

# AS AMERICAN AS

## 2025 SOCIAL MEDIA TOOLKIT

**Hashtag: #AsAmericanAs**

**Website: [naacp.org/take-action](https://naacp.org/take-action)**

Social Security, Veterans' benefits, Medicaid, and the safety of our children are not partisan issues. They are as American as our democracy, the Constitution, and yes—even apple pie. These fundamental values should never be bargaining chips as elected officials shape federal policies and agencies. The quality of life of our elderly, our children, our veterans, and our most vulnerable neighbors are non-negotiable when it comes to cuts.

As Congress continues to dramatically alter the federal government, here's what we're watching:

### **Social Security: As American As a Promise Kept**

In January 2025, 73 million people – more than 1 in 5 Americans received benefits from the Social Security Administration. For generations, Americans have worked hard, paid into Social Security, and trusted that their contributions would be there when they retire. Any cuts to Social Security means breaking a promise to the very people who built this country.

### **Veterans' Benefits: As American As Service and Sacrifice**

In 2024, the VA delivered \$187 billion in benefits to 6.7 million Veterans and survivors and processed over 2.5 million disability benefit claims. Those who served our country deserve more than empty gestures—they deserve the benefits they were promised. Using veterans' benefits as a bargaining chip dishonors their sacrifice.

### **Medicaid: As American As Looking Out for One Another**

Over 72 million people were enrolled in Medicaid as of October 2024. More than 66 million people in the U.S. get their health coverage from Medicare. Medicaid and Medicare ensure that millions of hard-working families, seniors, people with disabilities, and children get the healthcare they need. Cutting Medicaid doesn't just hurt individuals—it weakens our entire healthcare system, raises costs for everyone, and leaves communities vulnerable.

## Protecting Our Children: As American As Building a Future

Our children are our future. Ensuring their education, healthcare, and safety should never be up for debate. America thrives best when every child has the opportunity to succeed. That means access to quality schools, healthcare, and a secure environment. We cannot claim to protect the American Dream if we fail to protect those who will carry it forward.

## AMPLIFY Suggested Social Media Post

**Option 1:** Programs like Social Security, Medicaid, and SNAP are not partisan issues. They support the most vulnerable communities among us, and they're #AsAmericanAs our flag, the Constitution, our democracy — and yes, even apple pie. Dear Congress: Some things should never be up for debate. #AsAmericanAs

**Option 2:** Our grandparents' health. Food for our kids. Support for our veterans. These are not just line items in a federal budget. Our social safety nets are lifelines that are foundational to who we are as a nation. Join us in telling Congress not to use these vital programs as bargaining chips. #AsAmericanAs

**Option 3:** Social safety net programs like Social Security and veterans' benefits aren't abstract budget challenges. They represent the values that make us who we are as a country, and they support the dignity, health, and safety of all Americans. To Congress, our message is clear: Stop playing politics with our community's future. #AsAmericanAs



## SHARE THE MESSAGE:



1. Feel free to develop your own customized posts to add stories, data, and quotes using the sample social media posts.
2. Add the #AsAmericanAs hashtag to your social media posts.
3. Follow @NAACP on Instagram, X, LinkedIn, and Facebook and share our content via your personal or organizational accounts.

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