

# National **my** Social Security Week 2015 July 19 – 25, 2015

## *Digital & Social Media Toolkit*



### **We need your help!**

Social Security is excited to announce that July 19-25, 2015 will mark the second **National my Social Security Week!** During this week, Social Security will host numerous events and activities across the country to raise awareness about the benefits of having a **my Social Security** account and to encourage the public to sign up for their account at [www.socialsecurity.gov/myaccount](http://www.socialsecurity.gov/myaccount).

Our message for the campaign is *“Prepare for your SOMEDAY: Join the millions and discover your benefits. Open a **my Social Security** account.”*

# National **my Social Security** Week 2015 July 19 – 25, 2015

## Why should you open a **my Social Security** account?

**my Social Security** is a *free* online account that allows you quick, convenient, and secure access to your personal Social Security record.

- You can use a personal **my Social Security** account to access and manage your Social Security information online. Taking advantage of this convenient, cost-effective, and secure service allows workers to plan for their financial future and enables them to verify that their information on our records is correct. This is important since earnings are the basis for determining the amount of future retirement benefits.
- If you already receive Social Security benefits, you can also get your benefit verification letter, request a replacement Medicare card, change your address and phone number, and start or change direct deposit information. You also can get a replacement form SSA-1099/SSA-1042S that's used when filing taxes and shows you how much you received in Social Security benefits in the past year.

## **my Social Security** Toolkit

The toolkit contains the following materials to help you communicate with the public, your audience, and other organizations to promote the importance of creating a **my Social Security** account:

- National **my Social Security** Week web banner
- Sample articles for newsletters and blogs
- Sample email blasts
- Sample Facebook and Twitter posts

We hope that you will join us in our efforts to make National **my Social Security** Week a success. We encourage you to use this material to partner with us by:

- Posting our web banner on your website;
- Publishing our articles in your newsletters and blogs;
- Sharing the email blast with members, clients, and other listservs; and
- Supporting our social media campaign

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Web banners & graphics for your website



Please copy and paste the graphic and use the code below.  
[www.socialsecurity.gov/myaccount](http://www.socialsecurity.gov/myaccount).

# National *my* Social Security Week 2015

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### Articles for your newsletters & blogs

#### **Social Security Column I**

*MY SOCIAL SECURITY SIMPLIFIES YOUR LIFE*

**By <Name>**

**<Title> in <Place>**

So many people buzz through extremely busy and complicated schedules these days. A smartphone in one hand, a computer in front of you, and a digital task list that never seems to end. If you're one of these people, here's one event you don't want to miss—National my Social Security week. This event takes place July 19 through 25. Put it on your calendar so you don't forget!

Most organized people agree that planning ahead is a great way to simplify your life. Whether you're planning tomorrow's schedule, next summer's vacation, or your retirement.

We have a suggestion that can help you simplify your life when it comes to Social Security. If you haven't already (you should add it to your task list), open your own personal *my Social Security* account.

What's *my Social Security*? It's a free, secure, online account that allows you immediate access to your personal Social Security information. During your working years, you can use *my Social Security* to view your *Social Security Statement* to check your earnings record and see estimates of the future retirement, disability and survivor benefits you and your family may receive based on your earnings. If you already receive Social Security benefits or have Medicare, you can use *my Social Security* to check your benefit information, change your address and phone number, change your electronic payment methods, obtain a benefit verification letter, get a replacement Medicare card, or get a replacement SSA-1099 or SSA-1042S for the tax season. Check it out and sign up for *my Social Security* at

[www.socialsecurity.gov/myaccount](http://www.socialsecurity.gov/myaccount).

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After checking your online *Social Security Statement*, be sure to visit our *Retirement Estimator*. Like *my Social Security*, you can use it as many times as you'd like. The *Retirement Estimator* lets you compute potential future Social Security benefits by changing variables, such as retirement dates and future earnings. You may discover that you'd rather wait another year or two before you retire to earn a higher benefit. To get instant, personalized estimates of your future benefits just go to [www.socialsecurity.gov/estimator](http://www.socialsecurity.gov/estimator).

There are many tools at [www.socialsecurity.gov](http://www.socialsecurity.gov) that are simple and convenient to use. Open a *my Social Security* account today by visiting [www.socialsecurity.gov/myaccount](http://www.socialsecurity.gov/myaccount) and simplify your life.

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### **Social Security Column II**

SOCIAL SECURITY ONLINE SERVICES MAKE JUGGLING EASY

**By <Name>**

**<Title> in <Place>**

These days, with busy schedules and constant multi-tasking, it seems the most common kind of juggling for people is managing the multiple chores and obligations of everyday life. Social Security created a suite of online services that makes doing business with us a snap.

The best way to juggle a multitude of Social Security tasks online is by creating a secure, personal *my Social Security* account. Creating your own account is easy, and, once you do, you can complete a number of tasks. Check it out at [www.socialsecurity.gov/myaccount](http://www.socialsecurity.gov/myaccount).

Your account gives you immediate access to your personal Social Security information. During your working years, you can use *my Social Security* to view your *Social Security Statement* to check your earnings record and see estimates of the

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future retirement, disability, and survivor benefits you and your family may receive. Are you already receiving benefits? You can use your online account to immediately get your proof of benefits letter, change your address or phone number on our records, start or change your direct deposit, check your benefit and payment information, get a replacement Medicare card, or get a replacement SSA-1099 or SSA-1042S for the tax season. With a *my Social Security* account you can securely conduct business in the privacy of your own home.

From getting the facts on how to get a replacement Social Security card to how to apply online for disability benefits, the place to go for juggling all of the services and information offered by Social Security is our website: [www.socialsecurity.gov](http://www.socialsecurity.gov).

Regardless of how many Social Security tasks you may have, leave the juggling to the jugglers and take care of business the easy way at [www.socialsecurity.gov](http://www.socialsecurity.gov).

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### **Blog post**

2<sup>nd</sup> National *my Social Security* Week

From July 19 – 25, Social Security will celebrate its second National *my Social Security* Week. Activities across the country will include email blasts, news articles, social media posts, posters and banners, registration events, and more!

Why all the activity? Because a personal *my Social Security* account is the most convenient way for people to access and manage their Social Security information online. Taking advantage of this convenient, cost-effective, and secure service allows workers to plan for their financial future and enables them to verify that their information on our records is correct. This is important since earnings are the basis for determining the amount of future retirement benefits. For people who already get Social Security benefits, *my Social Security* is the easiest and most convenient way to manage their benefits and get an instant benefit verification letter, change their direct deposit information, and much more.

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As of April 2015, almost 19 million people have opened *my* Social Security accounts. In fact, someone opens a new *my* Social Security account every six seconds.

Join the millions and sign-up for your free *my* Social Security account this week. It's the perfect time to open an account and start planning for retirement or managing your benefits online. You can sign up today at [www.socialsecurity.gov/myaccount](http://www.socialsecurity.gov/myaccount).

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# National *my* Social Security Week 2015 July 19 – 25, 2015

## Emails blasts with your members, clients and listservs:



Social Security Administration

SocialSecurity.gov



## Start Planning Today with *my* Social Security

[Create a \*my\* Social Security Account »](#)

Perhaps Someday you want to go skydiving, enter a hot dog eating contest, or ride a mechanical bull. You also may want to retire Someday.

Your retirement may seem far off, but the fact is there's no better time than now to lay the foundation for a bright future. Social Security is just one piece of the puzzle. Saving is another. And, if you become disabled and unable to work, you may be eligible for disability benefits.

Open your free *my* Social Security account today and access your personal, online account information.

- It takes just minutes.
- Verify your earnings history (benefits are based on your earnings).
- See your benefit estimates and more.
- It's quick and easy.
- Advanced security features protect your privacy.

Social Security benefits are not intended to be your only income source when you retire. On average, Social Security will replace about 40 percent of your annual pre-retirement earnings. You will need other savings, investments, pensions, or retirement accounts to live comfortably. Use your online Social Security Statement, available in your personal account, as a tool for planning your Someday.

Don't wait for Someday to arrive— open a *my* Social Security account now at [SocialSecurity.gov/myaccount/](http://SocialSecurity.gov/myaccount/).

**GET STARTED**

### QUICK LINKS

- [my Social Security](#)
- [Disability Benefits](#)
- [Social Security Updates](#)
- [If You Receive Benefits...](#)
- [If You Do Not Receive Benefits...](#)



Follow the Social Security Administration at the above social media sites.

Social Security Administration  
Office of External Affairs, Annex Building,  
6401 Security Blvd., Baltimore, MD 21235  
[oea.net.post@ssa.gov](mailto:oea.net.post@ssa.gov)

# National *my* Social Security Week 2015 July 19 – 25, 2015

## **Supporting our social media campaign on Facebook and Twitter:**

### National *my* Social Security Week on Twitter

- Follow us at @SSAOutreach and @SocialSecurity
- Promote the hashtag #mySocialSecurity in any National *my* Social Security Week content at the end of each tweet
- Send your twitter handle to [oea.net.post@ssa.gov](mailto:oea.net.post@ssa.gov), so we can follow you and retweet your posts

### National *my* Social Security Week on Facebook

- Become a fan of and promote *my* Social Security.
- Promote the hashtag #mySocialSecurity in any retirement or Social Security-related content at the end of each post.

**Here is an image you can use with your Social Media posts.**



## **Share General Social Media Posts during the week of July 13 and throughout National my Social Security Week:**

- Over 19 million people have created a #mySocialSecurity account. A new account is created every 6 seconds! Join the millions at <http://go.usa.gov/3p26a>
- It is easy, quick, and secure to create a #mySocialSecurity account. Join the millions & open an account! <http://go.usa.gov/3p26a>
- Gain access to important #SocialSecurity information by creating a #mySocialSecurity account. <http://go.usa.gov/3p26a>

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- #MySocialSecurity is there for every stage of your life. Learn more at <http://go.usa.gov/3p26a>
- Learn how to create a #mySocialSecurity account <http://go.usa.gov/3p34Y>.
- Get instant access to your #SocialSecurity Statement with a #mySocialSecurity account. <http://go.usa.gov/3p26a>
- Keep track of your #earnings and verify them every year with a #mySocialSecurity account. <http://go.usa.gov/3p26a>
- Get an estimate of your future #SocialSecurity benefits with a #mySocialSecurity account. <http://go.usa.gov/3p26a>
- Request a benefit verification letter online with a #mySocialSecurity account. <http://go.usa.gov/3p26a>
- You can now replace your #Medicare card online with a #mySocialSecurity account. <http://go.usa.gov/3p26a>
- Lost your SSA-1099? Get a replacement with your #mySocialSecurityaccount. It is Free! <http://go.usa.gov/3p26a>
- Have you created a #mySocialSecurity account? Start here: <http://go.usa.gov/3p26a>
- #DYK you can see how much your future #SocialSecurity benefits will be online? Find out with #mySocialSecurity. <http://go.usa.gov/3p26a> (137)

### **Share specific social media posts during the Week of July 19:**

Sunday, July 19 – “Social Security is for people of all ages.”

#### **Facebook**

- National my Social Security Week is here! Get your free, personal #mySocialSecurity account today. <http://go.usa.gov/3p26a>
- Plan for your financial #future during National my Social Security Week by getting your free personal online account today @ [www.socialsecurity.gov/myaccount](http://www.socialsecurity.gov/myaccount)
- my Social Security is a convenient way to access your personal Social Security information, whether you're still working or already receiving benefits. During National my Social Security Week, get your free and secure personal online account today @ [www.socialsecurity.gov/myaccount](http://www.socialsecurity.gov/myaccount).

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### Twitter

- It's National #mySocialSecurity Week! Open your own account today. <http://go.usa.gov/3p26a> (92)
- Prepare for your SOMEDAY: Join the millions & discover your benefits. Open a #mySocialSecurity account today @ <http://go.usa.gov/3p26a> (138)
- Plan for your financial future with a my Social Security account today @ [www.socialsecurity.gov/myaccount](http://www.socialsecurity.gov/myaccount) (107)

Monday, July 20 – “Sign up for a my Social Security account today”

### Facebook

- #mySocialSecurity is an online account that allows people quick, convenient, and secure access to their personal Social Security record. Sign up for your account today at [www.socialsecurity.gov/myaccount](http://www.socialsecurity.gov/myaccount) during National my Social Security Week.
- With a #mySocialSecurity account, you can access your *Social Security Statement* and review estimates of your retirement, disability, and survivors benefits. Sign up for your account today at [www.socialsecurity.gov/myaccount](http://www.socialsecurity.gov/myaccount) during National *my* Social Security Week.
- It's National *my* Social Security Week! Opening a #mySocialSecurity account is quick, safe, and easy. Sign up for your account today at [www.socialsecurity.gov/myaccount](http://www.socialsecurity.gov/myaccount).
- During National my Social Security Week, open your free personal online my Social Security account at [www.socialsecurity.gov/myaccount](http://www.socialsecurity.gov/myaccount).

### Twitter

- It's National #mySocialSecurity Week! Open your own account today. <http://go.usa.gov/3p26a>
- Create a #mySocialSecurity account today! Go to [www.socialsecurity.gov/myaccount](http://www.socialsecurity.gov/myaccount). (82)
- Sign up for a #mySocialSecurity account to check your earnings and get benefit estimates at [www.socialsecurity.gov/myaccount](http://www.socialsecurity.gov/myaccount). (126)
- Opening a #mySocialSecurity account is quick, secure, and easy. Sign up for your account today at [www.socialsecurity.gov/myaccount](http://www.socialsecurity.gov/myaccount).

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Tuesday, July 21 – “Plan for retirement”

### **Facebook**

- Charting the course to #retirement? You can start planning with a #mySocialSecurity account during National #mySocialSecurity Week. Smooth sailing ahead: [www.socialsecurity.gov/myaccount](http://www.socialsecurity.gov/myaccount)
- Planning for #retirement starts with a #mySocialSecurity account. Get your #free account today at [www.socialsecurity.gov/myaccount](http://www.socialsecurity.gov/myaccount) during National #mySocialSecurity Week.
- Retirement planning starts with a #mySocialSecurity account. During National my Social Security Week, open your account today at [www.socialsecurity.gov/myaccount](http://www.socialsecurity.gov/myaccount).

### **Twitter**

- It's National #mySocialSecurity Week! Open your own account today. <http://go.usa.gov/3p26a>
- Charting the course to #retirement? Get your future monthly benefit amount with #mySocialSecurity: <http://go.usa.gov/3p26a>
- You can see what you could get in #SocialSecurity benefits w/ #mysocialsecurity account: <http://go.usa.gov/3p26a>

Wednesday, July 22 – “Social Security is America’s family protection plan.”

### **Facebook**

- For nearly 80 years, #SocialSecurity programs have protected families and it can help you if you lose a loved one or become disabled and cannot work. During National my Social Security Week, sign up for a #mySocialSecurity account and checkout your benefits: <http://go.usa.gov/3p26a>
- #Survivors benefits often help families through difficult times. During National my Social Security Week, plan for your family’s financial future should you not be around to provide support with a #mySocialSecurity account. <http://go.usa.gov/3p26a>
- Not many people like to think about it, but what would happen to you and your family if you became disabled? Learn about #disability benefits with a #mySocialSecurity account during National #mySocialSecurity Week.

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- Help someone you love sign up for a #mySocialSecurity account during National #mySocialSecurity Week. <http://go.usa.gov/3p26a>

### **Twitter**

- It's National #mySocialSecurity Week! Help someone you love sign up for a #mySocialSecurity account today <http://go.usa.gov/3p26a>
- Social Security is America's family protection plan! Secure your family's future w/ #mySocialSecurity <http://ow.ly/OmdEU>
- #Disability Benefits: What would happen to your family if you became #disabled? The answer may start w/ a #mySocialSecurity account <http://go.usa.gov/3p26a>.
- #Survivors benefits help families. Plan for your family's financial #future with a #mySocialSecurity acct. <http://go.usa.gov/3p26a>

Thursday, July 23 – “Social Security is important to young people.”

### **Facebook**

- #SocialSecurity isn't just for #retirement. Social Security provides benefits for #young people. Learn more by creating a #mySocialSecurity account during National my Social Security Week. <http://go.usa.gov/3p26a>
- Almost 2 in 5 people who receive Social Security benefits are NOT retired workers. #SocialSecurity also provides benefits to #young workers and their families. During National my Social Security Week, learn more with a #mySocialSecurity account. <http://go.usa.gov/3p26a>
- #SocialSecurity isn't only for retirees. Social Security also benefits young people. #DYK you can create a #mySocialSecurity as early as age 18. It's National #mySocialSecurity Week! Sign up for your account today at: <http://go.usa.gov/3p26a>.

### **Twitter**

- It's National #mySocialSecurity Week! Open your own account today. <http://go.usa.gov/3p26a>
- #SocialSecurity isn't only for retirees. #DYK you can create a #mySocialSecurity as early age 18? <http://go.usa.gov/3p26a>
- #SocialSecurity provides benefits to #young workers & their families. Learn more with a #mySocialSecurity acct. <http://go.usa.gov/3p26a>

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Friday, July 24 – “Social Security Benefits America”

### **Facebook**

- #SocialSecurity is there at every stage of your life. Find out with your #free online #mySocialSecurity account that allows you quick, convenient, and secure access to your personal Social Security record during National my Social Security Week at: <http://go.usa.gov/3p26a>
- Over the years, Social Security has grown to be much more than just a retirement program. In so many ways, Social Security benefits America. Find out with your #free online #mySocialSecurity account. It's National my Social Security Week! <http://go.usa.gov/3p26a>
- Social Security reaches almost every family and at some point, touches the lives of nearly all Americans. During National my Social Security Week sign up for a my Social Security account and learn more on how to plan for your financial future <http://go.usa.gov/3p26a>.

### **Twitter**

- It's National #mySocialSecurity Week! Open your own account today. <http://go.usa.gov/3p26a>
- #SocialSecurity Benefits America! Sign up for your #FREE #mySocialSecurity account today: <http://go.usa.gov/3p26a>
- #SocialSecurity touches the lives of nearly all Americans. #mySocialSecurity is there when you need it. <http://go.usa.gov/3p26a>

Saturday, July 25 – “Social Security: Basic Facts”

### **Facebook**

- #SocialSecurity is part of the #retirement plan of almost every American worker. Plan for your financial future with a #mySocialSecurity account during National #mySocialSecurity Week.
- #SocialSecurity retirement benefits will replace, on average, only about 40% of pre-retirement income. Get your #mySocialSecurity account and start planning during National #mySocialSecurity Week. <http://go.usa.gov/3p26a>
- The #SocialSecurity Statement can help you plan for your financial future. Create a #mySocialSecurity account and access your Statement during National #mySocial Security Week. <http://go.usa.gov/3p26a>

## National *my* Social Security Week 2015 July 19 – 25, 2015

- It's National #mySocial Security Week! Setting up an account is quick, secure, and easy. Join the millions and create an account now!  
<http://go.usa.gov/3p26a>

### Twitter

- It's National #mySocialSecurity Week! Open your own account today.  
<http://go.usa.gov/3p26a>
- #SocialSecurity is part of most Americans' #retirement plan. Is #mySocialSecurity part of your plan? <http://go.usa.gov/3p26a>
- #SocialSecurity #retirement benefits generally replace 40% of pre-retirement income. Plan w/ #mySocialSecurity <http://go.usa.gov/3p26a>
- The #SocialSecurity Statement can help you plan for your financial future. Create a #mySocialSecurity acct: <http://go.usa.gov/3p26a>

You can download these materials and more at  
[www.socialsecurity.gov/myaccount/materials.html#a0=1](http://www.socialsecurity.gov/myaccount/materials.html#a0=1)

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### Employee Sign-Ups

Please encourage your employees to sign up for their account or invite Social Security representatives to come out and sign up your employees at a sign-up event or employee benefits fair.

*Share our email blast with your employees*

Social Security Administration  
Socialsecurity.gov



### Helping You Discover Your Benefits

Are you saving enough for your retirement? Someday, each of us would like to relax and enjoy the fruits of our labor. In general, Americans are not saving enough for that “Someday” when they will retire. Most don’t have pensions and must depend on Social Security for most of their income.

Social Security offers a *my* Social Security account to help people prepare for and manage for their “Someday.”

With a *my* Social Security account you can:

- Get your online Social Security Statement;
- Verify your lifetime earnings;
- See estimates of your future benefits;
- Manage your benefits, and so much more.

Ten-thousand people reach retirement age daily and many are unprepared. Social Security encourages you to plan now by opening a personal *my* Social Security account at [socialsecurity.gov/myaccount](http://socialsecurity.gov/myaccount).

Opening a *my* Social Security account online is quick, safe, free, and easy. Please encourage colleagues, family members & others to open his or her own personal *my* Social Security account at [socialsecurity.gov/myaccount](http://socialsecurity.gov/myaccount).

**GET STARTED**

**Create a my Social Security Account »**

#### QUICK LINKS

- *my* Social Security
- Getting Benefits While Working
- Disability Benefits
- Social Security Updates



Follow the Social Security Administration at the above social media sites.

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**Thank You!**

Thank you for participating in the second National *my* Social Security Week. The week is an annual opportunity for organizations to promote financial planning and to encourage people to open a free *my* Social Security account to get estimates of future retirement, disability, and survivors benefits and check their earnings record.

If you will be supporting our campaign, or if you are interested in getting additional information, please register at <https://vovici.com/wsb.dll/s/e54ag57d64>.