



## Social Media Guidelines

### Sample Social Media Posts:

- Florida's iBudget Waiver is a health insurance program that serves nearly 35,000 individuals living with intellectual and developmental disabilities. Learn how you can help secure its funding and #PreservetheiBudget by visiting [www.ibudgetwaiver.com](http://www.ibudgetwaiver.com).
- The iBudget Waiver provides critical, specialized long-term services that are not available through standard Medicaid managed care providers or private health insurance companies. Help #PreservetheiBudget today by visiting [www.ibudgetwaiver.com](http://www.ibudgetwaiver.com).
- The iBudget Waiver helps people get the care and support they need to live and work in their own homes and communities. It is the only program that prevents a person from having to live in an institution. #PreservetheiBudget
- You can help #PreservetheiBudget by informing the Florida Legislature the critical role its services play in people's lives. Take action now by visiting [ibudgetwaiver.com/take-action](http://ibudgetwaiver.com/take-action).
- Looking for ways to #PreservetheiBudget? With Preserve the iBudget Waiver, @FDDC has created ways that Florida's most vulnerable citizens can educate the Florida Legislature on why preserving this program means preserving thousands of lives. Visit [www.ibudgetwaiver.com](http://www.ibudgetwaiver.com) for news, resources and more!
- Florida is 49<sup>th</sup> in the nation in Medicaid spending for persons with intellectual and developmental disabilities. Learn how you can help individuals with disabilities here: [www.ibudgetwaiver.com](http://www.ibudgetwaiver.com)
- Florida's iBudget Waiver is the lifeline for thousands of Floridians, young and old. Help preserve the Waiver by getting involved in our statewide campaign today! Learn more here: [www.ibudgetwaiver.com](http://www.ibudgetwaiver.com)
- 75% of Floridians with intellectual and developmental disabilities live with a family caregiver. One-third of those caregivers are over the age of 60. With an aging population and thousands in need, it is critical the iBudget Waiver and its services remain intact. #PreservetheiBudget

### General Social Media Tips:

- When possible, use or incorporate the hashtag #PreservetheiBudget into your posts and captions. This will help your posts connect with FDDC as well as thousands across the state.
- Link back to the campaign website ([www.ibudgetwaiver.com](http://www.ibudgetwaiver.com)). Whether the homepage or another page on the site, linking to the website will provide users with variety of resources and information.
- Tag relevant accounts including FDDC in posts. This will help spread the post among self-advocates, loved ones and organizations who need to be involved in the campaign.
- Share posts and materials from FDDC and others related to the Preserve the iBudget Waiver Campaign.