

TEMPLATES FOR SOCIAL MEDIA POSTS

POST #1 (PLAIN INFORMATIONAL MESSAGES)

Do you live in AZ, CA, FL, MA, NH, NY, NV, SD, TN, TX, WA, or WY?

If yes, you may be eligible to file your taxes with DIRECT FILE, a historic new service that will allow taxpayers to file their taxes for free directly with the IRS. It's quick, easy, & free. Learn more at directfile.irs.gov.

POST #2 (PLAIN INFORMATIONAL MESSAGES)

Good news: You can save money this year when you file your taxes with DIRECT FILE, a historic new service that will allow eligible taxpayers to file their taxes for free directly with the IRS. It's quick, easy, & free. Learn more at directfile.irs.gov.

POST #3 (PLAIN INFORMATIONAL MESSAGES)

Are you looking for a quick, easy, & secure way to file your taxes for free this year?

Save money this year when you file your taxes with DIRECT FILE, a pilot program that will allow taxpayers to file their taxes for FREE directly with the IRS. Learn more directfile.irs.gov

POST #4 (PLAIN INFORMATIONAL MESSAGES)

Do you count on your tax refund every spring to help you catch up on your bills & keep your family afloat?

Save money this year when you file your taxes with DIRECT FILE, a historic new service that will allow taxpayers to file their taxes for free directly with the IRS. Learn more at directfile.irs.gov.

POST #5 (PRIVATE TAX PREP COMPANIES MESSAGING)

Tired of paying private companies just to file your taxes?

Good news: You can save money this year when you file your taxes with DIRECT FILE, a historic new service that will allow taxpayers to file their taxes for free directly with the IRS. Learn more at directfile.irs.gov.

POST #6 (PRIVATE TAX PREP COMPANIES MESSAGING)

Private companies like TurboTax have been [ripping taxpayers](#) off for years.

This year, you can stop the greed by filing with DIRECT FILE, a historic new service that will allow taxpayers to file their taxes for free directly with the IRS. It's quick, easy, & free. Learn more at directfile.irs.gov.

POST #7 (MESSAGES FOR SPECIFIC POPULATIONS)

Do you file taxes with an ITIN? Are you tired of getting scammed by private companies when filing your taxes?

Learn about DIRECT FILE, a historic new service that will allow taxpayers like you to file their taxes for free directly with the IRS. It's quick, easy, & free. Learn more at directfile.irs.gov.

POST #8 (MESSAGES FOR SPECIFIC POPULATIONS)

Do you file taxes with an ITIN? You could be eligible to file your taxes with DIRECT FILE, a historic new service that will allow taxpayers like you to file their taxes for free directly with the IRS. It's quick, easy, & free. Learn more at directfile.irs.gov.

POST #9 (MESSAGES FOR SPECIFIC POPULATIONS)

Are you planning to get a tax refund this year? Learn how DIRECT FILE, a historic new service that allows taxpayers to file their taxes for free directly with the IRS, can help you claim your tax credit. It's quick, easy, & saves you money. Learn more at directfile.irs.gov