

# Social Media Tool Kit



The U.S. Postal Service (USPS) is the most trusted branch of government, connecting American households since 1775. Yet now, politicians want to *privatize* the USPS. Can we afford to take away the livelihoods of over 600,000 postal workers? To threaten voting by mail? To place higher costs on small businesses and endanger patients who rely on the postal service to receive medication? No, we can't. It is *our* postal service, and we need to stand by it. How? By taking to social media to show the USPS as a vital component of our communities, and of our society as a whole.

**WHEN:** Starting on July 20, 2020  
**MICROSITE:** [StandByYourMail.org](http://StandByYourMail.org)  
**FACEBOOK:** [StandByYourMail](https://www.facebook.com/StandByYourMail)  
**TWITTER:** [@StandByYourMail](https://twitter.com/StandByYourMail)  
**INSTAGRAM:** [@StandByYourMail](https://www.instagram.com/StandByYourMail)  
**HASHTAG:** #StandByYourMail

## SOCIAL MEDIA SHARE

Post a photo showing your support for the US Postal Service. Make sure to tag **@StandByYourMail** and use **#StandByYourMail** so we can retweet, repost and show our support for the most trusted US Government agency.

The possibilities are endless, but you might start by answering one of these questions:

- What do you like most about the USPS?
- Tell us about your favorite letter carrier?
- What's your favorite zip code?
- What's your favorite stamp?
- Why do we need the post office?

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## Social Graphics



## Subscribe to our YouTube Channel and share our videos:

- #SaveTheUSPS rally, Washington DC
- Sharon Delivers for Vermont
- Tax Day at the Post Office

## Key Messages

- The USPS is consistently ranked Americans' favorite government agency in Pew and Gallup polls. This vital public service is our common thread.
- USPS delivers 145 billion pieces of mail every year, compared to 5.5 billion for UPS and 4 billion for FedEx. That's 226,000 items per USPS letter carrier, compared to 11,800 and 11,200 among its private competitors.
- The USPS, one of the first truly equal opportunity employers, created a path to the middle class for Black America and other minorities, and jobs for returning members of the armed services. One in five postal workers is African-American, and 100,000 are veterans.
- The USPS is bound by the "universal service obligation," which requires it to visit every household six days a week. Private carriers rely on the USPS to deliver their packages for the last steps of the journey.
- Postal workers take an oath to protect the Constitution. They don't just deliver the mail. They serve their communities, bringing people together in the most divisive times. Can you imagine your town without them?

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## Facebook

- Go to the StandByYourMail Facebook page for content about our postal heroes and how to take action to support them. Like our page, share content, and create your own using [#StandByYourMail](#), and tagging us [@StandByYourMail](#).

## Twitter

- RT to join [@StandByYourMail](#) to support your postal workers and shine a light on the USPS crisis. [#StandByYourMail](#)
- Tweet your support to [#SaveTheUSPS](#) with your own content: selfies with your [#mailcarrier](#), your favorite [#ForeverStamps](#), a fun fact about your local postal service.

## Instagram

- Join the People's Postal Rescue campaign and follow [@StandByYourMail](#) and spread the love. [#StandByYourMail](#)

## Who are we? We are Greenhorns

We are filmmakers, journalists and communicators. Seasoned veterans all, we share a curiosity and drive to direct our collective skills, experience and passions to advance the fight for a better world. As a first step, we're helping to rescue the U.S. Postal Service. For more information, visit our [website](#) or email us at [StandByYourMail@gmail.com](mailto:StandByYourMail@gmail.com).

## Other Hashtags

[#MailedIt](#)  
[#USPS](#)  
[#SaveUSPS](#)  
[#USPostalService](#)  
[#SaveThePostOffice](#)  
[#SavetheUSPS](#)  
[#SavetheUSPS2020](#)  
[#APWUnited](#)  
[#VoteByMail](#)  
[#VoterSuppression](#)  
[#snailmailers](#)  
[#GonePostal](#)