



SOCIAL MEDIA & MESSAGING TOOLKIT

Overview

The [Republican Price Tag](#) is a national movement to hold Republicans accountable for driving up everyday costs for families.

The average American household is paying \$3,500 more thanks to Republican policies. Prices of health care, gas, and groceries are skyrocketing, and working families can't afford basic necessities anymore.

This social media toolkit includes suggested graphics and messaging you can post to raise awareness about the Republican Price Tag and get more people involved.

What this movement is

\$3,500. \$3,500 was taken from you since Trump took office and Republicans controlled Congress.

Not because you spent it on that health care treatment your mother needed, or fixing the leaky ceiling in your kitchen.

But because Trump and congressional Republicans raised the cost of *everything*.

These costs add up. They add up to \$3,500 that Republicans took from you.

But people across the country are *fighting back*.

How to participate

- Share your story
- Host an event
- Promote events in your community

Connect with us on socials

Unrig Our Economy: [Instagram](#) | [Facebook](#) | [X](#) | unrigoureconomy.com

Social Security Works: [Instagram](#) | [Facebook](#) | [X](#) | socialsecurityworks.org

Protect Our Care: [Instagram](#) | [Facebook](#) | [X](#) | protectourchecks.org

Economic Security Project Action: [Instagram](#) | [Facebook](#) | [X](#) | economicsecurity.us

POSTING GUIDANCE

These posts can be used on platforms such as X, Instagram, Facebook, and more. Simply open the linked Canva templates, make copies, and post to your social media accounts.

Graphic Templates on Canva:

- [Carousel 1 – Deep Dive](#)
- [Carousel 2 – Condensed Partner Slide](#)
- [Standalone Graphics](#)
- [Infographics](#)
- [Event Graphic](#)

Graphics Folder - [Download Here](#)

Subject	Social Media Copy
For Event Hosts	Republicans in Congress are raising the cost of everything, and I'm done just watching it happen. Join me. Sign up for my event today. 🔗 [LINK TO YOUR EVENT] #RepublicanPriceTag
Host or Find an Event	Your grocery bill didn't spike on its own. Republicans in Congress voted for this. It doesn't have to be this way. Find an event near you, or host your own to speak out. 🔗 Unrigoureconomy.com/gop-price-tag #RepublicanPriceTag
Higher Costs	Groceries. Gas. Health care. Republicans in Congress could lower these costs. They chose not to. Tell them working families come before billionaires. 👉 Unrigoureconomy.com/gop-price-tag #RepublicanPriceTag
Gas Prices	Every gallon costs more because Republicans in Congress keep putting billionaires ahead of your gas tank. Families deserve relief, not more excuses. 👉 Unrigoureconomy.com/gop-price-tag #RepublicanPriceTag

Subject	Social Media Copy
Groceries	Milk. Eggs. Bread. Everything costs more, and Republicans in Congress own that. Working families shouldn't have to foot the bill for their agenda. 👉 Unrigoureconomy.com/gop-price-tag #RepublicanPriceTag
Health Care	Getting sick shouldn't mean going broke. Republicans in Congress keep raising health care costs while families pay the price. 👉 Unrigoureconomy.com/gop-price-tag #RepublicanPriceTag
Billionaires	Billionaires get tax cuts. Working families get the bill. That's the Republican price tag. 👉 Unrigoureconomy.com/gop-price-tag #RepublicanPriceTag
Billionaires (Alt)	While your bills piled up, Republicans in Congress handed billionaires another tax break. Working people deserve to come first, for once. 👉 Unrigoureconomy.com/gop-price-tag #RepublicanPriceTag

Notes for organizers

- Use #RepublicanPriceTag as the campaign hashtag.
- Replace [LINK TO YOUR EVENT] with your Mobilize America event page link.
- Feel free to adjust wording to fit your platform (X/Twitter character limits, Instagram caption style, etc.)