SEPTEMBER 2021
PUBLIC CHARGE
SOCIAL MEDIA EFFORT

In 2020 and 2021, the ILRC generated three distinct social media pushes on public charge and four "breaking news" graphics to educate the immigrant community on policy developments and related issues. The first effort, which launched in February 2020, included 10 unique graphics in English and Spanish shared on Facebook and Instagram as timeline Posts and in Story feeds. This social media project, which debuted in advance of the implementation of the Trump 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 effort in March 2020 on the intersection of COVID-19 and public charge. This project, which included 4 unique graphics in English and Spanish shared on Facebook and Instagram as timeline/grid Posts and Stories, 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.

The third and final social media push launched in March 2021 to alert the community of the Biden administration's plans to undo the Trump public charge rules.

Below we include links to these graphics on Instagram as inspiration for social media posts you may wish to share or create on public charge issues, depending on your audience.

INFORMATIONAL PUSHES

FEBRUARY 2020 UPCOMING CHANGES TO PUBLIC CHARGE

(Click to view & share)

MARCH 2020 COVID-19 AND PUBLIC CHARGE

(Click to view & share)

MARCH 2021 THE BIDEN ADMIN & PUBLIC CHARGE

(Click to view & share)

BREAKING NEWS

JULY 2020 NATIONWIDE INJUNCTION

(Click to view & share)

NOVEMBER 2020 PUBLIC CHARGE VACATED

(Click to view & share)

NOVEMBER 2020 PUBLIC CHARGE REMAINS IN PLACE

(Click to view & share)

MARCH 2021 SCOTUS ENDS PUBLIC CHARGE

(Click to view & share)