



As valued stakeholders in our community, you are keenly aware of the policy changes that need to happen to mitigate the benefits cliff. But that doesn't mean everyone in your network has the same level of understanding.

To help spread awareness about detrimental benefits cliff policies, the Buffalo Niagara Partnership has crafted social media posts for employers, workforce entities and community-based organizations that will amplify this message across the Buffalo Niagara region and New York State.

Below, you will find two versions of each social post. One includes a call to action to encourage others to join our efforts to mitigate the benefits cliff. The other is a direct message to policymakers, calling on them to support these policy changes.

In addition to the words below are four graphics, which define our four policy recommendations. These can be downloaded:

[Image 1](#)

[Image 2](#)

[Image 3](#)

[Image 4](#)

Once you've found the social media post that you or your organization most closely aligns with, all you have to do is copy, paste and post on LinkedIn, Facebook and/or Twitter along with all four of the graphics.

- Post hashtags:
 - #WhenMoreMeansLess
 - #BenefitsCliff
- Social Media Accounts to Note
 - Gov. Hochul
 - <https://www.facebook.com/govkathyhochul>
 - <https://x.com/govkathyhochul>
 - Senate
 - <https://www.facebook.com/NYsenate/>
 - <https://x.com/nysenate>
 - Assembly
 - <https://www.facebook.com/NYSAssemblyMajority>



- https://x.com/NYSA_Majority

[SOCIAL COPY]

For employers – join us

There are about 90,000 people throughout the region who are working at the benefits cliff, forcing them to turn down jobs or promotions due to the resulting threat of being denied assistance from social support programs.

Despite what would be increased pay, this sudden loss of support amounts to a drastic decrease in overall earnings, which is among the reasons why employers like us are losing out on recruiting or growing our teams.

Join us in our fight for needed policy reform when it comes to the benefits cliff.

The Buffalo Niagara Partnership’s Employ Community Coalition recently facilitated a Benefits Cliff Policy Mitigation Convening to discuss impactful policy solutions that would create sustainable pathways to economic mobility for vulnerable populations across the state.

We believe that these data-based recommendations would encourage career advancement and stability without the fear of immediately losing crucial benefits, because our employees should not be forced to make an unfair choice between advancing their career or doing what’s best for their family in the here and now.

#WhenMoreMeansLess #BenefitsCliff

For employers – to policymakers

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We need Gov. Kathy Hochul, the New York State Senate and the New York State Assembly to make benefits cliff policy reform a priority in the upcoming legislative session.



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