**CAC Digital Guidance – State of the Union**

**Suggested Hashtag:** #StateofPollution

**GENERAL SOTU**

**TP:** What’s the state of the union? Thanks to the president and his corrupt cabinet, it’s polluted.

**TWITTER:**

* What's the state of the union? Thanks to @realDonaldTrump and his #DirtyDeputies, it's polluted. #StateofPollution #SOTU
* State of the Union? The only thing @realDonaldTrump is delivering the American people is a #StateofPollution. #SOTU
* @realDonaldTrump’s toxic agenda is threatening the health of families across the country. #StateofPollution #SOTU
* @realDonaldTrump’s first year was focused on giving rich corporate executives whatever they want while jeopardizing our health. #StateofPollution #SOTU

 **FACEBOOK:**

* What’s the state of the union? Thanks to [TAG] Donald J. Trump and his #DirtyDeputies, it’s polluted. #StateofPollution
* [TAG] Donald J. Trump’s toxic agenda is threatening the health of families across the country. #StateofPollution #SOTU
* [TAG] Donald J. Trump’s first year was focused on giving rich corporate executives whatever they want while jeopardizing our health. #StateofPollution #SOTU

**ATTACKS ON EPA**

**TP:** The Trump administration systematically crippled EPA’s enforcement abilities while dismantling health protections that save lives and combat climate change.

**TWITTER:**

* In the last year, @EPA’s enforcement rate has gone down by a THIRD. @realDonaldTrump’s administration isn’t holding polluter accountable. #StateOfPollution #SOTU
* The @EPA itself reports that the #CleanPowerPlan will save THOUSANDS of lives, but the @realDonaldTrump administration is trying to repeal it. #StateOfPollution #SOTU
* @realDonaldTrump has rolled back protections on everything from pesticides on food to pollution from power plants to toxins in our drinking water. #StateOfPollution #SOTU
* @EPAScottPruitt’s plan to repeal and replace the #CleanPowerPlan could actually \*increase\* pollution. He’s putting our health at risk. #StateOfPollution #SOTU
* #CleanerCars standards are good for our health AND our wallets, but the @realDonaldTrump administration is trying to roll them back. #StateOfPollution #SOTU
* @realDonaldTrump’s reckless decision to stall standards that #CutMethane is dangerous to our health and our economy. #StateOfPollution #SOTU
* The @EPA is under attack. @realDonaldTrump and @EPAScottPruitt want to gut the agency and decimate its ability to protect us from toxic pollution. #StateOfPollution #SOTU
* @realDonaldTrump and @EPAScottPruitt’s attacks on the @EPA are dangerous for the health of [STATE] families. #StateOfPollution #SOTU

**FACEBOOK:**

* The [TAG] Environmental Protection Agency is under attack. In the last year, the Trump administration has moved to repeal the #CleanPowerPlan, undermined #CleanerCars standards, and rolled back protections on everything from toxic pesticides on food to power plant pollution. #StateOfPollution
* [TAG] President Donald Trump and [TAG] Administrator Scott Pruitt want to gut the [TAG] Environmental Protection Agency and decimate its ability to protect us from toxic pollution. #StateOfPollution
* #CleanerCars standards are good for our health AND our wallets, but [TAG] Donald J. Trump’s administration is trying to roll them back. #StateOfPollution #SOTU
* [TAG] Donald J. Trump’s reckless decision to stall standards that #CutMethane is dangerous to our health and our economy. #StateOfPollution #SOTU

**REG REFORM**

**TP:** The president is wrong – destroying health and climate protections is not deregulation. It’s dangerous. [STATE] deserves better.

**TWITTER:**

* @realDonaldTrump is wrong--destroying health and climate protections isn’t deregulation, it’s dangerous. [STATE] deserves better. #StateOfPollution
* @realDonaldTrump and his #DirtyDeputies have all but rolled out a red carpet for polluters. From corporate tax cuts to attacks on clean air standards, the Trump administration has made it clear that the people don’t come first. #StateOfPollution
* @SecretaryPerry’s proposal of a massive giveaway to coal companies hit a brick wall. The #PerryTax wasn’t deregulation, it was the Trump administration’s move to rig the system for corporate polluters. #StateOfPollution
* “Removing red tape”? More like rolling out a red carpet. The @realDonaldTrump administration is trying to rig the system for big donors and corporate polluters. #StateOfPollution

**FACEBOOK:**

* “Removing red tape”? More like rolling out a red carpet. From corporate tax cuts to attacks on clean air standards, the [TAG] President Donald Trump administration is working hard to rig the system for big donors and industry polluters. #StateOfPollution
* [TAG] Secretary Rick Perry’s proposal of a massive giveaway to coal companies hit a brick wall. The #PerryTax wasn’t deregulation, it was the Trump administration’s move to rig the system to put corporate polluters over the American people. #StateOfPollution

**HEALTH**

**TP:** No one is safe from Trump’s relentless efforts to rig the system for corporate polluters. Not the [INSERT NUMBER] of [STATE DEMONYM e.g. Coloradans] who suffer from asthma. Not Latino and African-American children, who face disproportionate harm from power plant pollution and who are significantly more likely to die from asthma than white children.

**TWITTER:**

* .@realDonaldTrump’s toxic agenda is threatening the health of families across the country. #StateOfPollution #SOTU
* .@realdonaldtrump is selling out our health for corporate interests & campaign donors. His attacks on the #CleanPowerPlan alone could result in up to 4,500 premature deaths and 90,000 asthma attacks in children PER YEAR by 2030. #StateOfPollution #SOTU
* No one is safe from @realdonaldtrump’s relentless efforts to rig the system for corporate polluters, especially not the [INSERT NUMBER] of [STATE DEMONYMS] who suffer from asthma. #StateOfPollution #SOTU
* Black & Latinx kids face disproportionate harm from power plant pollution. @realdonaldtrump’s relentless efforts to rig the system for corporate polluters puts them at risk. #StateOfPollution #SOTU
* Black kids are TEN TIMES more likely to die from asthma than white kids. @realdonaldtrump’s relentless efforts to rig the system for corporate polluters puts them at risk. #StateOfPollution #SOTU

**FACEBOOK:**

* [TAG] President Donald Trump is selling out our health for corporate interests and campaign donors. His attacks on the #CleanPowerPlan alone could result in up to 4,500 premature deaths, 90,000 asthma attacks in children, and 300,000 missed work and school days PER YEAR by 2030. #StateOfPollution #SOTU
* No one is safe from [TAG] President Donald Trump’s relentless efforts to rig the system for corporate polluters, especially not the [INSERT NUMBER] of [STATE DEMONYMS] who suffer from asthma. #StateOfPollution #SOTU
* No one is safe from [TAG] President Donald Trump’s relentless efforts to rig the system for corporate polluters, especially not Latinx and African-American children, who face disproportionate harm from power plant pollution and who are significantly more likely to die from asthma than white children. #StateOfPollution #SOTU
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**MINING**

**TP:** Not even the president’s most ardent supporters are safe from his policies.

**TWITTER:**

* @realDonaldTrump promised to support coal miners… but he’s actually planning to repeal a bill that protects them from black lung disease. 🤔🤔🤔 #StateofPollution #SOTU <http://bit.ly/2AFfm47>
* Since @realDonaldTrump took office, hiring in the coal industry has remained relatively flat - but coal miner deaths have nearly doubled since 2016. #StateofPollution #SOTU <http://bit.ly/2lHS3RF>
* @realDonaldTrump promised to restore coal country - but he’s trying to repeal a bill that protects miners. #StateofPollution #SOTU <http://bit.ly/2AFfm47>

**FACEBOOK:**

* [TAG] Donald J. Trump promised to support coal miners… but he’s actually planning to repeal a bill that protects them from black lung disease. 🤔🤔🤔 #StateofPollution #SOTU <http://bit.ly/2AFfm47>
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**INFRASTRUCTURE**

**TP:** Next, the president has promised action on infrastructure. Sadly, he seems ready to break his promise again and put corporate interests over the public’s wellbeing.

**TWITTER:**

* @EPAScottPruitt and @realdonaldtrump want to gut safety and quality standards for federal infrastructure to benefit big polluters. Unacceptable. #InfrastructureScam #StateofPollution
* .@realdonaldtrump forgot he and @EPAScottPruitt axed a commonsense rule to protect infrastructure from flooding - right before TX, FL, and PR endured severe flooding it could have prevented. Time to remind him. #SOTU #StateofPollution
* Newsflash, @realdonaldtrump: We can build and modernize America’s infrastructure while also maintaining environmental protections for air, water, wildlife, and natural places. #InfrastructureScam #StateofPollution
* Hey, @realdonaldtrump - any new government-funded construction must follow the president’s earlier promise to the American people – to protect our health and environment. #InfrastructureScam #StateofPollution

**FACEBOOK:**

* Newsflash, [TAG] President Donald Trump: We can build and modernize America’s infrastructure while also maintaining environmental protections for air, water, wildlife, and natural places. #InfrastructureScam #StateofPollution
* Hey, [TAG] President Donald Trump - any new government-funded construction must follow the president’s earlier promise to the American people – to protect our health and environment. #InfrastructureScam #StateofPollution
* #PollutingPruitt and [TAG] President Donald Trump want to lower safety and quality standards for federal infrastructure to benefit big polluters. Unacceptable. #InfrastructureScam #StateOfPollution