



## **HHS NETWORK OF CA**

### **Suggested Social Media Messaging for Social Safety Net Advocates and Concerned Californians on Trigger Cuts in the CA Budget.**

December 2011

#### **Twitter**

With a rising poverty rate for CA children, let's shine a spotlight on our social safety net, and find an alternative to trigger cuts! #cabudget #priorities

Revenue solutions before trigger cuts! Essential services and HHS jobs are a vital part of an economic recovery in CA. #cabudget

CA's children, seniors, disabled people, and families need a helping hand, not cuts! Let's rebuild, restore CA with revenue solutions. #cagov

CA pushed into drastic budget strategies like trigger cuts after #GOP blocked new revenue solutions. We must prioritize families in #cabudget.

Calling all revenue solutions in CA! We must rebuild w/revenue instead of cutting into pgms that'll power our economic recovery. #cabudget

CA trigger cuts coming on top of \$15 billion cuts to health and social pgms in CA since 2008! Time for revenue solutions. #cabudget.

CA families = golden state's recovery engine. Let's support them w/healthcare, education, and vital services, not trigger cuts. #cabudget

@JerryBrownGov In a tough economy our #socialsafetynet is more imp than ever. TY for prioritizing families w/rev solutions, not cuts. #cabudget

@JerryBrownGov Let's prioritize CA families by finding revenue solutions, not cutting pgms and edu. We will stand behind you. #cabudget

GOP stance on #notaxes is hurting CA. Health/edu/social pgms helped make us the golden state, let's restore them w/rev solutions! #cabudget

#### **Suggested hashtags:**

#cabudget #cagov #capolitics #socialsafetynet #priorities #kidsfirst

## Facebook

CA Trigger cuts seem complicated, but they boil down easily to the four R's: We need **Revenue Solutions**. Trigger cuts could have been avoided, but **Republicans** blocked revenue solutions. **Recent Cuts** to the tune of \$15 billion since 2008 have already devastated our social safety net. CA must **Rebuild & Restore Services**, not make more cuts in a time of economic troubles and rising need.

Two thirds of Californians think Trigger Cuts are a bad idea, according to a Sac Bee poll. Let's shift course, and rebuild CA with revenue solutions instead of trigger cuts. We need to protect our social safety net through economic hardship for the sake of our communities and families.

Cuts are not the only way to budget! A few alternative solutions to trigger cuts to essential health and human services in CA: tax oil production, eliminate corporate property tax loopholes, raise income taxes on the richest 1%, bring corporate taxes back up to Reagan's 1986 levels, and eliminate corporate tax breaks that don't pass jobs tests. It's time to get serious about revenue solutions if we want to keep our priorities straight in the CA budget and ensure that the families who power our economy get the services they need.

Trigger Cuts in CA only add to a failing approach – the nearly \$15 billion in cuts Health and Human Services in California have already suffered since 2008. Let's steer a new course towards rebuilding our social safety net and restoring the golden state with revenue solutions!

The GOP blockade of revenue solutions in CA is hurting our state's health programs, education, and social services. CA families need these services more than ever. Let's budget with revenue solutions, not cuts, as we steer a path to economic recovery!