

SEPTEMBER 2020

## PUBLIC CHARGE SOCIAL MEDIA CAMPAIGNS

In 2020, the ILRC generated two social media campaigns on public charge to educate the immigrant community on policy developments and related issues. The first, which launched in February 2020, included 10 unique graphics in English and Spanish shared on Facebook and Instagram as timeline Posts and Story feeds. This social media project, which debuted in advance of the implementation of the new DHS and DOS public charge rules on February 24, 2020, aimed to promote awareness and understanding of the new public charge rules and their impact on the community.

We launched a second social media campaign in March 2020 on the intersection of COVID-19 and public charge. This social media project, which included 4 unique graphics in English and Spanish shared on Facebook and Instagram as timeline Posts and Story feeds, was designed to promote the public health of the immigrant community by explaining that immigrants could access COVID-19 testing and treatment free of charge, without public charge implications, and without fear of U.S. Immigration Customs & Enforcement (ICE) presence at healthcare locations.

We have included printouts of the graphics in English and Spanish from both campaigns as inspiration for social media campaigns you may wish to launch on public charge issues, depending on your audience.



**FEBRUARY 2020 ILRC SOCIAL MEDIA CAMPAIGN ON  
UPCOMING CHANGES TO PUBLIC CHARGE**  
([click to download](#))

**MARCH 2020 ILRC SOCIAL MEDIA CAMPAIGN  
ON COVID-19 AND PUBLIC CHARGE**  
([click to download](#))

