



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

Link to Report: <http://bit.ly/2dRO9TF>

Sample Tweets:

- Just out: Despite a declining poverty rate in Wisconsin, 12.1% of the population lived in poverty in 2015 #PovertyCosts #TalkPoverty <http://bit.ly/2dRO9TF>
- New report from @9to5WI shows that there is progress to be made in the fight against poverty #PovertyCosts #TalkPoverty <http://bit.ly/2dRO9TF>
- 16.4% of children in WI live in poverty. (INSERT MEMBER OF CONGRESS HANDLE) – It's time to #InvestinKids #TalkPoverty <http://bit.ly/2dRO9TF>
- Wisconsinites who live in poverty pay more in many different areas of daily living. #PovertyCosts #TalkPoverty <http://bit.ly/2dRO9TF>
- #Census2016 data shows it's time to raise the wage & expand programs that work #PovertyCosts #TalkPoverty (INSERT MEMBER OF CONGRESS HANDLE) <http://bit.ly/2dRO9TF>
- Tell (INSERT MEMBER OF CONGRESS HANDLE), we must expand – not cut – programs that prevent and eliminate poverty #TalkPoverty #HumanNeeds <http://bit.ly/2dRO9TF>
- In 2015, too many Wisconsinites turned to payday loans because they couldn't afford basic necessities #PovertyCosts #TalkPoverty (INSERT MEMBER OF CONGRESS HANDLE) <http://bit.ly/2dRO9TF>
- (INSERT MEMBER OF CONGRESS HANDLE) must realize that #PovertyCosts. It's time to invest in human needs. #TalkPoverty <http://bit.ly/2dRO9TF>
- A living wage, paid leave, & affordable childcare are critical for the economic stability of Wisconsinites. #PovertyCosts #TalkPoverty (INSERT MEMBER OF CONGRESS HANDLE) <http://bit.ly/2dRO9TF>
- Check out @9to5WI report for solutions that (INSERT MEMBER OF CONGRESS HANDLE) can use to further reduce poverty in WI #TalkPoverty #PovertyCosts <http://bit.ly/2dRO9TF>

Sample Facebook Post:

The State of Poverty in Wisconsin

It's good news that poverty in Florida dropped from 13.2% in 2014 to 12.1% in 2015. Unfortunately, poverty remains a pressing issue for Wisconsinites 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/2dRO9TF>
#TalkPoverty #PovertyCosts

Call to Action

Poverty in Wisconsin 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 Wisconsinites 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 Wisconsin to help fight poverty & increase economic mobility. Learn more here: <http://bit.ly/2dRO9TF> #TalkPoverty #PovertyCosts

Twitter handles for Members of Congress for Wisconsin

Member of Congress	Twitter Handle
<i>Senate:</i>	
Sen. Ron Johnson (R)	@SenRonJohnson
Sen. Tammy Baldwin (D)	@SenatorBaldwin
<i>House of Representatives:</i>	
Rep. Paul Ryan (R)	@RepPaulRyan
Rep. Mark Pocan (D)	@repmarkpocan
Rep. Ron Kind (D)	@RepRonKind
Rep. Gwen Moore (D)	@RepGwenMoore
Rep. Jim Sensenbrenner, Jr. (R)	@JimPressOffice
Rep. Glenn Grothman (R)	@RepGrothman
Rep. Sean Duffy (R)	@RepSeanDuffy
Rep. Reid Ribble (R)	@RepRibble