

Budget Reconciliation

Updated April 17, 2025

What is this social media guide?

Community-based organizations have a vital role in sharing the human impact of potential policy changes. Social media is a powerful tool to amplify these stories and advocate for action. Below is a guide to help local organizations effectively use social media to share the real-life consequences of the current administration's potential Medicaid and SNAP cuts.

By following these guidelines, your organization can use social media to amplify local stories, raise awareness and take action regarding these proposed cuts to vital programs.

1. Collect stories from real people

- **Highlight Local Experiences:** Gather stories from individuals and families affected by Medicaid, SNAP, and other vital services. These stories should emphasize the personal impact of the proposed cuts.
 - Example: A parent comes into your childcare center and asks if their childcare subsidies will be cut because they're already worried about losing their child's healthcare. Tell them your organization is trying to make a difference by sharing stories of people impacted by these cuts and ask if you can share their story. If they hesitate, tell them they can be anonymous.
- **Use Pull Quotes or Videos:** Create visually engaging graphics with key points from the stories or record short videos.
 - If your client allows you to, record and post a video of them sharing what these federal budget cuts may do to their families.
 - If your client is not comfortable being recorded, you can also take a video of yourself in selfie format sharing what you just heard. Example: "I just spoke to a mother who said if she loses Medicaid, she won't be able to afford her child's asthma medication. She will have to choose between sending her child to daycare and

providing critical medicine, but if she doesn't have daycare, she won't be able to work. Medicaid enables people to have jobs and saves lives.”

- If your client is willing to tell their story but doesn't want to be on video, you can also record audio only and write down key quotes from their story to create a strong graphic. Example: “Without Medicaid, I will have to choose between paying for life-saving medication and childcare.” The pull quote should be short and straight forward. The rest of the story can be in the caption.
- **Keep Videos Authentic**
 - Use your phone to record videos. Lighting and professional editing are not essential. Authenticity and sincerity resonate more with audiences than highly polished content.
- **Getting Permission**
 - It is always ideal to get written permission to include a person's name/record video of them. UnidosUS uses the following media release / waiver form. We encourage Affiliates to use simple, plain language in their waiver forms (as opposed to standard legal forms) so that community members feel comfortable signing them.
 - A simple way to get permission when you don't have resources at hand is to ask an interviewer permission to be recorded and capture when consent is provided on video, for your records.
- **Move Quickly**
 - Leaders: Empower and trust your staff. Streamline content approval to ensure impactful stories are told in enough time to make a difference.

2. Engage the community and media

- **Tag Relevant Stakeholders:** In the comments section of your posts, tag local media outlets and congressional representatives to draw their attention.
 - Media may reach out to you with follow-up questions or to speak to your client whose story you shared. Here are a few steps to take next:
 - Ask the reporter if your client can remain anonymous.

- Contact the client and ask if they are comfortable sharing their story with media. If they hesitate (and if the reporter agreed), share that they can remain anonymous.
- If they do not want to speak with media, ask if you can share their story.
- If possible, be prepared with more than one story of your clients to share with the reporter.
- **Amplification:** Encourage your board members and staff to share your posts on their own social media accounts to extend your reach.
- **Geotags:** Hashtags on social media are no longer necessary as most algorithms can tell what a post is about. Instead, use geotags (location tags) when posting on Instagram or Facebook. Geotagging helps your post reach more people in your local community — which is exactly who we want to engage and mobilize.

3. Calls to action

- **Mobilize Your Audience:** Each post should have a specific call to action. Because asking your followers to call or contact their elected representatives may be considered “lobbying” under IRS rules, we recommend using some alternative calls-to-action that still elevate community voices and build public awareness, such as:
 - "Tell us how these potential cuts could impact you."
 - “Our community needs to hear these stories.”
 - “Help us spread the word.”
 - “Share this with a friend.”
 - “Tell your family and neighbors about what’s at stake.”

4. Do not respond to negative comments

- **Stay Focused:** Ignore negative comments on your posts to avoid derailing the conversation or creating unnecessary distractions.

Additional Resources

- [Affiliate Hub](#): What resources can you find here?

- Sample social media posts to talk about the proposed federal budget cuts.
- A customizable social media graphic so Affiliates can share data from their Congressional district(s).
- Talking points on budget reconciliation.
- A template for Affiliate outreach to Congressional members.
- Additional resources to help Affiliates talk about important and urgent issues.