

# National Social Security Month: Social Media Toolkit

## Background

**April is National Social Security Month, a time to highlight the importance of Social Security and the vital role it plays in providing financial protection for millions of Americans.** Throughout this month, we encourage everyone to learn more about Social Security, understand the benefits available, and take steps to secure their financial future.

Social Security is more than just a retirement program. It provides critical support for people with disabilities, survivors of workers who have died, families of disabled workers, and retirees. By understanding your Social Security benefits and planning ahead, you can help ensure greater financial security for yourself and your loved ones.

Each week, we will highlight a different theme:

- **April 6: Go Digital! Create your personal *my* Social Security account to check your earnings record and estimate future benefits.**
  - Highlight the benefits of creating an account.
  - Encourage users to access their Social Security information online, including statements, estimates, and benefit applications.
  - Resources: [Learn what you can do with a my Social Security account](#), [www.ssa.gov/myaccount](http://www.ssa.gov/myaccount)
- **April 13: Protect Your Information – Guard Your Card**
  - Emphasize the importance of safeguarding Social Security numbers and personal information.
  - Share tips on preventing identity theft and avoiding scams.
  - Resources: [Guard Your Card](#), [Scam Alert](#), [www.ssa.gov/scam](http://www.ssa.gov/scam)
- **April 20: Plan For Your Future – National Financial Capability Month**
  - Promote financial planning resources and tools available through Social Security.
  - Encourage individuals to review their benefits, estimate retirement income, and learn about financial wellness.
  - Resources: [Anytime is the Right Time to Save for Your Future](#), [When To Start Receiving Retirement Benefits](#), [Your Retirement Benefit: How It's Determined](#), <https://americasaves.org/resource-center/partner-resource-packets/national-financial-capability-month/>, <https://www.ssa.gov/retirement/plan-for-retirement>

- **April 27: Go Digital! Visit Our Webpage**
  - Encourage users to explore the website for information, resources, and online services.
  - Highlight the ease of finding answers, forms, and guidance online.
  - Resource: [www.ssa.gov/onlineservices](http://www.ssa.gov/onlineservices)

## How You Can Help

1. Publish the messages below on your organization’s social media and/or share posts from Social Security on Facebook, X, and Instagram.
2. Join the conversations on our social media channels and be an active, positive voice in the comments.
3. Spread the word to your audience about how Social Security’s online services can help them plan for a secure financial future.

## Available messaging and posts

### Boilerplate/generic language:

- “Celebrate National Social Security Month and see what you can do online at [www.ssa.gov](http://www.ssa.gov)”

### Social media posts:

- April is National Social Security Month – a great time to learn more about the benefits and services available to you and your family. From retirement to disability, Social Security supports millions of Americans at every stage of life. Explore your options, plan ahead, and make sure you’re getting the most out of your benefits. Go Digital! Create your personal *my Social Security* account and learn more at [ssa.gov/myaccount](http://ssa.gov/myaccount).
- During National Social Security Month, we’re encouraging everyone to get informed about the programs that provide financial support to millions of Americans. Social Security is more than retirement, it’s also disability and survivor benefits too. Take this opportunity to explore your benefits and stay connected to your future. Learn more at [ssa.gov](http://ssa.gov).
- April is #NationalSocialSecurityMonth. Take time to learn about your benefits and plan ahead. Learn more at [ssa.gov](http://ssa.gov).
- National Social Security Month is here! Learn about the benefits and services available to you at [ssa.gov](http://ssa.gov).

## Article

Social Security continues to evolve, making it easier than ever to secure your financial future. April is National Social Security Month, a time dedicated to raising awareness about the valuable programs and services Social Security provides to the American public.

One of the most convenient ways to manage your Social Security business is through a personal [my Social Security](#) account. This secure online portal allows you to access a variety of services anytime, from anywhere.

By creating an account, you gain access to your personalized *Social Security Statement*, which provides up-to-date financial information to help you understand what you can realistically expect from your Social Security benefits. Reviewing your information regularly is essential to ensure you are planning for additional sources of income, such as pensions, savings, and investments.

With a secure online [my Social Security](#) account, you can easily set up or change direct deposit, update your address if you are receiving benefits, and access other important benefit information—all from the comfort of your home or office.

Go Digital! This National Social Security Month, create your personal [my Social Security](#) account to stay informed and plan ahead with confidence.