

Employee Retention Credit Social Media Toolkit

U.S. Department of the Treasury

What is the Employee Retention Credit?

The ERC is a tax credit for businesses that keep employees on payroll. It was expanded in the wake of the COVID-19 crisis to make it more possible for businesses of all sizes to retain employees throughout economic shutdowns and other business shocks related to the pandemic, and support employees who work in sectors made precarious by the pandemic.

For 2020, the Employee Retention Credit (ERC) is a tax credit against certain payroll taxes, including an employer's share of social security taxes for wages paid between March 12, 2020 and December 31, 2020. The tax credit is 50% of the wages paid up to \$10,000 per employee, capped at \$5,000 per employee. **If the amount of the tax credit for an employer is more than the amount of the employer's share of social security tax owed, the excess is refunded – paid – directly to the employer.**

THE MESSAGE: We encourage qualifying businesses to take this credit on their 2020 taxes before the filing deadline of May 17th.

In addition to claiming tax credits for 2020, small businesses should consider their eligibility for the ERC in 2021 – the credit is now even more generous due to provisions in the American Rescue Plan. **The ERC is now available for all four quarters of 2021**, up to \$7,000 per quarter. The level of qualifying business disruption has been reduced so that a 20% decline in gross receipts during a single quarter will make a business eligible, **for a maximum yearly benefit of \$28,000 per employee.**

THE MESSAGE: We encourage businesses to assess whether they can keep employees on their payroll throughout the year and meet the qualifications to claim the ERC for 2021.

How can I help?

- Share the ERC flyers with business owners, organizations that support business owners and workers, and employees of small businesses.
- Share the ERC flyers and social media slides with accounting and financial organizations that support business owners and employees.
- Share the social media slides on your organization's accounts.
- Use the information from the flyers and slides in ways that mix with your organizations message.
- Direct people to Treasury.gov if they're looking for more information on applying for the ERC.

Sample Social Media Language

Use #americanjobs and tag @USTreasury in your posts.

Do you know a small business that:

- has fewer than 100 employees?
- was at least partly closed due to a gov't order OR business declined significantly in 2020?
- kept employees on the payroll through it all?

They may qualify for the Employee Retention Tax Credit! #americanjobs

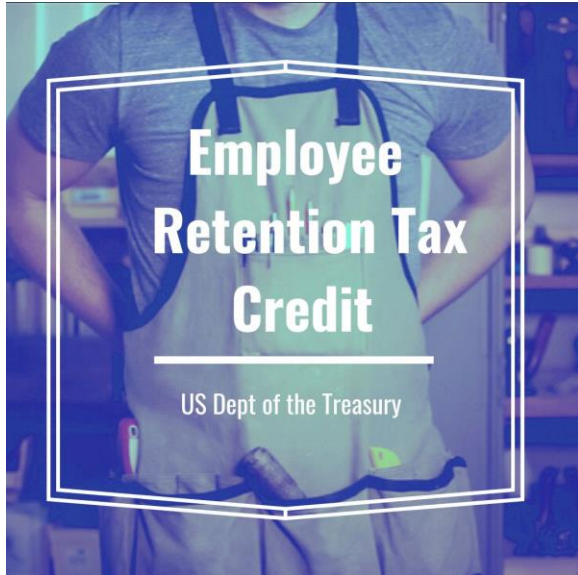
Keep employees, get tax relief.

Small businesses can claim the Employee Retention Credit in 2021 by continuing to keep employees on their payroll. #americanjobs

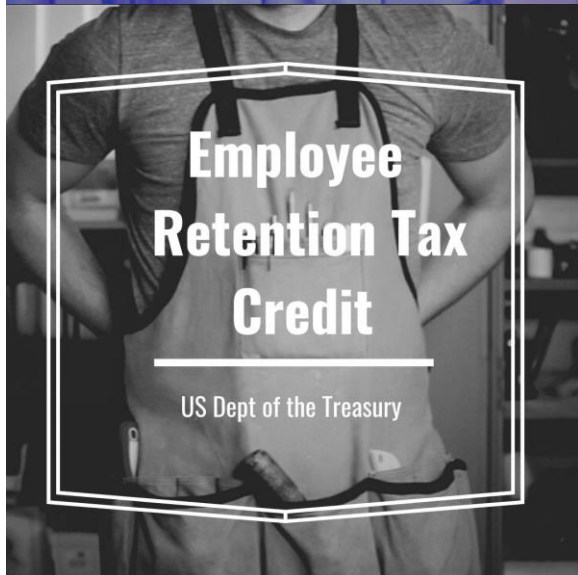
Make sure your favorite small business knows about the Employee Retention Credit – they can get tax refunds for keeping #americanjobs through 2020 and 2021. @USTreasury has resources at <home.treasury.gov>

The Employee Retention Credit supports small businesses and promotes a sustainable recovery.

Find out more about claiming this tax credit for your business for 2020 and 2021 by keeping employees on the payroll from @USTreasury <home.treasury.gov>



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If your business:

- Has fewer than 100 employees
--AND--
- Was at least partly closed due to a government order OR your revenue declined significantly in 2020
--AND--
- You kept your employees on the payroll

You may be eligible for 2020 employee retention tax credits of up to \$5,000 per employee.

Slide 1

To see whether your business is eligible for the ERC, start by determining whether:

(1) the business was fully or partially shut down due to a governmental order during any part of 2020

--OR--

(2) the business's gross receipts in any quarter of 2020 declined 50% or more relative to the same quarter of 2019.

Slide 2

- If the answer to either question is YES,
- And the business had 100 or fewer employees,

Any wages paid to any employee while the business was fully or partially shut down or during a quarter that it had a 50% decline in gross receipts may count towards the \$10,000 per employee amount.

Slide 3

If you keep your employees on the payroll this year, the 2021 ERTC is even more generous.

- The ERC is now available for all four quarters of 2021. The amount of the maximum tax credit has been increased to \$7,000 per quarter.
- The level of qualifying business disruption has been reduced so that a 20% decline in gross receipts during a single quarter will make a business eligible, for a maximum benefit of \$28,000 for the full year.

Slide 4



More info at [Treasury.gov](https://www.treasury.gov)

Slide 5

EMPLOYEE RETENTION TAX CREDIT

Keeping employees on the payroll of small businesses

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