to be made in the fight against poverty #PovertyCosts #TalkPoverty <http://bit.ly/2ew4dub>
- 23.5% of children in NC live in poverty. (INSERT MEMBER OF CONGRESS HANDLE) – It's time to #InvestinKids #TalkPoverty <http://bit.ly/2ew4dub>
- North Carolinians who live in poverty pay more in many different areas of daily living. #PovertyCosts #TalkPoverty <http://bit.ly/2ew4dub>
- #Census2016 data shows it's time to raise the wage & expand programs that work #PovertyCosts #TalkPoverty (INSERT MEMBER OF CONGRESS HANDLE) <http://bit.ly/2ew4dub>
- Tell (INSERT MEMBER OF CONGRESS HANDLE), we must expand – not cut – programs that prevent and eliminate poverty #TalkPoverty #HumanNeeds <http://bit.ly/2ew4dub>
- In 2015, too many N. Carolinians turned to payday loans because they couldn't afford basic necessities #PovertyCosts #TalkPoverty (INSERT MEMBER OF CONGRESS HANDLE) <http://bit.ly/2ew4dub>
- (INSERT MEMBER OF CONGRESS HANDLE) must realize that #PovertyCosts. It's time to invest in human needs. #TalkPoverty <http://bit.ly/2ew4dub>
- A living wage, paid leave, & affordable childcare are critical for the econ. stability of N. Carolinians. #PovertyCosts #TalkPoverty (INSERT MEMBER OF CONGRESS HANDLE) <http://bit.ly/2ew4dub>
- Check out a new report for solutions that (INSERT MEMBER OF CONGRESS HANDLE) can use to further reduce poverty in NC #TalkPoverty #PovertyCosts <http://bit.ly/2ew4dub>

Sample Facebook Posts:

The State of Poverty in North Carolina

It's good news that poverty in North Carolina dropped from 17.2% in 2014 to 16.4% in 2015. Unfortunately, poverty remains a pressing issue for North Carolinians 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/2ew4dub)<http://bit.ly/2ew4dub> #TalkPoverty #PovertyCosts

Call to Action

Poverty in North Carolina 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 North Carolinians 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 North Carolina to help fight poverty & increase economic mobility. Learn more here: <http://bit.ly/2ew4dub> #TalkPoverty #PovertyCosts

Twitter handles for Members of Congress for North Carolina

Member of Congress	Twitter Handle
<i>Senate:</i>	
Office of Senator Richard Burr	@SenatorBurr
Office of Senator Thom Tillis	@SenThomTillis
<i>House of Representatives:</i>	
Representative Alma Adams	@RepAdams
Representative George Butterfield	@GKButterfield
Representative Renee Ellmers	@RepReneeEllmers
Representative Virginia Foxx	@VirginiaFoxx
Representative George Holding	@RepHolding
Representative Richard Hudson	@RepRichHudson
Representative Walter Jones	@RepWalterJones
Representative Patrick McHenry	@PatrickMcHenry
Representative Mark Meadows	@RepMarkMeadows
Representative Robert Pittenger	@RepPittenger
Representative David Price	@RepDavidEPrice
Representative David Rouzer	@RepDavidRouzer
Representative Mark Walker	@RepMarkWalker