ALICE IN THE CROSSCURRENTS 2024 UPDATE  
SOCIAL MEDIA TEMPLATES FOR UPDATE LAUNCH

May 22

A group of people holding umbrellas

Description automatically generated  
ALT TEXT: A crowd of people with umbrellas walks across the street on a rainy day. While image is black and white, some umbrellas are bright yellow. Text reads: 2024 Update, ALICE in the Crosscurrents, An Update on Financial Hardship in Texas.

**Facebook/Instagram/LinkedIn Post**

[**LINK TO GRAPHIC**](https://www.canva.com/design/DAGEqL4Eoao/RdaRFeh8q25dVthlJq9QFw/view?utm_content=DAGEqL4Eoao&utm_campaign=designshare&utm_medium=link&utm_source=publishsharelink&mode=preview)

Following a 2021 that saw ALICE (Asset Limited, Income Constrained, Employed) caught in the crosscurrents of higher wages and costs, diminishing public supports, and other economic forces, what did 2022 bring for these families living paycheck to paycheck? Dive in with #UnitedForALICE for “ALICE in the Crosscurrents: An Update on Financial Hardship in Texas,” with findings from #oneyearlater and trends emerging over time.

Read the Update: UnitedForALICE.org/Texas #ALICE2024 #economy #poverty #workingpoor

**X Post**

#Oneyearlater, ALICE's journey continues. How has financial hardship shifted? Learn more in our new release: "ALICE in the Crosscurrents: An Update on Financial Hardship in (State).” UnitedForALICE.org/State Stay tuned for insights! #ALICE2024

May 23

A person in an apron pouring liquid into a machine

Description automatically generated  
ALT TEXT: A food stand worker smiles and prepares to serve a customer. Text reads: 149,570 more struggling households in Texas, #ALICE2024

**Facebook/Instagram/LinkedIn Post**

[**LINK TO GRAPHIC**](https://www.canva.com/design/DAGEqA_wmJQ/8HBzCnJQZxAZBb3hAxauFA/view?utm_content=DAGEqA_wmJQ&utm_campaign=designshare&utm_medium=link&utm_source=publishsharelink&mode=preview)

#MemorialDay weekend is almost here. ALICE will be working hard to kick off the summer – even as they continue to be priced out of survival. “ALICE in the Crosscurrents: An Update on Financial Hardship in Texas” shows that while wages for the lowest paid jobs have risen across the country at the fastest rate in four decades, the number of struggling households in Texas grew by nearly 150,000 from 2021 to 2022. The result: 43% of households statewide are living paycheck to paycheck as of 2022.

Explore the new #UnitedForALICE data: UnitedForALICE.org/Texas #ALICE2024 #Oneyearlater #economy #workingpoor #poverty

**X Post**

New #UnitedForALICE data alert! More than/Nearly XXX,XXX more households in (State) faced financial hardship from 2021 to 2022. Despite higher wages, XX% still lived paycheck to paycheck. Explore the reality behind the numbers at UnitedForALICE.org/State #ALICE2024

May 28  
A person holding a baby in a grocery store

Description automatically generated OR A shopping cart in a store

Description automatically generated  
ALT TEXT: A parent holds an infant while examining the price of an item at the grocery store. On a blue overlay, text reads: “I’m trying to give my child the proper meals and it’s very costly. The price of food has skyrocketed,” #ALICE2024

**OR**

A shopping cart stands in the middle of a grocery store aisle. On a red overlay, text reads: “I’m trying to give my child the proper meals and it’s very costly. The price of food has skyrocketed,” #ALICE2024

**Facebook/Instagram/LinkedIn Post**

[**LINK TO BOTH GRAPHICS**](https://www.canva.com/design/DAGEqPVDIl4/k58959kT-6jNnH36bEHk6Q/view?utm_content=DAGEqPVDIl4&utm_campaign=designshare&utm_medium=link&utm_source=publishsharelink&mode=preview)

Per #UnitedForALICE’s new data, the number of struggling families in Texas grew from 2021 to 2022 despite bigger paychecks. Why?

As wages went up, so too did costs – making it nearly impossible for ALICE to keep pace. For a family of four with an infant and a preschooler, the costs of basics in Texas, without tax credits, rose from $75,000 in 2021 to $78,012 #oneyearlater.

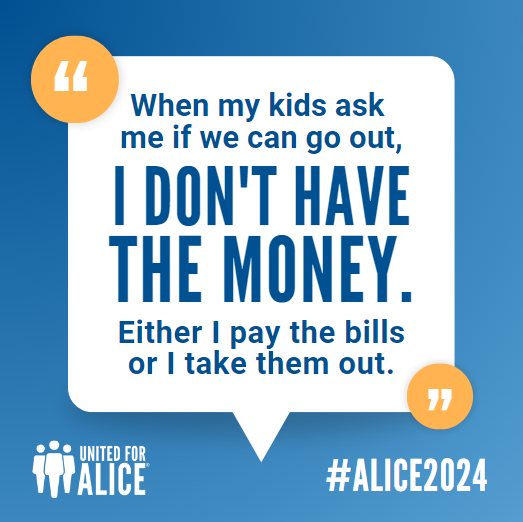
Compounding the issue in 2022 was the loss of up to $15,000 in federal child tax credits and stimulus payments that this family had access to in 2021. Read the Update: UnitedForALICE.org/Texas #ALICE2024 #economy #poverty #inflation #workingpoor

**X Post**

New data from #UnitedForALICE: In (State), more families are struggling despite higher wages. Why? Rising costs outpace paychecks, with basic living expenses for a family of four (sans tax credits) jumping from $XX,XXX to $XX,XXX from 2021-2022. UnitedForALICE.org/State #ALICE2024

May 29

A person and person with children

Description automatically generated OR   
ALT TEXT: A family gathers around a kitchen table and looks over their bills. On a blue overlay, text reads: “When my kids ask me if we can go out, I don’t have the money. Either I pay the bills or I take them out,” #ALICE2024

**OR**

On a blue background, a speech balloon reads: “When my kids ask me if we can go out, I don’t have the money. Either I pay the bills or I take them out,” #ALICE2024

**Facebook/Instagram/LinkedIn Post**

[**LINK TO BOTH GRAPHICS**](https://www.canva.com/design/DAGEqMi-NYU/2gO7phQTzgrWzA8mifaUYQ/view?utm_content=DAGEqMi-NYU&utm_campaign=designshare&utm_medium=link&utm_source=publishsharelink&mode=preview)

#UnitedForALICE’s new data on hardship for 2021 to 2022 is consistent with an unsettling trend that has spanned more than a decade.

In Texas, from 2010 – the end of the Great Recession – to 2022:

🏠 The total number of households in Texas rose by 26%...

🏠 Households in #poverty increased by 9%...

🏠 …And the number of ALICE households grew by 38%

Read the Update to see the trend line and to learn more: UnitedForALICE.org/Texas #ALICE2024 #economy #workingpoor

**X Post**

Dive into the reality behind the numbers. #UnitedForALICE's latest data reveals a decade-long trend of hardship in our state. ALICE households have increased steadily/been stubbornly high from the end of the Great Recession to 2022. Read more: UnitedForALICE.org/State #ALICE2024

May 30

An elderly couple looking at a paper

Description automatically generated  
ALT TEXT: An elderly couple sits on a chair in their living room and examines a bill. Text reads: Age 65+ in (State), XX% increase in struggling households, 2010-2022, #ALICE2024

**Facebook/Instagram/LinkedIn Post**

[**LINK TO GRAPHIC**](https://www.canva.com/design/DAGEqHfLEpY/RZo_SjA5TcTUBSLHFNuuHQ/view?utm_content=DAGEqHfLEpY&utm_campaign=designshare&utm_medium=link&utm_source=publishsharelink&mode=preview)

May is #OlderAmericansMonth – and the latest data from #UnitedForALICE shows us that from 2010 to 2022, people age 65 and over made up the fastest-growing age group in Texas. It’s also the group with the largest increase – 57% – in the number of households struggling to make ends meet.

Dig into the data for more details about this age group and other ALICE demographics: UnitedForALICE.org/Texas #ALICE2024 #OAM2024 #PoweredByConnection #economy #poverty #workingpoor

**X Post**

This #OlderAmericansMonth, startling new #UnitedForALICE data reveals a XX% surge in struggling (State abbreviation) households led by people age 65+, from 2010-2022. Explore the facts: UnitedForALICE.org/State #ALICE2024 #OAM2024 #PoweredByConnection

May 31

A white square speech bubble with blue and orange text

Description automatically generated  
ALT TEXT: On a blue background, a speech balloon reads: “I just want to make a better life for myself, but of course I have to start with stability. I want stability more than anything,” #ALICE2024

**Facebook/Instagram/LinkedIn Post**

[**LINK TO GRAPHIC**](https://www.canva.com/design/DAGEqd_CdIQ/693wMwDRzXUIGmPyB8fO-A/view?utm_content=DAGEqd_CdIQ&utm_campaign=designshare&utm_medium=link&utm_source=publishsharelink&mode=preview)

The latest #UnitedForALICE research for Texas shows us that even an increase in ALICE wages has proven to be no match for the rising costs of basics, the loss of pandemic supports, and a decade of steadily falling behind.

So what can you do to help?

✅ Visit UnitedForALICE.org/Texas to read the new Update and dig into the interactive dashboards

✅ Share these posts and spread the word about ALICE workers and families. Bring ALICE into the conversation, and help raise awareness of families earning above the poverty level but less than the costs of basics.

#ALICE2024 #economy #poverty #workingpoor

**X Post**

Despite higher wages, ALICE families are still caught in the economic crosscurrents. How can you help? Explore the latest data & be part of the solution.

✅ Visit UnitedForALICE.org/State

✅ Share & raise awareness

#ALICE2024

June 3

A group of people holding umbrellas

Description automatically generated  
ALT TEXT: A crowd of people with umbrellas walks across the street on a rainy day. While image is black and white, some umbrellas are bright yellow. Text on a bright orange background reads: Are you ALICE? Share your story at ALICEvoices.org, #ALICEvoices

**Facebook/Instagram/LinkedIn Post**

[**LINK TO GRAPHIC**](https://www.canva.com/design/DAGEqcMCPXY/1dEVEg1KgAKn2RcdGZ5iPg/view?utm_content=DAGEqcMCPXY&utm_campaign=designshare&utm_medium=link&utm_source=publishsharelink&mode=preview)

Are you ALICE, struggling to make ends meet yet often earning too much to qualify for assistance? If so, we invite you to share your story to help drive meaningful change for ALICE workers and families. Record a voice message at ALICEvoices.org. #ALICEvoices #ALICE2024 #UnitedForALICE

**X Post**

Are you ALICE, struggling to make ends meet yet often earning too much to qualify for assistance? If so, we invite you to share your story to help drive change. Record a voice message at ALICEvoices.org. #ALICEvoices #ALICE2024 #UnitedForALICE