



IT'S FAST. IT'S SAFE. IT'S FREE.



IRS.gov

Free File Content Calendar

Incorporate these social media posts, tweets and messages into your social media channels as you engage with the public this tax season. These messages can also be easily incorporated into W-2 and payroll statements for your employees.

General Messages (Evergreen)

- Do your federal taxes with IRS Free File: Free brand-name software plus secure e-filing. Explore your options at www.IRS.gov/freefile.
- Let IRS Free File do the hard work for you this tax season; free brand-name software and secure e-filing at www.IRS.gov/freefile.

Prior to January 2012 (Nov/Dec/Jan)

Twitter or Facebook;

- Looking for tax preparation options? Everyone can use IRS Free File! It's fast, safe and free. www.IRS.gov/freefile
- IRS Free File is available in January! Prepare and file your taxes the fast, safe and free way: www.IRS.gov/freefile

Beginning in January 2012

Twitter or Facebook

- Everyone can use IRS Free File. Which service is right for you: simple tax preparation software or fillable forms? www.IRS.gov/freefile
- Why wait to prepare and file your federal taxes? IRS Free File is fast, safe and free, plus it's available 24/7. www.IRS.gov/freefile
- Get your tax refund in as few as 10 days when you e-file using IRS Free File and select direct deposit. www.IRS.gov/freefile
- Tell your family and friends about IRS Free File, the fast, safe and free way to prepare and file taxes. www.IRS.gov/freefile

February 2012 Content

Twitter or Facebook

- File your tax return electronically with IRS Free File. It's fast, safe and free. Get started www.IRS.gov/freefile



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- You don't have to be a math whiz to do your taxes. IRS Free File does all the hard work for you for free. Get started now: www.irs.gov/freefile
- Prepare and file your taxes at your convenience. IRS Free File is available 24 hours a day, 7 days a week. www.irs.gov/freefile
- If you prepare your taxes yourself, you can still use IRS Free File. Learn more about Free File Fillable Forms at www.irs.gov/freefile

March 2012 Content

Twitter or Facebook

- Prepare and e-file your taxes with Free File. It does all the hard work for you. Get started: www.irs.gov/freefile
- It's easy to Free File. The fast, safe and free way to prepare and file your taxes. Get started: www.irs.gov/freefile

April 2012 Content (1st – 17th)

Twitter or Facebook

- The clock is ticking down to April 17. Prepare and file your taxes for free with IRS Free File. Get started at www.irs.gov/freefile
- Need more time to prepare your tax return? Several companies allow you to e-file Form 4868 through Free File. www.irs.gov/freefile
- April 17 is Tax Day. Prepare and file your tax return with IRS Free File now! It's fast, safe and free. www.irs.gov/freefile

For people who filed for time extensions:

April 2012 Content (after 17th)

Twitter or Facebook

- You got an extension to file your tax return. Now what? Prepare and e-file your return for free with Free File. www.irs.gov/freefile
- Filed an extension? Prepare your tax return and e-file with Free File. It's fast, safe, free and available 24/7. www.irs.gov/freefile