



Social Media Toolkit for 2015 Poverty Data Virginia Report Release (October 2016)

Link to Report: <http://bit.ly/2dV47MX>

Sample Tweets:

- Just out: Despite a declining poverty rate in VA, 11.2% of the population lived in poverty in 2015 #PovertyCosts #TalkPoverty <http://bit.ly/2dV47MX>
- New report from @vainterfaith shows that there is progress to be made in the fight against poverty #PovertyCosts #TalkPoverty <http://bit.ly/2dV47MX>
- 14.8% of children in VA live in poverty. (INSERT MEMBER OF CONGRESS HANDLE) – It’s time to #InvestinKids #TalkPoverty <http://bit.ly/2dV47MX>
- Virginians who live in poverty pay more in many different areas of daily living. #PovertyCosts #TalkPoverty <http://bit.ly/2dV47MX>
- #Census2016 data shows it’s time to raise the wage & expand programs that work #PovertyCosts #TalkPoverty (INSERT MEMBER OF CONGRESS HANDLE) <http://bit.ly/2dV47MX>
- Tell (INSERT MEMBER OF CONGRESS HANDLE), we must expand – not cut – programs that prevent and eliminate poverty #TalkPoverty #HumanNeeds <http://bit.ly/2dV47MX>
- In 2015, too many Virginians turned to payday loans because they couldn’t afford basic necessities #PovertyCosts #TalkPoverty (INSERT MEMBER OF CONGRESS HANDLE) <http://bit.ly/2dV47MX>
- (INSERT MEMBER OF CONGRESS HANDLE) must realize that #PovertyCosts. It’s time to invest in human needs. #TalkPoverty <http://bit.ly/2dV47MX>
- A living wage, paid leave, & affordable childcare are critical for the economic stability of Virginians. #PovertyCosts #TalkPoverty (INSERT MEMBER OF CONGRESS HANDLE) <http://bit.ly/2dV47MX>
- Check out @vainterfaith report for solutions that (INSERT MEMBER OF CONGRESS HANDLE) can use to further reduce poverty in VA #TalkPoverty #PovertyCosts <http://bit.ly/2dV47MX>

Sample Facebook Post:

The State of Poverty in Virginia

It's good news that poverty in Virginia dropped from 11.8% in 2014 to 11.2% in 2015. Unfortunately, poverty remains a pressing issue for Virginians 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/2dV47MX>
TalkPoverty #PovertyCosts

Call to Action

Poverty in Virginia 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 Virginians 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 Virginia to help fight poverty & increase economic mobility. Learn more here <http://bit.ly/2dV47MX>
#TalkPoverty #PovertyCosts

Twitter handles for Members of Congress for Virginia

Member of Congress	Twitter Handle
<i>Senate:</i>	
Sen. Mark Warner (D)	@MarkWarner
Sen. Tim Kaine (D)	@timkaine
<i>House of Representatives:</i>	
Rep. Rob Wittman (R)	@RobWittman
Rep. Scott Rigell (R)	@RepScottRigell
Rep. Bobby Scott (D)	@repbobbyscott
Rep. Randy Forbes (R)	@Randy_Forbes
Rep. Robert Hurt (R)	@RepRobertHurt
Rep. Bob Goodlatte (R)	@RepGoodlatte
Rep. Dave Brat (R)	@RepDaveBrat
Rep. Don Beyer (D)	@RepDonBeyer
Rep. Morgan Griffith (R)	@RepMGriffith
Rep. Barbara Comstock (R)	@RepComstock
Rep. Gerry Connolly (D)	@GerryConnolly