



**WE PAY THE
TARIFFS**

WE PAY THE TARIFFS SOCIAL TOOL KIT

MAY 2025

WE PAY THE TARIFFS BACKGROUND

We Pay the Tariffs is a new coalition launched to help small businesses navigate these uncertain times, raise awareness about the devastating impacts of the 2025 tariff proposals, and protect the interests of small businesses.

Our coalition will advocate for the needs of small businesses and push back against the implementation of tariffs. We Pay the Tariffs is committed to lobbying efforts, sharing real-life stories of impacted businesses, and engaging with congressional leaders to oppose harmful tariff policies.

We are organizing a lobby day on June 25th for impacted small businesses to come to Washington D.C. to meet with their lawmakers.

www.wepaythetariffs.com

INSTRUCTIONS FOR SMALL BUSINESSES

1. **Click an image** or see **this folder** to view and download graphics.
2. Personalize these posts with your specific numbers, experiences, and images
3. Tag #WePayTheTariffs on the platform you're using
4. Include your own industry-specific hashtags alongside our campaign hashtags
5. Post consistently leading up to the June 25th Lobby Day
6. Engage with comments to build awareness and momentum
7. Share posts from other coalition members to strengthen our collective voice

Always include the website link (WePayTheTariffs.com) in your posts to drive letter sign-ups and Lobby Day registrations.

Thank you for helping spread the word and fighting for small businesses across America!

www.wepaythetariffs.com



Countdown Social Copy

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- JUST [X] DAYS until small business owners from across America converge on Washington for the We Pay The Tariffs Lobby Day. I'll be there fighting for my business and yours. Will you join us on June 25th? Sign the letter and register today: WePayTheTariffs.com #LobbyDay2025 #SmallBizDC #WePayTheTariffs
- JUST [X] DAYS until small biz owners from across the U.S. head to D.C. for We Pay The Tariffs Lobby Day. I'll be there fighting for my business—and yours. Join us June 25. Sign + register: WePayTheTariffs.com #LobbyDay2025 #WePayTheTariffs #SmallBizDC

18



19

25

JUNE 25TH

26

WASHINGTON D.C.

*Meet lawmakers and
share how tariffs are
threatening my
business*

**SAVE
THE
DATE**

1

Save The Date Social Copy

- MARK YOUR CALENDAR: On June 25th, I'm going to Washington D.C. with We Pay The Tariffs to meet lawmakers and share how tariffs are threatening my business and employees. Join me and hundreds of other small business owners as we make our voices heard. Learn more and sign up at WePayTheTariffs.com. #LobbyDay2025 #SmallBizDC #WePayTheTariffs
- On June 25, I'm going to D.C. with We Pay The Tariffs to tell lawmakers how tariffs hurt my business. Join me and other small biz owners at WePayTheTariffs.com. #LobbyDay2025 #WePayTheTariffs #SmallBizDC



Instagram/Facebook Social Copy

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- If you support small businesses, please SHARE this post. The more people who know about the devastating impact of these tariffs, the stronger our voice becomes. I've joined thousands of other business owners at We Pay The Tariffs to fight for our future. Learn more and sign our letter to lawmakers: WePayTheTariffs.com
- For [X] years, I've poured my heart and soul into building this business. Now, the 2025 tariff policies threaten to undo all that hard work in a matter of months. I refuse to stand by silently. That's why I've joined @WePayTheTariffs. Stand with me and thousands of other small business owners: WePayTheTariffs.com
- Let's be clear: There is NO "free tariff money" from foreign countries. WE pay these costs—American businesses and American consumers. These tariffs are threatening my business and countless others across the country. Get the facts and join our fight at WePayTheTariffs.com. Sign our letter to lawmakers today.
- I'm proud to join hundreds of other of small businesses in the We Pay The Tariffs coalition. Together, we're stronger. Together, we can make change happen. If you own or work for a small business affected by tariffs, join us by signing the letter at WePayTheTariffs.com. Our livelihoods depend on it.



LinkedIn Social Copy

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- On June 25, I'm heading to Washington, D.C. with We Pay The Tariffs to speak directly to lawmakers about how tariffs are threatening my business, my team, and my bottom line.
Small business owners like me are tired of being the ones who pay for failed trade policies. If you're ready to stand up and be heard, join us.
➡ Sign the letter and register: WePayTheTariffs.com
#LobbyDay2025 #SmallBizVoices #WePayTheTariffs
- Tariffs aren't just a policy debate—they're a daily reality for small business owners. They raise costs, shrink margins, and put jobs at risk.
That's why I'm joining hundreds of others in D.C. on June 25 for We Pay The Tariffs Lobby Day. We're taking our message directly to Congress: Small businesses deserve trade policies that work for us, not against us.
Want to be part of the movement? Learn more and sign up at WePayTheTariffs.com.
#WePayTheTariffs #SmallBizDC #LobbyDay2025

X Social Copy

[Click here to Download Graphics](#)

- If you support small businesses, share this: tariffs are crushing us, and I've joined We Pay The Tariffs to fight back. Help us send a message to Congress: WePayTheTariffs.com #WePayTheTariff #SupportSmallBusiness
- I've poured my heart into this business for [X] years, and now 2025 tariff policies could undo it all. I joined We Pay The Tariffs to fight for our future. Stand with us: WePayTheTariffs.com #WePayTheTariff #SmallBiz
- Tariffs aren't just taxes on imports, they're taxes on businesses like mine. Every time tariffs rise, it's us paying the price. Help us fight back: 🖊️ WePayTheTariffs.com #WePayTheTariff #SupportSmallBusiness
- I'm proud to stand with small businesses in the We Pay The Tariffs coalition. If tariffs are hurting your business too, join us and sign the letter to lawmakers: WePayTheTariffs.com #WePayTheTariff #SmallBusinessVoices



SAVE SMALL



**WE PAY THE
TARIFFS**

BIZ

JOIN THE FIGHT

WWW.WEPAYTHETARIFFS.COM



TARIFFS ARE TAXES. AND SMALL BUSINESSES FOOT THE BILL.

*LET'S DO SOMETHING
ABOUT IT*

Speak out and join to protect your small business from tariffs.

www.wepaythetariffs.com

**WHO'S REALLY
PAYING FOR THESE
TARIFFS?**



**FOREIGN
COUNTRIES**

**WE PAY THE
TARIFFS**

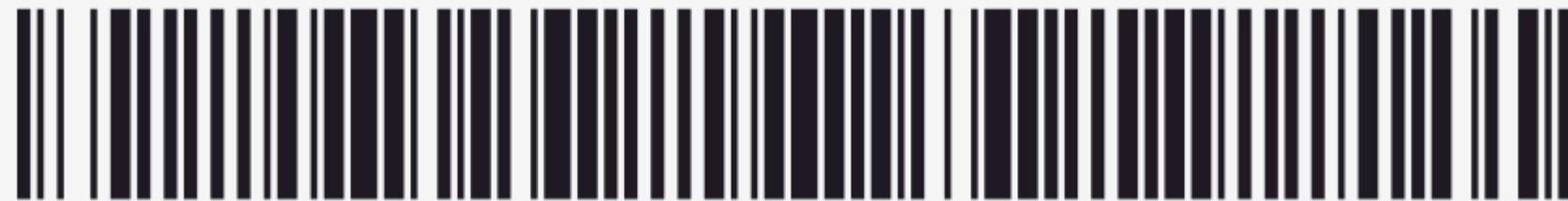
**SMALL
BIZ
AT
HOME**



Pre-tariff price.....\$32.28
Tariff Adjustment.....\$46.81
Total.....\$79.09

YOU PAID FOR IT. SHARE YOUR STORY.

Affected by tariffs? Share your story and join the coalition.



www.wepaythetariffs.com

**WE PAY THE
TARIFFS**



25

JUNE 25TH

WASHINGTON D.C.

*Meet lawmakers and
share how tariffs are
threatening my business*

1

26

**SAVE
THE
DATE**

WE PAY THE
TARIFFS

I'M STANDING UP FOR MY SMALL BUSINESS IN

6/25

1

DAY

WASHINGTON
D.C.

PROTECT YOUR BUSINESS AT LINK IN BIO

WE PAY THE
TARIFFS

I'M STANDING UP FOR MY SMALL BUSINESS IN

6/25

5

DAYS

WASHINGTON
D.C.

PROTECT YOUR BUSINESS AT LINK IN BIO

WE PAY THE
TARIFFS

I'M STANDING UP FOR MY SMALL BUSINESS IN

6/25

10

DAYS

WASHINGTON
D.C.

PROTECT YOUR BUSINESS AT LINK IN BIO

WE PAY THE
TARIFFS

I'M STANDING UP FOR MY SMALL BUSINESS IN

6/25

30

DAYS

WASHINGTON
D.C.

PROTECT YOUR BUSINESS AT LINK IN BIO