

CSAC DIGITAL TOOLKIT



May Revision of the 2024-25 State Budget

Budgets are a statement of our state's values and are the most significant policy vehicle that the governor and legislature take up each year. We've put together a social media toolkit with sample posts and graphics that underscore the vital role counties play in maintaining and delivering core services. We are stronger together and by making our collective voices heard during the coming weeks we can help craft a budget that works for ALL Californians.

How I Can Help:

- Copy and paste the suggested social media posts, or develop your own customized posts to share out the content.
- Add the **#CABudget** hashtag to your social media posts, and engage with the CSAC account via your personal or county accounts.
- Follow CSAC on [Facebook](#), [X \(formerly Twitter\)](#), and [Instagram](#) and share our content; be sure to use the **#CABudget** hashtag!

Sample Social Media Posts:

Post 1:

Californians rely on counties for a broad array of services, from public health and safety to infrastructure and waste management. We must find a path forward to a prudent and realistic #CABudget that does not eviscerate critical county services.



Post 2:

County leaders know the importance of prioritizing critical services, especially in challenging times. With a significant budget shortfall ahead, it's crucial to maintain the social safety net, public safety, infrastructure, and disaster response. #CABudget



Sample Social Media Posts (cont.):

Post 3:

California's 58 counties have unique needs and challenges. Providing them with funding and flexibility is key to ensuring the success of statewide programs. Let's work together to shape a budget that works for all Californians. #CABudget



Post 4:

Counties are the frontline providers of vital services, from maintaining roads to ensuring public health. As the state faces budget challenges, it's imperative to support local leaders in making tough decisions while safeguarding essential programs. #CABudget

