

Social Security – 90th Anniversary

Social Media Toolkit



(Posts can be used on any date throughout August 2025)

ABOUT THIS TOOLKIT

The Wisconsin Aging Advocacy Network (WAAN), in celebration of the 90th anniversary of the signing of the Social Security Act, created this toolkit as a resource to help WAAN members, aging advocates, and partner organizations:

- **Share** the vital role Social Security plays in reducing poverty among older persons, people with disabilities and survivors,
- **Educate** community members and policymakers regarding the relationship between Social Security and retirement Security. For many, Social Security is the largest source of retirement income, and for a significant portion, it provides at least half or more of their income, and
- **Advocate** for the protection of Social Security benefits which serves as a critical safety net. Without Social Security benefits, nearly 4 in 10 adults aged 65 and older would have incomes below the official poverty line.

We are hopeful the resources in this toolkit will help you educate your community members and reach out to your Members of Congress to encourage them to take the necessary steps to preserve and strengthen the Social Security program for current and future generations. The Social Security system is currently projected to be able to pay 100% of scheduled benefits until around 2035. After that, it is projected to continue paying about 83% of scheduled benefits if no changes are made.

In this toolkit, you'll find:

- Sample social media posts and graphics
- Key talking points on Social Security's role
- Resources and reports with credible data to help tell the story of impact


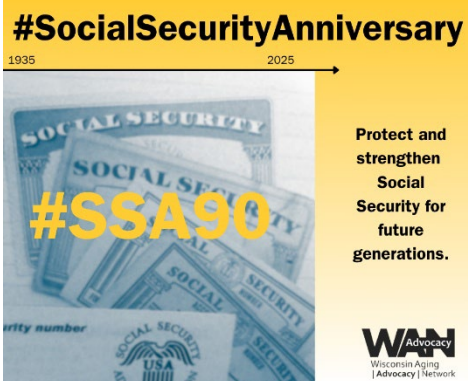

Together, we can strengthen the voices of older people and family caregivers across the U.S. to **ensure policymakers understand the critical role Social Security plays in the lives of millions of Americans**, providing economic security and a foundation for retirement planning.

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Social Security 90th Anniversary

Social Media Calendar, August 2025


Posts and Graphics (WAAN)

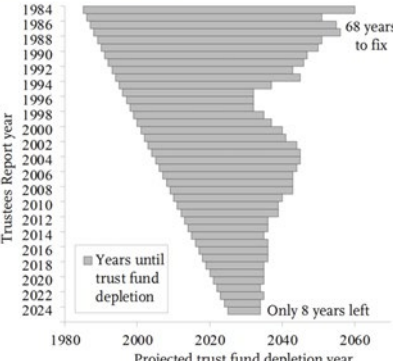
| Post Text | Graphic/Photo & link to online photo (WAAN) | Alternative text for image |
|--|---|--|
| <p>On August 14th, Social Security celebrates 90 years of providing financial security to countless families.</p> <p>#SocialSecurity90 #ProtectThePromise</p> |  | <p>A black and yellow sign with text that says, "Social Security, 90th Anniversary"</p> <p>#SocialSecurity90 #ProtectThePromise</p> |
| <p>Social Security turns 90 this month. As we celebrate this milestone, we also look ahead to protect and strengthen Social Security for current and future generations.</p> <p>#SocialSecurityAnniversary #SSA90</p> |  | <p>A black and yellow sign with text that says, "Protect and strengthen Social Security for future generations"</p> <p>#SocialSecurityAnniversary #SSA90</p> |
| <p>Today, nearly 74 million Americans rely on this program—it's a promise earned through a lifetime of hard work.</p> <p>#EarnedNotGiven #SSA90</p> |  | <p>A black and yellow sign with text that says, "Social Security, 90th Anniversary"</p> <p>#EarnedNotGiven #SSA90</p> |

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| <p>Let's celebrate this milestone and protect the future of a program that does so much for so many.</p> <p>#SocialSecurityAnniversary #SSA90</p> |  | <p>A black and yellow sign decorated with stars and text that says, "Celebrating 90 years"</p> <p>#SocialSecurityAnniversary #SSA90</p> |
| <p>Back in 1935, Social Security was strictly a retirement program for some retired workers 65 and older. Today, it's one of the most successful anti-poverty programs in our country, providing nearly 74 million Americans with about \$1.4 trillion in benefits (2023).</p> <p>#SocialSecurityAnniversary #SSA90</p> |  | <p>Large number 90 on a background of Social Security cards. Title at the top is "Social Security's 90th Anniversary 1935-2025."</p> <p>#SSA90</p> |

Posts and Graphics (AI generated)

| Post Text | Graphic/Photo & link to online photo (AARP) | Alternative text for image |
|---|---|---|
| <p>Today, nearly 74 million Americans rely on this program—it's a promise earned through a lifetime of hard work.</p> <p>#WeEarnedIt</p> |  | <p>A red and black sign from AARP with text that says, "Social Security, we earned it."</p> <p>https://local.aarp.org/ss90/?intcmp=SOCIAL-SECURITY-SSE-TOOLS-AND-RESOURCES</p> <p>https://action.aarp.org/social-security-pledge-hold</p> |

| | Graphic/Photo & link to online photo (AI Generated) | |
|--|---|---|
| <p>The Social Security system is projected to be able to pay 100% of scheduled benefits until around 2033-2035. After that, it is projected to continue paying about 77% of scheduled benefits if no changes are made.</p> <p>#ProtectThePromise</p> <p>#SSA90</p> |  <p>Social Security Turns 90!</p> <p>🇺🇸 August 14, 2025 marks 90 years since President Franklin D. Roosevelt signed the Social Security Act of 1935—a historic moment that created a foundation of financial security for millions of Americans. 🇺🇸</p> <p>👤 Supported retirees 👤 Helped people with disabilities 👤 Provided for surviving spouses & children</p> <p>Today, over 67 million Americans rely on this program—it's a promise earned through a lifetime of hard work. 💙</p> <p>As we celebrate this milestone, we also look ahead to protect and strengthen Social Security for future generations.</p> <p>📣 Join the celebration!</p> <p>🗣️ Share what Social Security means to you 📍 Attend an event near you 🗣️ Speak up to protect the future of this vital program</p> <p>#SocialSecurity90 #ProtectThePromise #EarnedNotGiven #SSA90 🇺🇸</p> | <p>An image of "90 years" and a Social Security seal in blue on a light tan background with the following words:</p> <p>Social Security Turns 90!</p> <p>August 14, 2025, marks 90 years since President Franklin D. Roosevelt signed the Social Security Act of 1935—a historic moment that created a foundation of financial security for millions of Americans.</p> <p>For nine decades, Social Security has:</p> <p>Supported retirees, Helped people with disabilities, Provided for surviving spouses & children.</p> <p>Today, over 67 million Americans rely on this program—it's a promise earned through a lifetime of hard work.</p> <p>As we celebrate this milestone, we also look ahead to protect and strengthen Social Security for future generations. Join the celebration!</p> <p>Share what Social Security means to you, Attend an event near you, Speak up to protect the future of this vital program.</p> <p>#SocialSecurity90 #ProtectThePromise #EarnedNotGiven #SSA90 #StrongerTogether</p> |

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| <p>The Social Security system is projected to be able to pay 100% of scheduled benefits until around 2033-2035. After that, if no changes are made, the reserve funds will be depleted, leaving the funds coming into the program able to cover about 77% of scheduled benefits. We must protect and strengthen Social Security for current and future generations.</p> <p>#ProtectThePromise</p> <p>#SSA90</p> | <p>FIGURE 6. PROJECTED YEARS UNTIL OASI TRUST FUND IS DEPLETED, 1984-2025</p>  <p>Source: 1984-2025 Social Security Trustees Reports.</p> | <p>A black and white bar graph, titled, “Figure 6. Projected Years Until OASI Trust Fund is Depleted, 1984-2025”</p> <p>The bar graph shows the Trustee Report years from 1984 to 2024 on the Y axis and includes the words, “68 years to fix.” Along the X is the projected trust fund depletion year from 1980-2060 and the words, “Only 8 years left” around the 2025-2030 area.</p> <p>Source: 1984-2025 Social Security Trustees Reports.</p> |
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📌 Take Action Today!

Social Security is one of the most successful anti-poverty programs in our country, providing 74 million Americans with roughly \$1.4 trillion in benefits throughout the year.

Contact Your Members of Congress and tell them to preserve and strengthen Social Security for current and future generations: <https://www.congress.gov/contact-us>

#ProtectSocialSecurity

AARP Sign the Pledge: <https://action.aarp.org/social-security-pledge-hold>

Download WAAN graphics here: <https://gwaar.org/api/cms/viewfile/id/2008655>

Key Talking Points

The Role of Social Security in retirement security

Who is receiving Social Security benefits?


- **More than 1 in 5 (22.5%)** Wisconsinites is a current beneficiary of Social Security's Old-Age, Survivors, and Disability Insurance (OASDI) program, including **over 1.1 million adults age 65 or older**.
- **Retired workers make up over 1 million (78%) of Wisconsin's 1.3 million Social Security beneficiaries** and an additional nearly 139,000 of the beneficiaries are disabled workers.
- **Over \$2.4 billion in Social Security benefits were paid to Wisconsin residents**, which generated \$28.2 billion in total economic output.
- Nationally, the **average income from Social Security was \$25,500/year (2023)**. The federal poverty level in 2023 was \$13,590 for an individual.

Facts/Myths




- Center on Budget and Policy Priorities - <https://www.cbpp.org/research/social-security/top-ten-facts-about-social-security>
- Social Security Myths vs. Facts - https://www.ssa.gov/oact/presentations/scgoss_20240221.pdf
- AARP 10 Social Security Myths That Refuse to Die - <https://www.aarp.org/social-security/myths-misconceptions-explained/>



Sample FB post. Feel free to further script/edit, if interested.


Social Security Turns 90!

 **August 14, 2025**, marks **90 years** since President Franklin D. Roosevelt signed the **Social Security Act of 1935**—a historic moment that created a foundation of financial security for millions of Americans.




For nine decades, Social Security has:

-  Supported retirees
-  Helped people with disabilities
-  Provided for surviving spouses & children

Today, over **67 million Americans** rely on this program—it's a **promise earned through a lifetime of hard work**.  

As we celebrate this milestone, we also look ahead to **protect and strengthen Social Security for future generations**. 

Join the celebration!

-  Share what Social Security means to you
-  Attend an event near you
-  Speak up to protect the future of this vital program

#SocialSecurity90 #ProtectThePromise #EarnedNotGiven #SSA90 #StrongerTogether  us

Resources

AARP - <https://www.aarp.org/advocacy/americans-rely-social-security-medicare-2025/>

Center for Retirement Research at Boston College - <https://crr.bc.edu/social-securitys-financial-outlook-the-2025-update-in-perspective/>

Justice in Aging Fact Sheet, March 2025 - <https://justiceinaging.org/wp-content/uploads/2025/03/Social-Security-Fact-Sheet-March-2025.pdf>

National Committee to Preserve Social Security & Medicare - <https://www.ncpssm.org/myths/>

Social Security and Medicare Boards of Trustees, A Summary of The 2025 Annual Reports - <https://www.ssa.gov/oact/trsum/>

Center on Budget and Policy Priorities, What the 2024 Trustees' Report Shows About Social Security - <https://www.cbpp.org/research/social-security/what-the-2024-trustees-report-shows-about-social-security>

Direct any questions to Janet Zander, Advocacy & Public Policy Coordinator, Greater Wisconsin Agency on Aging Resources, Inc., janet.zander@gwaar.org.