



Social Media Toolkit



Social Media Calendar of Messages

Thank you for your continued support in helping America's taxpayers. IRS is excited to provide this material to be used on social media platforms to help increase awareness of current tax information and available tools and services for taxpayers who need it. Your willingness to promote the availability of free tax preparation and other tax information will help hardworking individuals and families avoid high cost tax service fees and claim the credits they are qualified to receive.

What's in this toolkit?

This document provides you with customized ready-made messages for you to use in whatever social media platform(s) your organization uses. The messages are presented in a calendar so that you don't have to worry about the timing of when you should share a specific message on a given topic.

How to use the toolkit?

Simple, just choose the messages in the calendar that work best for your organization and post them. You may post them exactly as they are or you can add any additional information that's specific to your organization, such as a hashtag, a link to your website and/or a graphic.

In each message we have included hashtags and shortened URLs that link back to key pages on IRS.gov. Using these items as they are provided will allow us to keep track of the message exposure. We will be sure to share this information with you once gathered. *(See full list of hashtags and short URLs at the end of this document.)*

JUST COPY AND POST!


Please copy and paste any message that you would like to share with your followers. These messages are created to reach a number of audiences – military/vets, elderly, retired, disabled, low-to-moderate income and all taxpayers. Feel free to let us know if you have any specific needs not covered.

December 2016

Topic	Message for Twitter	YouTube
VITA/TCE Volunteer Recruiting	There's still time to join over 90k volunteers and help serve your community #taxvolunteer http://go.usa.gov/DSK9	Volunteer Income Tax Assistance Recruitment – English; Spanish; ASL
	Your community needs you as a #taxvolunteer! Find out how you can join this effort. Volunteer to help at http://go.usa.gov/xD72B	
Identity Theft	Are you aware of the latest tax scams? Find out more at: http://go.usa.gov/xksgg #IRSidthefteducate	Tax Scams Tax Related Identity Theft
	Not sure if a caller is really from the IRS? Find more on scam calls being reported to the IRS at http://go.usa.gov/xksgg #IRSidthefteducate	IRS Identity Theft FAQ: Going After the Bad Guys
	#IRS warns of phone #scams and fake #tax payments on gift cards. Don't fall for it! Go to http://go.usa.gov/xDAqJ #IRSidthefteducate	Fraud is Real! Just Hang Up on Fraud The IRS is Calling Me? Can This Be For Real?
Online Tools	It's December and tax season is coming! Do you need a copy of your tax return? Go here http://go.usa.gov/c9kMe for details. #IRSonlinetools	How to Use Get Transcript Online
	Interested in payment options for a tax bill? Check for online options, installment plans, and more at: http://go.usa.gov/Z6Nw #IRSonlinetools	Owe Taxes But Can't Pay? Online Payment Agreement Intro IRS Taxes – Three Easy Ways to Pay
Special Topic Individual Taxpayer Identification Number (ITIN)	Is your #ITIN expiring? Here are 3 ways to submit the W-7 application package to the #IRS. http://go.usa.gov/x854U #ITINinfo	
	Do you or someone you know have an #ITIN? If yes, check out this important #IRS #ITINinfo. http://go.usa.gov/xKtug	
	Many ITIN holders can submit renewal applications to IRS now to avoid tax filing delay. #ITINinfo See how: http://go.usa.gov/xKtug	

Topic	Message for Twitter	YouTube
Special Topic Income Tax Refund Holds EITC/ACTC	#IRS must hold refunds claiming #EITC or Additional Child Tax Credit until after mid-Feb. 2017 http://go.usa.gov/xkzQ6 #IRSEITCeducate	Earned Income Tax Credit English ; Spanish ; ASL
	Don't count on your refund by a certain date. IRS must hold refunds for early filers claiming EITC and ACTC next year. http://go.usa.gov/xkzQ6 #IRSEITCeducate	

Facebook Messages

Topic	Message for Facebook and Tumblr	Graphics
VITA/TCE Volunteer Recruiting	There is still time to make a difference in your community! Last year VITA/TCE prepared over 3.7 million free tax returns for low-to-middle income taxpayers. Find out how you can volunteer to help at http://go.usa.gov/DSK9 #taxvolunteer	
Identity Theft	The IRS, state tax agencies and the private-sector tax community are making inroads in the battle against identity thieves. See the simple steps you can take to better protect your data online. Taxes. Security. Together. We all have a role to play. http://go.usa.gov/cXcmF #Idthefteducate	
Online Tools	It's the end of the year. Are you ready? Make sure you have all of your tax information in order, which includes a copy of your 2015 tax return. If you don't have a copy, ask your provider for one. Remember to keep copies of your tax returns for at least three years. If you need a transcript, go to: http://go.usa.gov/c9kMe #IRSonline tools	
Special Topic Individual Taxpayer Identification Number (ITIN)	#IRS is now accepting ITIN renewal applications. Taxpayers are encouraged to act soon to avoid processing delays in 2017. #ITINinfo http://go.usa.gov/xKtug .	

<p>Special Topic Income Tax Refund Hold EITC/ACTC</p>	<p>Beginning in 2017, if you claim the Earned Income Tax Credit (EITC) or Additional Child Tax Credit (ACTC) on your tax return, the IRS must hold your refund until after February 15. http://go.usa.gov/xkzQ6 #IRSEITCeducate</p>	
<p>Special Topic NOTE: If your site prepares Schedule C returns here are messages for you to consider sharing. Schedule C Filers</p>	<p>Own a #SmallBiz and worried about the upcoming #tax season? Don't be! VITA sites offer #FreeTaxPrep & #ScheduleC. Plan ahead to get help at http://go.usa.gov/kyrz</p>	<p>YouTube videos – Free Help Preparing Your Tax Return IRS Tax Calendar</p>
	<p>#SmallBiz owner/Self-employed? Need help with a #ScheduleC in 2017? Check for available #FreeTaxPrep at a VITA site this coming tax season! http://go.usa.gov/kyrz</p>	
	<p>Find out more about when to file a #ScheduleC and get #FreeTaxPrep at a VITA site near you this coming year. Go to http://go.usa.gov/kyrz</p>	

IRS Get Ready Campaign

We need your help to get the word out broadly on important tax law changes that taxpayers need to know about before the start of the 2017 filing season. To help you in your outreach, we launched a new [web page](#) to help taxpayers better understand the upcoming changes and what they can do to avoid unnecessary delays in filing their returns and receiving their refunds.

Use Hashtag – **#GetReady** in your social media messages and the following graphic and link to this [page](#) in your message.



Related Hashtags and URLs

Below is a list of the key hashtags and web addresses we will monitor using shortened URLs. Please feel free to include the hashtags in any additional messages you create beyond what we have provided. Using the shortened URLs located in the ready-made messages will take users to related IRS.gov webpages providing additional useful information.

Related Hashtags	Related Links
Online tools #IRSONlineTools	https://www.irs.gov/Individuals/Get-Transcript Shortened URL: http://go.usa.gov/c9kMe https://www.irs.gov/payments Shortened URL: http://go.usa.gov/Z6Nw
Identity Theft #IRSidthefteducate	https://www.irs.gov/uac/tax-scams-consumer-alerts Shortened URL: http://go.usa.gov/xksgg https://www.irs.gov/uac/irs-warns-taxpayers-of-summer-surge-in-automated-phone-scam-calls-and-requests-for-fake-tax-payments-using-itunes-gift-cards Shortened URL: http://go.usa.gov/xDAqJ https://www.irs.gov/individuals/taxes-security-together Shortened URL: http://go.usa.gov/cXcmF
VITA/TCE Volunteer Recruiting #taxvolunteer	https://www.irs.gov/individuals/irs-tax-volunteers Shortened URL: http://go.usa.gov/DSK9 https://www.irs.gov/uac/learn-to-prepare-taxes-by-becoming-a-tax-volunteer Shortened URL: http://go.usa.gov/xD72B
Individual Taxpayer Identification Number (ITIN) #ITINinfo	https://www.irs.gov/uac/irs-works-to-help-taxpayers-affected-by-itin-changes-renewals-begin-in-october Shortened URL: http://go.usa.gov/xKtug https://www.irs.gov/uac/newsroom/irs-now-accepting-itin-renewal-applications-taxpayers-encouraged-to-act-soon-to-avoid-processing-delays-in-2017 Shortened URL: http://go.usa.gov/x854U
Income Tax Refund Hold EITC/ACTC #IRSEITCeducate	https://www.irs.gov/uac/newsroom/new-law-sets-jan-31-w-2-filing-deadline-some-refunds-delayed-until-feb-15 Shortened URL: http://go.usa.gov/xkzQ6
Schedule C #ScheduleC	https://www.irs.gov/individuals/free-tax-return-preparation-for-you-by-volunteers Shortened URL: http://go.usa.gov/kyrz