

National **my Social Security** Week Toolkit

April 4–13, 2016



We need your help!

We created this Toolkit to help you communicate with the public, your members, and other organizations about the benefits of creating a **my Social Security** account and the services available through this valuable tool.

Our messages for this campaign are:

- With you through life's journey. Securing today and tomorrow.
- For more than 80 years, Social Security has helped secure today and tomorrow with information, tools and resources to meet our customers' changing needs and lifestyles.
- Help secure your today and tomorrow. Open a my Social Security account today at www.socialsecurity.gov/myaccount.

How To Use This Toolkit

You can use the content in this toolkit to help us spread the word about the importance of creating a **my Social Security** account through social media, blogging, newsletters, email marketing and other outlets. If there are other tools that may be helpful in your marketing efforts, please just let us know.

You can:

- Post our web banner or other graphics to your website.
- Send an email blast to your listservs.
- Use the articles for electronic or hardcopy distribution.
- Promote our 3rd National **my Social Security** Week on social media via Twitter and Facebook using sample posts and graphics.

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 we use past earnings to determine 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.
- You can request a replacement Social Security card if you meet certain requirements.

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Web Banners & Graphics for your Website

Please visit our [Groups and Organizations](#) webpage to download these images.



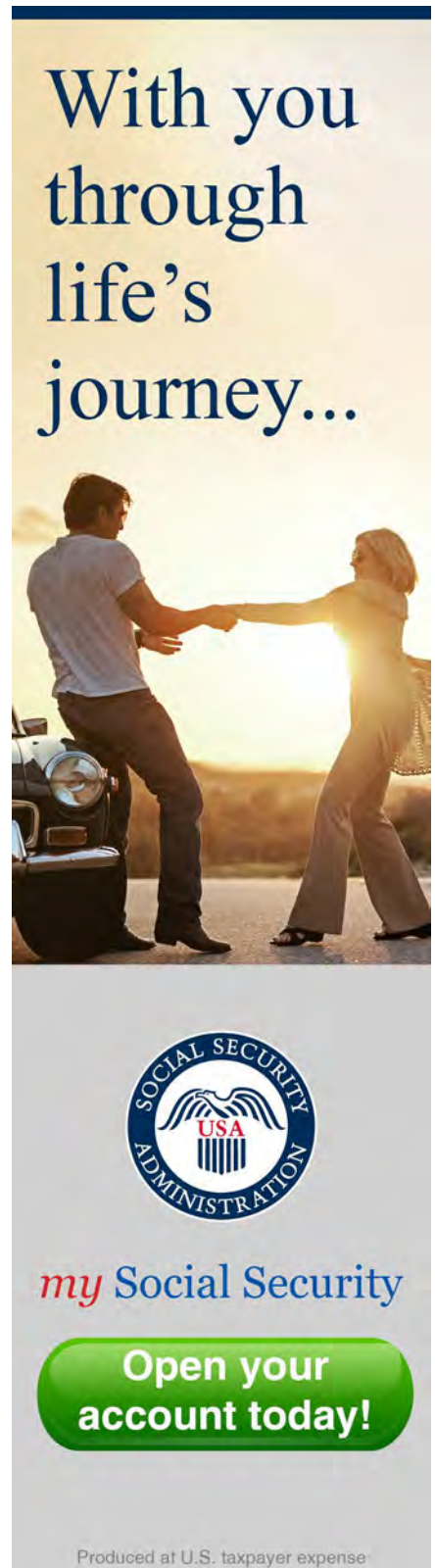
With you through
life's journey...

National **my Social Security** Week
April 4–13, 2016




Securing today and tomorrow

Produced at U.S. taxpayer expense



With you
through
life's
journey...



my Social Security

**Open your
account today!**

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With you through
life's journey...



my Social Security

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Web Banners & Graphics for your Website (cont.)

With you through life's journey...



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With you through life's journey...



my Social Security

Open your account today!

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my Social Security

Open your account today!

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my Social Security

Log in

Create an account



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With you through life's journey...



my Social Security

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With you through life's journey...



Securing today and tomorrow

Open a **my Social Security** account today.

Sign up now!

Produced at U.S. taxpayer expense

Email Blasts to share with your Members, Clients and Listservs



Social Security Administration

socialsecurity.gov



Start Planning Today with **my Social Security**

For more than 80 years, Social Security has helped secure today and tomorrow with information, tools and resources to meet our customers' changing needs and lifestyles.

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 financial future.

Help secure your today and tomorrow. Open a **my Social Security** account now at www.socialsecurity.gov/myaccount/.

Email Blast for Employees

Please encourage your employees to start planning for a secure financial future with a **my Social Security** account.



Social Security Administration

[socialsecurity.gov](https://www.socialsecurity.gov)



Helping You Discover Your Benefits

For more than 80 years, Social Security has helped secure today and tomorrow with information, tools and resources to meet our customers' changing needs and lifestyles.

Are you saving enough for your retirement? Each of us would like to relax and enjoy the fruits of our labor. In general, Americans are not saving enough for retirement. 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 a secure financial future.

With a **my Social Security** account you can:

- Get your online *Social Security Statement*,
 - Verify your lifetime earnings;
 - See estimates of your future benefits;
- Request a replacement Social Security card if you meet certain requirements.
- 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](https://www.socialsecurity.gov/myaccount).

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

Help secure your today and tomorrow. Open a **my Social Security** account today.

Articles for your Newsletters & Blogs

Social Security Column I

my Social Security SIMPLIFIES YOUR LIFE

For more than 80 years, Social Security has helped secure today and tomorrow with information, tools and resources to meet our customers' changing needs and lifestyles.

So many people buzz through extremely busy and complicated schedules these days. A smartphone in one hand, a computer in front of them, and a digital task list that never seems to end.

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.

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.

There are many tools at www.socialsecurity.gov that are simple and convenient to use.

Help secure your today and tomorrow. Open a **my Social Security** account today by visiting www.socialsecurity.gov/myaccount and simplify your life.

Social Security Column II

SOCIAL SECURITY ONLINE SERVICES MAKE JUGGLING EASY

For more than 80 years, Social Security has helped secure today and tomorrow with information, tools and resources to meet our customers' changing needs and lifestyles.

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.

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 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.

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.

Help secure your today and tomorrow. Open a **my Social Security** account today by visiting www.socialsecurity.gov/myaccount.

Social Security Column III **my Social Security** Week 2016

For more than 80 years, Social Security has helped secure today and tomorrow with information, tools and resources to meet our customers' changing needs and lifestyles.

April 4 – 13, 2016 is National **my Social Security** Week. With the groups and organizations, Social Security will host numerous events and activities across the country to raise awareness about the benefits of opening a secure online my Social Security account.

The convenience and safety of doing business online with Social Security is another way we're meeting the changing needs and lifestyles of our customers.

With a **my Social Security** account, you can:

- Keep track of your earnings and verify them every year;
- Get an estimate of your future benefits, if you are still working;
- Get a letter with proof of your benefits, if you currently receive them;
- Manage your benefits;
- Change your address;
- Start or change your direct deposit;
- Get a replacement Medicare card; and
- Get a replacement SSA-1099 or SSA-1042S for tax season.

In some states, you can replace your Social Security card online using **my Social Security**. Currently available in the District of Columbia, Michigan, Nebraska, Washington, and Wisconsin, it's an easy, convenient, and secure way to request a replacement card online.

To take advantage of this new service option, you must:

- Have or create a **my Social Security** account;
- Have a valid driver's license in a participating state or the District of Columbia (or a state-issued identification card in some states);
- Be age 18 or older and a United States citizen with a domestic U.S. mailing address (this includes APO, FPO, and DPO addresses); and
- Not be requesting a name change or any other changes to your card.

We plan to add more states, so we encourage you to check with us later in the year.

During **my Social Security** Week, we will hold "Check Your Statement Day" on April 7, and you can join the millions who regularly check their *Social Security Statement*. It's important that you check this document every year because we base your future benefits on your recorded earnings. Your Statement can help you plan for your financial future. We encourage you to go online to **my Social Security** to access your Statement whenever you have a change of employment or wish to verify any changes in your benefit estimate.

Week after week, we provide you with world-class customer service, much of which is online. During **my Social Security** Week, you can join the more than 23 million people who have opened their own **my Social Security** account at www.socialsecurity.gov/myaccount.

Help secure your today and tomorrow. Open a my Social Security account today by visiting www.socialsecurity.gov/myaccount.

Sample Twitter Posts

Twitter Hashtag: **#mySocialSecurity**, **#Checkyourstatement**

- [ORGANIZATION] supports National **#mySocialSecurity** week from 4/4 -13. Secure your today and tomorrow with **#SocialSecurity**! <http://ow.ly/Zemek>
- **#SocialSecurity** is with you through life's journey. Securing today and tomorrow <http://ow.ly/Zemek>
- For 80+ years, **#SocialSecurity** has helped secure today and tomorrow with tools and resources to meet your needs: <http://ow.ly/Zemek>
- Help secure your today and tomorrow. Open a **#mySocialSecurity** account today at <http://ow.ly/Zemek>
- National **#mySocialSecurity** Week is April 4-13, 2016. Open an account today! <http://ow.ly/Zemek>
- It's National **#mySocialSecurity** Week! Open your own account today. <http://ow.ly/Zemek>
- **#mySocialSecurity** is there for every stage of your life...**#SocialSecurity** securing today and tomorrow. <http://ow.ly/Zemek>
- Gain access to important **#SocialSecurity** information by creating a **#mySocialSecurity** account. <http://ow.ly/Zemek>
- Verify your earnings and keep track of benefits with a **#mySocialSecurity** account. <http://ow.ly/Zemek>
- All your info in one place with a **#free #mySocialSecurity** account! <http://ow.ly/Zemek>
- A **#mySocialSecurity** account saves you time. 1 additional benefit from **#SocialSecurity**. <http://ow.ly/Zemek>
- Use your **#mySocialSecurity** account to track your earnings and future benefits. <http://ow.ly/Zemek>
- Get proof of benefits instantly with **#mySocialSecurity**! <http://ow.ly/Zemek>
- Need a benefit verification letter stating you receive **#SocialSecurity** benefits? **#mySocialSecurity** <http://ow.ly/Zemek>
- Get a replacement **#Medicare** card online with your **#mySocialSecurity** account. <http://ow.ly/Zemek>

Check your Statement Day Posts – April 7, 2016

- It's **#CheckYourStatement** Day—access and review your **#SocialSecurity** Statement through a **#mySocialSecurity** account <http://ow.ly/Zemek>
- **#Spreadtheword** It's **#CheckYourStatement** Day—review your earnings record and future **#SocialSecurity** benefit estimates. <http://ow.ly/Zemek>

Sample Facebook Posts

- [ORGANIZATION] supports National **#mySocialSecurity** week from April 4 – 13, 2016. We're with you through life's journey. Secure your today and tomorrow with #SocialSecurity by visiting <http://ow.ly/ZemxF>.
- National **my Social Security** Week takes place from April 4 – 13, 2016. Visit <http://ow.ly/ZemxF> to create your **#mySocialSecurity** account today!
- National **my Social Security** Week is here! More than 23 million people have signed up for a **my Social Security** account. Conveniently manage your benefits online. <http://ow.ly/ZemxF>
- [ORGANIZATION] is encouraging you to #CheckYourStatement today with a **#mySocialSecurity** account: <http://ow.ly/ZemxF>
- Take your retirement planning to new heights. Get your future benefits estimates online with a **my Social Security** account. <http://ow.ly/ZemxF>
- Verify your earnings history and get benefit estimate with a **my Social Security** account. One is opened almost every time you blink. <http://ow.ly/ZemxF>
- Bottom line, #SocialSecurity is a benefit earned by working. Verify your earnings and keep track of benefits with a **#mySocialSecurity** account. <http://ow.ly/ZemxF>
- Friends will come and go, but **#mySocialSecurity** will always be there for you. <http://ow.ly/ZemxF>
- Have more free time to do what you enjoy. Manage your benefits online with a **#mySocialSecurity** account. <http://ow.ly/ZemxF>
- Get more with less using a **#mySocialSecurity** account to simplify your tasks when you need to deal with Social Security – related issues – fewer phone calls, fewer office visits, less hassle. <http://ow.ly/ZemxF>
- Boxes, on boxes, on boxes. Packing and moving can be a pain. But changing your address with #SocialSecurity doesn't have to. **#mySocialSecurity** makes it easy. <http://ow.ly/ZemxF>

National **my Social Security** Week Toolkit

Thank you for participating in our third 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.

You can visit our website for Groups and Organizations for additional information.

<https://www.socialsecurity.gov/myaccount/materials.html#&a0=1>.

For questions, please contact oea.net.post@ssa.gov

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