



# **SCO Social Media Toolkit**

## **2026 UNCLAIMED PROPERTY DAY & MONTH TOOLKIT**

Helping Californians reunite with their lost property.

Public Affairs

Office of State Controller Malia M. Cohen



# Goal & Messaging

The primary purpose of this campaign is to raise awareness regarding California's Unclaimed Property program and to help people and businesses take the next steps towards searching for and reporting unclaimed property. This document contains key messages, visuals for social media, and copy that you can use to help make people aware of this program. **Please join us in spreading the word and help Californians get their money back!**

Visit **[claimit.ca.gov](https://claimit.ca.gov)**, scroll down and click on **Outreach Resources** to find the images you'll see referenced in the posts on the subsequent slides.

- Message 1: Take action / Get your money!
  - General Public
- Message 3: Are you a business that has unclaimed property to report?
  - Business associations
  - Banking and financial organizations
  - Life insurance corporations and
  - Other businesses and entities holding property belonging to another person.



# Take Action/ Get Your Money



**February 1st is Unclaimed Property Day**  
Start your free search,  
reunite with your money!

[claimit.sco.ca.gov](https://claimit.sco.ca.gov)

## POST COPY

### Post 1:

1 in 7 Americans have unclaimed property – like insurance benefits, unpaid wages, or uncashed checks – waiting to be claimed. February 1<sup>st</sup> is National Unclaimed Property Day, so why not celebrate by visiting [claimit.ca.gov](https://claimit.ca.gov) to see if the odds are in your favor?

#UnclaimedProperty

### Post 2:

Visit [claimit.ca.gov](https://claimit.ca.gov) to see if the SCO has been safeguarding your money. Searching is free and secure, take action today!

#UnclaimedProperty

### Remember to tag the SCO:

Instagram/FB @CaliforniaController

X/Facebook/BlueSky @CAController





# Take Action/ Get Your Money

“

In California, we work hard to make it easy to reunite rightful owners with their property. Visit [claimit.ca.gov](https://claimit.ca.gov) to see if we are safeguarding your funds.



**Malia M. Cohen**  
California State Controller

”

## February 1st is Unclaimed Property Day

California, we currently have \$14 billion in unclaimed property. Check if some of it is yours!



[claimit.ca.gov](https://claimit.ca.gov)

## POST COPY

### Post 1:

California has \$14 billion in unclaimed property waiting to be claimed. February 1<sup>st</sup> is National Unclaimed Property Day, so why not celebrate by visiting [claimit.ca.gov](https://claimit.ca.gov) to see if some of it is yours!

#UnclaimedProperty

### Post 2:

Visit [claimit.ca.gov](https://claimit.ca.gov) to find out if Controller Malia M. Cohen has been safeguarding your money. Searching is free and secure, take action today!

#UnclaimedProperty

### Remember to tag the SCO:

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# Awareness for Businesses or Holders



**Attention**  
**California Businesses**

Did you know California has a Voluntary Compliance Program for unclaimed property?

Don't wait for an audit, apply now!  
Take control, save money, and do right by your customers.

**GoReport.sco.ca.gov**

## POST COPY

### Post 1:

Are you a business in CA? You may have received a letter from our office. If your business is holding unclaimed property, you are at risk for an audit and interest assessments up to 12% per year. Join California's Voluntary Compliance Program (VCP) and avoid these consequences and become compliant without risk. Don't wait for an audit! Take control now, save money, and do right by your customers.

Visit [GoReport.sco.ca.gov](https://GoReport.sco.ca.gov) for more information.

### Post 2:

¿Tienes un negocio en California? Posiblemente recibiste una carta de nuestra oficina.

Si tu empresa posee bienes no reclamados, corre el riesgo de ser auditada y de que se le apliquen intereses de hasta el 12% anual. Únete al Programa de Cumplimiento Voluntario (VCP) de California y evita consecuencias al cumplir con la normativa sin riesgos.

¡No esperes una auditoría! Toma el control ahora, ahorra dinero y actúa correctamente con tus clientes.

Visita [GoReport.sco.ca.gov](https://GoReport.sco.ca.gov) para obtener más información.

### Remember to tag the SCO:

Instagram/FB @CaliforniaController

X/Facebook/BlueSky @CAController



# Additional Resources

For additional resources, visit the National Association of Unclaimed Property Administrators (NAUPA) website.

All materials for National Unclaimed Property Day are ready and accessible at:

➤ [unclaimed.org/ucpday](https://unclaimed.org/ucpday)