

Social media post copy

We suggest the following copy, to be used alongside the assets provided.

Meta

Don't pay to claim

Are you over State Pension Age? Some companies charge a fee to help with benefit claims. It's free to claim, and free independent support is available too. Visit the 'Claiming your benefits is free' website to find out more. #DontPayToClaim

(224 characters)

Meta – advocate audience

Don't pay to claim

Some companies charge older people a fee to claim benefits. Check in with your relatives, it's always free to claim. Visit the 'Claiming your benefits is free' website to find out more. #DontPayToClaim

(205 characters)

Next Door

Don't pay to claim

You might be eligible for benefits and support. But you may be contacted by a company offering to help you apply. They often charge upfront costs and fees. This can be as much as half of the money you are owed. Visit the 'Claiming your benefits is free' website for free help and independent, trusted support. #DontPayToClaim

(309 characters)