

Don't Inflate Our Plates: Social Media Toolkit

On July 31st, Unrig Our Economy is launching a powerful new platform—**Don't Inflate Our Plates**—designed to address the economic anxiety millions of working families across the country are experiencing, especially as people prepare for summer cookouts, host family gatherings, and continue to struggle to make ends meet.

We'd love your help amplifying the website and drawing attention to how prices are rising for everyday Americans—and the Republican-backed policies that are driving those increases.

Live Links:

- Twitter
- Facebook
- <u>Instagram</u>
- Bluesky
- YouTube Shorts

Graphics Download

Download Social Graphics Folder

Sample Social Content

- Twitter / X
- Facebook
- Bluesky
- LinkedIn
- Reddit
- <u>Instagram</u>

Messaging Reminders

TWITTER / X

Post 1(Twitter/X)	Post 2 (Twitter/X)	Post 3 (Twitter/x)
Noticing that dinner costs more than usual? It's not just you — it's GOP-backed tariffs.	Groceries up. Profits up. Who's paying the price? You. Use @UnrigOurEconomy's	This summer, your grocery bill is sizzling — and not in a good way.
They're inflating food prices so billionaires can get a bigger slice of the pie.	grocery tracker to see what's driving the cost surge:	Corporate profits are soaring while you're paying more at checkout.
Check out this powerful site by @UnrigOurEconomy to see what's really going on: <	dontinflateourplates.com	Track what's really behind the price hikes with @UnrigOurEconomy's grocery tracker: dontinflateourplates.com
Same budget. Less food. Families are paying more so billionaires can pay less.	That burger? It's 30% That burger? It's 30% It more expensive than it more expensive to be—and it's not used to be—and it's not just inflation.	Same budget. Less food. Families are paying more so billionaires can pay less.

FACEBOOK

Post 1 Post 2

Prices are up. Profits are up. And your grocery bill? Sky high.

It's not just inflation. It's a rigged economy. Trump and congressional Republicans are jacking up food prices with tariffs, while billionaires pocket tax breaks.

Check out @UnrigOurEconomy's brand-new site, Don't Inflate Our Plates, a real-time tracker showing how it's all connected:

<u>dontinflateourplates.com</u>

Burgers shouldn't break the bank. But thanks to GOP-backed tariffs, your summer BBQ is costing more than ever.

You're not imagining things — your grocery bill is rising so CEOs can cash in.

See what's behind the price hikes on @UnrigOurEconomy's new grocery pricing website:

Real-time data

↑ State-by-state breakdown

The receipts

• dontinflateourplates.com





BLUESKY

Post 1 Post 2

Beef prices are up. Egg prices are still high. Life is more expensive than ever.

@unrigoureconomy.bsky.social just launched a new site exposing how GOP policies are spiking your food costs while CEOs profit.

It's called **Don't Inflate Our Plates**, and it connects the dots:

dontinflateourplates.com

Congressional GOP-backed tariffs are grilling your grocery bill so the ultra-rich can keep feasting.

Track the proof on @UnrigOurEconomy's new grocery pricing site:

dontinflateourplates.com





LINKEDIN

Post 1	Post 2	Post 3
Families are starting to feel the heat from the grill AND	What happens at the kitchen table says more	Food prices are rising — but it isn't random.
their grocery bill. Don't	about the economy than	
Inflate Our Plates is a	any chart. From steak to	Unrig Our Economy just
data-driven campaign	egg prices, this new site	launched Don't Inflate Our
showing how rising beef	connects rising grocery	Plates , a new data-driven
and food costs are linked to	costs to harmful economic	site exposing how Trump

Trump and congressional Republicans' tariffs, all to finance tax breaks for the wealthy. See how your state stacks up: dontinflateourplates.com

policies that keep the economy rigged in favor of those at the very top. Let's make economic injustice harder to ignore. Visit and share:

and congressional
Republicans' tariffs and tax
policies are inflating
grocery prices to benefit
the ultra-wealthy.

dontinflateourplates.com

Real-time grocery data
State-by-state impact
Receipts that matter
Explore how our economy
got rigged at the checkout:
dontinflateourplates.com







W REDDIT

Title	Body
Use this new site to see why your BBQ is more expensive this year!	Notice that your summer grill bill is going up? This isn't just inflation. "Don't Inflate Our Plates" is a campaign showing how Trump and congressional Republicans' tariffs are driving up grocery prices so billionaires and corporations can get even richer. Real-time price tracker + state-level data + receipts that hit close to home. If you've felt the pinch at the checkout, this will explain why. dontinflateourplates.com

INSTAGRAM (Captions for Reels or Carousels)

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Caption 1	Caption 2	Caption 3		
	Your grocery bill isn't just high — it's being inflated on purpose. Check out this	Grocery prices are 🔥 and not in a good way.		
than just a few years ago. This isn't just inflation. It's GOP policies putting billionaires ahead of the	site that connects the rising cost of food to policies passed to benefit the ultra-wealthy. You won't	From beef to buns, food costs are climbing fast — and it's not just inflation.		
rest of us. Check out @UnrigOurEconomy's brand-new price tracker	look at your burger the same way again. •• @UnrigOurEconomy's new website shows how GOP	@UnrigOurEconomy's new website shows how Trump and congressional		
site and see what's really behind the cost surge: dontinflateourplates.com	policies are inflating your grocery bill while billionaires laugh all the way to the bank. dontinflateourplates.com	Republicans' policies are inflating your grocery bill while billionaires laugh all the way to the bank. dontinflateourplates.com		
That burger? It's 30% That burger? It's 30% more expensive than it more expensive than it used to be—and it's not used to be—and it's not just inflation.	Same budget. Less food. Families are paying more so billionaires can pay less.	That burger? It's 30% That burger? It's 30% It's more expensive than it more expensive to be—and it's not used to be—and it's not just inflation.		

Messaging Reminders

- Talk about rising costs in a way that's authentic to your platform and voice:
 - **Make it personal.** Feel free to edit these posts so they're authentic to you or your organization's voice.
 - Make it timely. The cost of beef is really high, just in time for summer cookouts and celebrations. Trump is expected to impose new tariffs on August 1 – another timely hook for this new website!

- o **Be witty but real.** Lean into humor to make the truth stick.
- **Choose your own adventure.** There are many reasons why prices are high right now. Don't want to talk about tariffs? That's okay. Talk about corporate greed! Do what feels authentic to your platform and voice.
- Name the villain: Congressional Republicans who are passing cost-raising policies and the corporations and CEOs who stand to benefit from them.
- Drive to the site: Always link to dontinflateourplates.com
- Tag us @UnrigOurEconomy!