

SOCIAL MEDIA TOOLKIT

Call Out the Harm!

Thank you for using your platform to raise awareness about the impacts on science and science-based decision making from the “Big Ugly Bill” and administration actions. You can use the guidance below to spread the message to your social media networks about what these actions mean for them, their communities, and the issues they care about.

General Social Media Tips

1. Think about your audience: Is it mostly friends and family? People in your networks who share similar interests? Pick one or two people to keep in mind as you craft your posts.
2. Know your social media platform: Think about character limits, how links show up, what type of content generally does best (shorter, longer, personal stories, links to resources, etc.).
 - a. Bluesky: good for information sharing, insights based on your experience, sharing links. Character limit: 300 per post (though you can create a thread for longer content).
 - b. Facebook: good for memes and link-based posts. No meaningful character limit, but best practice is to keep it to a couple sentences.
 - c. Instagram: good for short-form videos, photos, images. Character limit 2200 per caption—but significantly shorter, with hashtags, is better.
 - d. LinkedIn: good for links, opinion-based posts on trends related to workforce or insights based on your experience. Character limit: 3000 per post.
 - e. X: good for links and information sharing. Character limit for X Free users: 280 per post (though you can create a thread for longer content).
3. Think about your post as planting seeds. You’re never going to change someone’s mind with a single social media post. That’s not the goal. The goal is for someone to read your post, pause, and remember your post the next time they hear about a similar issue.

Messaging Tips

1. Choose your message. Some options for how to think about your series of posts:
 - a. Share 5 different issue areas under the “Sound the Alarm” theme. Use similar language and framing (like in the toolkit, below) to highlight how what’s happening at the federal level will have an impact in people’s daily lives.
 - b. Pick one issue and go deep. Maybe your city has been pushing for more renewable energy—you can share a different link or resource each day about what the impacts are on funding for renewable energy in your area.
 - c. Use data, but contextualize it. What’s the story this data is telling? Don’t just share numbers; make it clear why this matters.
 - d. Look for news hooks that can draw people in, and connect these with impacts to your area or the long-term impacts people can expect to see.
 - e. Remember your audience. Who are you trying to reach, and why should they care?
2. Think about what “supporting elements” you want to include in your post. Links to supplemental resources are great, like blog posts and trackers from reputable sources. But you could also include personal photos. For example, you could write about the rollbacks for electric vehicle tax credits, include a photo of your last family road trip in your EV, and talk about what it means that others might not be able to afford a cleaner method of transportation without this funding.

Tagging

1. Tag your audience—followers or connections who you want to take action—and invite them to share with their own networks.
2. Tag other Science Network members you met on the Action Hour, to help amplify each other’s posts!
3. Tag UCS in your post on Bluesky and Instagram! We want to repost and share. (UCS is no longer active on X.)
 - a. Bluesky: [@ucs.org](https://bsky.app/profile/ucs.org)
 - b. Facebook: [Union of Concerned Scientists](https://www.facebook.com/UnionofConcernedScientists)
 - c. Instagram: [@unionofconcernedscientists](https://www.instagram.com/unionofconcernedscientists)
 - d. LinkedIn: [Union of Concerned Scientists](https://www.linkedin.com/company/unionofconcernedscientists) (Note: in order to tag on LinkedIn both profiles must follow each other.)
4. Before posting, double-check your spelling and grammar.

Issue-Specific Talking Points

Use these talking points to inform your posts on specific issues—but make sure you customize them using the best practices above!

Rolling back progress on a cleaner transportation system

- Drivers can save hundreds of dollars a year in reduced fuel and maintenance costs by switching to electric, but the upfront cost of electric cars and trucks can be a hurdle. Unfortunately, the Big Ugly Bill repealed clean vehicle tax credits, decreasing the accessibility of EVs.
- Lack of access to charging stations is cited as one of the most common barriers for drivers interested in switching to electric. Repealing this credit only benefitted the oil industry, at the expense of suppliers manufacturing the charging infrastructure, union workers installing and maintaining the chargers, and drivers and fleet operators looking to save money and clean the air by switching to electric.
- Fuel economy standards have saved consumers over \$5 trillion at the pump since their inception more than 50 years ago. No other federal policy has done more to reduce oil use. The Big Ugly Bill made the fuel economy standards impossible to enforce – leaving us vulnerable to global oil price shocks and setting us backward on the transition to a clean transportation future.
- The vehicles, vessels, and equipment that move freight create hot spots of some of the worst air quality in the country and contribute significantly to climate change. There is no safe level of soot to breathe, and despite making up a small fraction of vehicles on the road, heavy duty vehicles are disproportionately responsible for global warming emissions, soot and smog-forming pollution. The Big Ugly Bill clawed back Congressionally approved funds for grant programs that target these sources of pollution.

Additional resource: [Big and Backwards on Transportation: Three Things to Know About Congress's Reconciliation Bill](#)

Cutting clean energy in favor of fossil fuel companies

- It's a precarious time for the electricity system. Bills are soaring, aging power plants are retiring, an underinvested grid is faltering, and electricity demand is newly surging, particularly as a result of AI-driven data center buildouts.
- Wind, solar, and batteries, alongside investments in energy efficiency and grid infrastructure, are the country's best shot at easing electricity costs, lessening grid constraints, and boosting system reliability.
- The recently passed budget bill, however, makes numerous changes to US energy policy that will restrict access to—and increase the costs of—wind, solar, batteries, energy efficiency, and emerging clean technologies.

- These changes will raise electricity bills, cut hundreds of thousands of new good jobs, slash hundreds of billions of dollars in planned investments, increase heat-trapping emissions, and cede US leadership on clean energy research and innovation.
- The Big Ugly Bill also includes numerous hand-outs for fossil fuel interests, from cutting royalty rates to mandating lease sales to delaying methane pollution reduction programs, all of which threaten to fast-track more fossil fuel development.

Additional resource: [How the Trump Budget Bill Upends Energy Policies](#)

Cuts to food and nutrition programs

- The Supplemental Nutrition Assistance Program, also known as SNAP, is a federal nutrition program that helps more than 40 million Americans feed themselves and their families.
- The Big Ugly Bill cut SNAP drastically, by more than \$100 billion.
- Even worse, funding from the SNAP cut was used to help some of the wealthiest farmers in America by providing them with additional farm subsidies for certain crops.
- New restrictions and work requirements included in the Big Ugly Bill also make it harder for many current SNAP recipients to qualify for nutrition benefits.
- As a result of these changes in the bill, many SNAP recipients could potentially lose their SNAP benefits, which are essential to help them provide food for themselves and their families.

Additional resource: [What Does Trump's Budget Bill Mean for the Farm Bill?](#)

Increased defense spending—despite what the science says

- While the Big Ugly Bill cut funding from many priority programs, it also added a whopping \$25 billion for President Trump's Golden Dome, or what we call the Fool's Golden Dome.
- If you have seen anything about A House of Dynamite, the new Netflix movie premiering on Oct. 24, you may be aware a major plot line of the story is the failure of the current US anti-missile system to intercept a single incoming nuclear warhead launched at the United States.
- The WRONG conclusion to draw from that is that US needs a better missile defense!
- In fact, the US has spent hundreds and hundreds of billions of dollars on anti-missile systems over many decades, yet a recent report by the American Physical Society—a report conceived and co-chaired by our own Dr. Laura Grego—concluded that the ability of the current US system to stop **even one missile reliably** “has not been demonstrated.”
- Yet the Fool's Golden Dome is attempting something vastly beyond, to the point of being almost inconceivable, which is a perfect defense against any possible missile attack on the United States, no matter how many thousands of warheads are launched at the country.

- The science shows very clearly that such an anti-missile system is completely unrealistic.
- Worse yet, even attempting such a defense will cost literally trillions of dollars, dollars that could be far better spent on other priorities, where spending would be beneficial.
- And worst of all, that attempt to build an anti-missile system will create a huge incentive for potential adversaries—from Russia to China to North Korea—to ensure that they retain the ability to attack the United States, either by increasing the number of missiles they can launch or finding other ways to attack our country.
- Ironically, it will cost Russia or China dramatically less—at a ratio of 1 to 100 or more—to build more missiles than it is for the US to increase the size of any anti-missile system we build.
- In other words, these anti-missile systems create an arms race that the United States can actually lose.

Additional resource: [Golden Dome: A Science-based Assessment](#)

Undermining the scientific enterprise

- The Big Ugly Bill goes after large university endowments with new taxes, gives big breaks to private R&D through the tax code, and shifts priorities in ways that could make it harder for low- to moderate-income students—including many from underrepresented racial and ethnic minority communities—to build careers in science and public service research
- During Trump’s first term, the Union of Concerned Scientists tracked 207 attacks on science. But in this second term, the Trump administration has already racked up 506 documented attacks on science as of September 30. And at this pace, we may be looking at more than 600 by year’s end.
- That’s why the bipartisan Scientific Integrity Act is so critical. It would establish enforceable standards to protect federal scientists from political interference. It would guarantee that scientific findings are communicated honestly and that agencies can operate independently, free from retaliation or censorship.

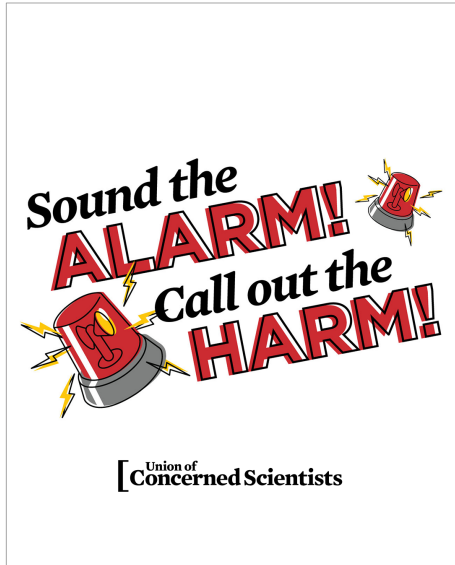
Additional resources:

- [Advancing the Scientific Integrity Act](#)
- [Science and Democracy Under Siege: Documenting Six Months of the Trump Administration’s Destructive Actions](#)

Graphics to Share on Social Media

Are you planning to post on your Instagram feed or stories? Here are three graphics you can download and share: [DOWNLOAD GRAPHICS HERE](#)

Graphic 1: Call Out the Harm



Graphic 2: Save Science Save Lives



Graphic 3: Evidence-Based Outrage



Additional Talking Points

Science needs you

- I'm sounding the alarm for science. America has led the world in groundbreaking discoveries because we funded public science for the public good. That is now all at risk of being lost, far faster than anyone imagined. Science is not a switch that can be flipped on or off. If we do not act now to alter our current trajectory it will undermine our prosperity, our democracy, and our children's futures for decades to come. You need science. Science needs you.

Additional resource: [Science Needs You \(video\)](#)

Data access

- In a public survey, 94% of respondents said they use scientific data at least weekly, but only 10% are concerned that cuts to federal support for science might impact their access to this information. This includes:
 - Weather forecasts and severe weather alerts
 - Nutritional information
 - Economic forecasting and information around inflation and job market trends
 - Public health information (food recalls, flu trends)
 - Air quality reports

Source: [New ASTC survey shows gaps between public support for science and understanding of how science is impacted by federal actions](#)

Additional resources:

- [Winners and losers in the One Big Beautiful Bill Act](#)
- [Take action: Science Needs You to Sound the Alarm](#)
- [Guidance on making a short-form video for social media](#): starting at 45:30.

Have questions? Want to let us know your posts are live? Email us at sciencenetwork@ucs.org. And thank you for helping to sound the alarm and call out the harm!