

Social Media Hashtag Options

#IDEMIAeID	#MyRefund	#safe
#TaxFraud	#MyIdentity	#secure
#TaxFraudProtection	#YourIdentity	#digitalID
#AlabamaeID	#protectionguaranteed	#Trustedidentity
#IdentityProtection	#hasslefree	

Social Media Accounts to Tag

@IDEMIAGroup @AlabamaRevenue @ALSocietyofCPAs

Examples of Social Media Messages to Use

Key Message #1: You and Only You, Can Secure Your Identity & Tax Return

- **Advertising Message:** You, and Only you. Secure your identity and help prevent tax fraud by creating and registering your eID today.
- **Potential Tweets/posts for you to use on Social Media:**
 1. Identity theft is no joke! Tax fraud & identity theft impacts millions annually! Don't be a statistic - download #IDEMIAeID to protect your identity and tax refund! Create your account and register your eID today for #protectionguaranteed. Only YOU can secure your identity
 2. Don't wait until it's too late to stop identity theft and tax fraud! You and only you hold the power to stop #taxfraud. Protect your tax returns and download the @alabamarevenue sponsored #IDEMIAeID app. Registering today will save you hassle in the future

Key Message #2: Tax Fraud Protection

- **Advertising Message:** Tax fraud is real. Protect yourself today/now/this year. No matter how or when you file your state taxes, you can take steps to protect your identity and help prevent tax fraud now.
- **Potential Tweets/posts for you to use on Social Media:**
 - #Taxfraud IS real. Protect yourself and your tax refund today with the #IDEMIAeID - THE digital solution that will safely and securely protect your identity and your tax returns. #taxfraudprotection #myidentity #hasslefree
 - Is it time to file your taxes? Don't become a victim of #taxfraud. Protect yourself NOW by downloading the @AlabamaRevenue sponsored #IDEMIAeID app to create your digital ID, available for both Android and Apple devices. It's #hasslefree #secure and #safe

Key Message #3: Taxpayers should use the eID whether they get a refund or not

- **Advertising Message:** No refund? No problem. Protecting your identity during tax season is important whether you receive a state refund or not.
- **Potential Tweets/posts for you to use on Social Media:**
 - Think no tax refund this year means no problem? #Taxfraudprotection is important whether you receive a state refund or not. Take control over #YOURidentity by downloading the #IDEMIAeID app and give yourself the peace of mind you deserve
 - #IDEMIAeID is more than just #taxrefund protection. It's #identityprotection. Stay in control of your identity by downloading the IDEMIAeID app offered free by @alabamarevenue, and lessen the chance of identity fraud TODAY

Key Message #4: Taxpayers who use the eID, will get their refund faster

- **Advertising Message:** Same refund. Now Faster! Get your state tax refund faster by creating a secure eID. Returns verified with eID receive priority processing.
- **Potential Tweets/posts for you to use on Social Media:**
 - Hate waiting forever for your tax refund? Us too. By downloading the #IDEMIAeID app, the @alabamarevenue will give you priority processing, which results in you receiving your #taxrefund 60% FASTER than those who do not use the eID. What will you do with your refund?
 - Did you know that the users of our app, #IDEMIAeID, receive their tax refund 60% faster by @alabamarevenue than those who don't? Download our FREE app, create your #secureeID account, and get your #taxrefund sooner