



Black Voters for Biden-Harris: Social Media Resources

Option 1: Sample Content

CTA: Share how President Biden and Vice President Harris are delivering for Black Americans and all that is at stake

Share your personal stories and reasons for supporting President Joe Biden and Vice President Kamala Harris, who have delivered for Black Americans by improving financial stability, working to make our communities safer, and advancing rights, freedoms, and inclusion. Over the past four years, the Biden-Harris administration has fought inflation and corporate greed, lowered health insurance premiums, capped insulin costs, and reduced Black child poverty. They've created millions of jobs, increased homeownership, canceled student debt, and supported Black entrepreneurs, all while building a diverse administration and appointing a record number of Black judges. Reelecting President Biden and Vice President Harris means continuing this progress and building a more equitable future for Black Americans.

It's a stark contrast with Donald Trump who was a disaster for Black America – he ran a racist campaign, implemented a racist agenda, and hurt Black people every chance he got as president. Years before he even ran for president, Trump falsely accused the Exonerated Five of murder, calling for the execution of five innocent Black and brown boys. Under Trump's presidency, Black unemployment rates skyrocketed, hundreds of thousands of Black Americans lost health insurance as Trump worked to repeal Obamacare, and the murder rate spiked by the most on record. Meanwhile, Trump's botched COVID-19 response disproportionately left Black Americans dead and Black-owned businesses shuttered. Now he's promising to do even more damage to Black families every chance he gets if he regains power, including pushing for more guns in our schools and on our streets, promising again to "terminate" the ACA, and pushing to bring back racist policies like stop and frisk.

Sample Graphics

- **Sample Copy:** From lowering health care premiums to capping the cost of insulin at \$35/month for seniors, Joe Biden and Kamala Harris are putting money back into the pockets of Black Americans.

- **Sample Copy:** In 2020, Joe Biden ran on a promise to invest in Black entrepreneurship to help build wealth – and he’s kept his promises, helping Black small business owners start businesses at the fastest rate in 30 years.
- **Sample Copy:** Joe Biden is fighting to make our communities safer. He’s passed major gun safety legislation, funded community violence intervention, and signed an executive order for accountable policing. Reelecting President Biden means continuing this progress.
- **Sample Copy:** Joe Biden is fighting for our rights and freedoms. He is fighting to restore the protections of *Roe v. Wade* and will never allow a national abortion ban to become law. He has signed executive orders establishing an ambitious equity and racial justice agenda. And he continues to fight for the John Lewis Voting Rights Advancement Act and the Freedom to Vote Act to combat racist voter suppression. A vote for President Biden is a vote for our rights, freedoms, and inclusion.
- **Sample Copy:** President Biden and Vice President Harris are champions for equity and justice, appointing a historic number of Black judges, building a diverse administration, and fighting for voting rights and reproductive freedom. Meanwhile, Trump wants to pull us back into the past and rip away our hard fought rights and freedoms. Let’s choose progress this November.
- **Sample Copy:** Thanks to President Biden and Vice President Harris’ leadership, we have created millions of jobs for Black Americans, lowered unemployment, and boosted homeownership. They’ve invested in HBCUs and Black entrepreneurs, relieved student debt, and worked to close the racial wealth gap. Trump sent Black unemployment and uninsured rates skyrocketing. The contrast is clear.
- **Sample Copy:** Donald Trump has already shown us who he is -- under Trump, 300,000 Black Americans lost health insurance and now he’s running on a platform to repeal the Affordable Care Act which would rip insurance coverage from over 3 million Black Americans.
- **Sample Copy:** While President Biden and Vice President Harris are focused on building Black wealth, Donald Trump wants to increase the racial wealth gap -- while in office his tax scam reinforced discrimination, his Supreme Court nominees stopped President Biden’s original student loan debt forgiveness plan and he shortchanged many Black-owned businesses that needed and deserved pandemic relief while he gave relief funds to large and well-connected companies.
- **Sample copy:** Donald Trump is dismantling our rights and freedoms. He has called for punishing women who have an abortion. Trump has attacked voting rights and

protections for Black Americans and incites political violence with his words and his actions.

Fact Sheets:

- [Black Americans](#)
- [Black Small Businesses](#)

Option 2: Download Reach

Use Reach to receive content to share on your platforms.

Scan the QR Code to download the Reach app.

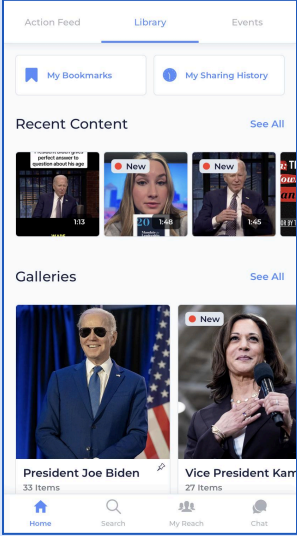
Apple: 

Android: 

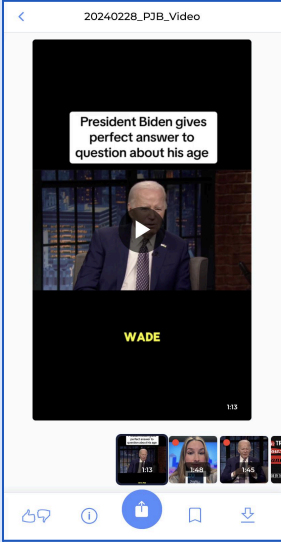
Enter the DNC Campaign Code in the app and tap Join.

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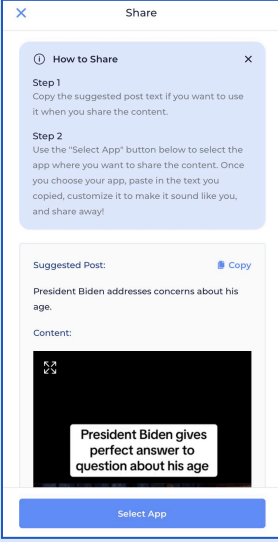
Tap 'Library' and scroll through 'Recent Content'.



Select the content you want to share.



Tap 'Select App' to choose where you want to share content.



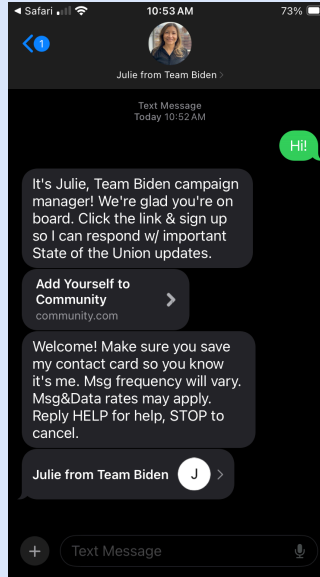
Option 3: Text Updates

Join our SMS community and receive real-time updates from campaign manager Julie Chavez Rodriguez, and share content!

Scan the QR Code



Enter your information to join our Community list using the link Julie shares.



We'll text you with the latest updates from the campaign.

Share the content to your phone and share on social media or with other people you know via text.

When you've shared, reply to the text thread with Julie to let us know by texting "Shared"

By providing your mobile phone number you consent to receive recurring automated text messages from Biden for President. Message & Data Rates May Apply. Text HELP for Info. Text STOP to opt out. No purchase necessary. Privacy policy: <https://joebiden.com/privacy-policy/>.

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