



# 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.

**Note:** You may connect with the IRS by following IRS on social media @irsnews or <http://twitter.com/irsnews> and simply re-tweet the messages to your followers. To see all IRS social media activities visit us at [IRS Social Media](#).

## July 2017

Topic	Messages for Twitter	YouTube Videos
Online Tools	You have several quick and easy options if you owe taxes. See your electronic payment options at <a href="http://go.usa.gov/Z6Nw">http://go.usa.gov/Z6Nw</a> #IRSonlinetools	IRS Taxes-Three Easy Ways to Pay <a href="#">English</a>   <a href="#">Spanish</a>   <a href="#">ASL</a>
	Have tax questions? The Interactive Tax Assistant has some answers! Search topics by visiting <a href="https://go.usa.gov/c9keV">https://go.usa.gov/c9keV</a> #IRSonlinetools	Interactive Tax Assistant <a href="#">English</a>   <a href="#">ASL</a>
	Use your #IRS online account to view your taxes owed and tax return information. <a href="http://go.usa.gov/xNZ4f">http://go.usa.gov/xNZ4f</a> #IRSonlinetools	
	You can view your taxes owed, and payment history through your online account <a href="http://go.usa.gov/xNZ4f">http://go.usa.gov/xNZ4f</a> #IRSonlinetools	
Identity Theft	Learn how to protect yourself from #tax-related e-mail and telephone scams. <a href="http://go.usa.gov/cX3zG">http://go.usa.gov/cX3zG</a> #IRSidtheft	Taxes. Security. Together
	#IRS tip: Never reply to emails, texts or pop-up messages requesting #tax or financial info. <a href="http://go.usa.gov/xksgg">http://go.usa.gov/xksgg</a>	Tax Scams <a href="#">English</a>   <a href="#">Spanish</a>   <a href="#">ASL</a>
	Be wary of #scam calls claiming to be #IRS. Criminals often demand payment right away. Visit <a href="http://go.usa.gov/cX3zG">http://go.usa.gov/cX3zG</a> #IRSidtheft	
Taxpayer Bill of Rights	Do you know your rights as a taxpayer? <a href="http://go.usa.gov/x9eXb">http://go.usa.gov/x9eXb</a>	Do you know your rights as a taxpayer?
	The Taxpayer Bill of Rights are your rights – know them, use them: <a href="http://go.usa.gov/x9eXb">http://go.usa.gov/x9eXb</a> #taxpayerrights	
	Know the 10 fundamental rights in the Taxpayer Bill of Rights: <a href="http://go.usa.gov/x9eXb">http://go.usa.gov/x9eXb</a> #taxpayerrights	


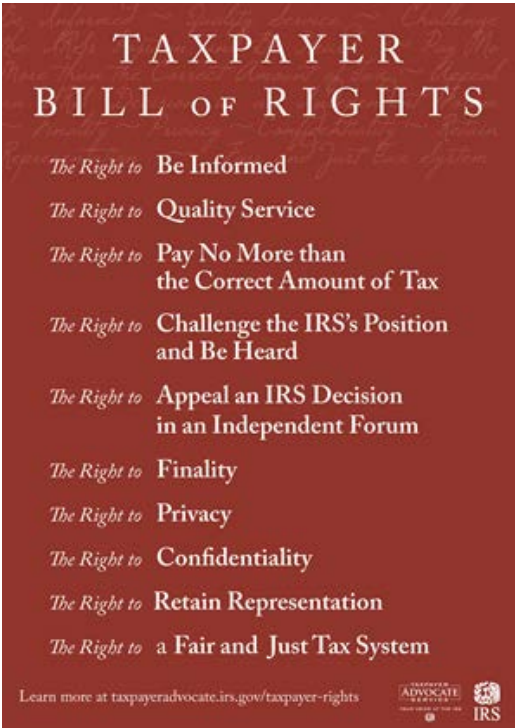
Topic	Messages for Twitter	YouTube Videos
Individual Taxpayer Identification Number (ITIN)	Any ITIN w/ 70, 71, 72 or 80 in the middle is expiring. Renew it with #IRS now. <a href="http://www.irs.gov/itin">www.irs.gov/itin</a> #ITINinfo	
	Act now to avoid #tax season delays. Check if your ITIN needs to be renewed w/ #IRS: <a href="http://www.irs.gov/itin">www.irs.gov/itin</a> #ITINinfo	
	#IRS renewals now underway for any ITIN w/ 70, 71, 72 or 80 in the middle. See <a href="http://www.irs.gov/itin">www.irs.gov/itin</a> #ITINinfo	

*Additional **ITIN** Material you may want to use.*

- (1) [ITIN Fact Sheet \(Pub 5259\)](#) - informs ITIN holders what needs to be done to renew their expiring ITIN and where they can go to get help if they need it.
- (2) [You May Need to Renew Your Expiring ITIN \(Pub 5256\)](#) – an informational flyer ready to print and cut (three per page) – no live links on this page as it's intended for printing, but it directs taxpayers to the [IRS.gov/ITIN](http://IRS.gov/ITIN) page for more information.
- (3) [Renewing Your ITIN \(Pub 5257\)](#) – A full-page flyer with more information than Pub 5256 – also includes links to additional information.

## Facebook Messages

Topic	Messages for Facebook and Tumblr	Graphics
Online Tools		
		
	<p>Did you know? You can now view your online account to access the latest information available about your federal tax account through a secure and convenient tool on IRS.gov. View 18 months of payment history, download your #tax records and check your federal tax account balance all online at <a href="http://go.usa.gov/xNZ4f">http://go.usa.gov/xNZ4f</a> #IRSonlinetools</p>	

	<p>When asked for personal info, think about whether it's truly necessary to share. Be cautious and protect your information and your money:  <a href="http://go.usa.gov/cX3zG">http://go.usa.gov/cX3zG</a></p>	
<p>ID Theft</p>	<p>#IRS tip: The IRS doesn't initiate contact with taxpayers by email to request personal or financial information. This includes any type of electronic communication, such as text messages and social media channels. The IRS does not call taxpayers with threats of lawsuits or arrests. <a href="http://go.usa.gov/cX3zG">http://go.usa.gov/cX3zG</a> #IRSidtheft</p> 	
<p>Taxpayer Bill of Rights</p>	<p>The Taxpayer Bill of Rights groups the existing rights in the tax code into ten fundamental rights, and makes them clear, understandable, and accessible: <a href="http://go.usa.gov/x9eXb">http://go.usa.gov/x9eXb</a> #taxpayerrights</p> 	
	<p>The Taxpayer Bill of Rights spells out 10 basic rights you have when working with the IRS to resolve a tax issue <a href="http://go.usa.gov/x9eXb">http://go.usa.gov/x9eXb</a> #taxpayerrights</p>	



Individual  
Taxpayer  
Identification  
Number (ITIN)

**If your ITIN middle numbers are...**

**70**

**71**

**72**

**80**

**9NN-XX-NNNN**

Renew now to file your tax return in 2018



[www.irs.gov/itin](http://www.irs.gov/itin)

**Si su ITIN tiene estos números medios:**

**70**

**71**

**72**

**80**

**9NN-XX-NNNN**

Renuévelo ahora para declarar impuestos en el 2018.



[www.irs.gov/itin](http://www.irs.gov/itin)



Visit  
[IRS.gov/itin](http://IRS.gov/itin)

You may need to renew  
your expired ITIN.



자세한 내용은  
[IRS.gov/ITIN](http://IRS.gov/ITIN)  
을  
참조하십시오

You may need to renew  
your expired ITIN.

만료되는 ITIN 의 갱신이  
필요할 수 있습니다

Korean

Individual  
Taxpayer  
Identification  
Number (ITIN)



Обращайтесь за  
дополнительной  
информацией к  
веб-странице  
[IRS.gov/ITIN](https://irs.gov/ITIN)

**You may need to renew  
your expired ITIN.**

Возможно, вам необходимо  
возобновить свой истекший  
личный идентификационный  
номер налогоплательщика (ITIN)

Russian



如果需要更多資  
訊，請參閱  
[IRS.gov/ITIN](https://irs.gov/ITIN)

**You may need to renew  
your expired ITIN.**

您可能需要更新已過期的  
個人納稅識別號碼

Chinese



Visite  
[IRS.gov/ITIN](https://irs.gov/ITIN)  
para más  
información

**You may need to renew  
your expired ITIN.**

**Puede que tenga que  
renovar su ITIN vencido.**

Spanish



Pou plis  
enfòmasyon,  
ale sou  
[IRS.gov/ITIN](https://irs.gov/ITIN)

**You may need to renew  
your expired ITIN.**

**Ou ka bezwen renouvle  
ITIN ou genyen ki  
ekspire a**

HaitianCreole



<b>Individual Taxpayer Identification Number (ITIN)</b>		<b>You may need to renew your expired ITIN.</b>
	<b>Đến trang mạng IRS.gov/ITIN để biết thêm thông tin</b>	<b>Quý Vị Cần Gia Hạn ITIN Hết Hạn</b>
		<b>Vietnamese</b>

## 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
<b>Online tools</b> #IRSonline tools	<a href="https://www.irs.gov/payments">https://www.irs.gov/payments</a> Shortened URL: <a href="http://go.usa.gov/Z6Nw">http://go.usa.gov/Z6Nw</a> <a href="https://www.irs.gov/uac/interactive-tax-assistant-ita-1">https://www.irs.gov/uac/interactive-tax-assistant-ita-1</a> Shortened URL: <a href="https://go.usa.gov/c9keV">https://go.usa.gov/c9keV</a>  <a href="https://www.irs.gov/uac/view-your-tax-account">https://www.irs.gov/uac/view-your-tax-account</a> Shortened URL: <a href="http://go.usa.gov/xNZ4f">http://go.usa.gov/xNZ4f</a>
<b>Identity Theft</b> #IRSidtheft	<a href="https://www.irs.gov/individuals/identity-protection">https://www.irs.gov/individuals/identity-protection</a> Shortened URL: <a href="http://go.usa.gov/cX3zG">http://go.usa.gov/cX3zG</a>  <a href="https://www.irs.gov/uac/tax-scams-consumer-alerts">https://www.irs.gov/uac/tax-scams-consumer-alerts</a> Shortened URL: <a href="http://go.usa.gov/xksgg">http://go.usa.gov/xksgg</a>
<b>Taxpayer Bill of Rights</b> #taxpayer rights	<a href="https://taxpayeradvocate.irs.gov/about-tas/taxpayer-rights">https://taxpayeradvocate.irs.gov/about-tas/taxpayer-rights</a> Shortened URL: <a href="http://go.usa.gov/x9eXb">http://go.usa.gov/x9eXb</a>
<b>Individual Taxpayer Identification Number (ITIN)</b> #ITINinfo	<a href="http://www.irs.gov/itin">www.irs.gov/itin</a>

## SPECIAL NOTE

This is the last edition of this publication. However, we will continue to support you and share social media information directly with you as appropriate. If you have any specific needs that you want help with, please feel free to reach out to your IRS contact so they can share your needs.

To continue sharing information on useful tax topics, please follow IRS on social media via [Twitter](#), [Tumblr](#) and [YouTube](#) ([IRS](#), [ASL](#), [Multilingual](#)). Take a quick minute to **Like** and **Share** the information to help educate your customer base. To see all IRS social media activities visit us at [IRS Social Media](#).

