## **Sample Twitter Updates**

Here are some ideas to personalize your status updates on Twitter in support of The Michigan Children's Trust Fund's Tax Initiative and the prevention of child maltreatment across the state and in your local communities.





HASHTAGS TO INCREASE VISIBILITY IN SEARCHES

**#StandUPforKids** 

#childmaltreatment

#BeTheChange

#ChooseToGive

#prevention

#taxreturn

#community

#2020

#2019

#Michigan

#donate

#children

#strong

#safe

#FullPotential

# (insert county)

# (insert local council/program)

Feel free to copy these examples exactly as is and/or add any of your own touches...

Join @CTF\_Michigan and (insert local council/program) as we #StandUPforKids in (insert county) and across Michigan

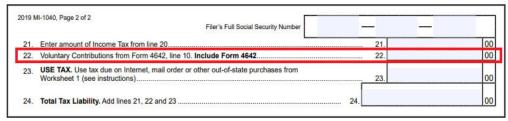
#BeTheChange in the lives of all children and #ChooseToGive during the @CTF\_Michigan Tax Initiative

Help build #strong children and families to prevent #childmaltreatment in (insert county) and across Michigan by #giving to @CTF\_Michigan on your #taxreturn

In #2019, (insert # from your local KIDS COUNT data—information on pg. NUMBER) children were affected by maltreatment in our #community. Together we can change that staggering statistic in #2020 and beyond!

Help us keep kids #safe and nurtured so they can grow up to reach their #FullPotential

Consider including this graphic of the MI-1040—Line 22



Be sure to include the following link to the Tax Initiative on CTF's website: https://www.michigan.gov/ctftaxcampaign

Tag these other key partners in your post so it shows up in the @connect area of Twitter which may increase retweets:

@MichChildren (MI's co-chapter w/ CTF of PCA Michigan)

@PCAAmerica (Prevent Child Abuse America)

@MichiganHHS (MI Dept. of Health and Human Services)



