



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**, 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

POST COPY

Post 1:

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

#UnclaimedProperty

Post 2:

Visit 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 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

POST COPY

Post 1:

California has \$14 billion in unclaimed property waiting to be claimed. February 1st is National Unclaimed Property Day, so why not celebrate by visiting claimit.ca.gov to see if some of it is yours!

#UnclaimedProperty

Post 2:

Visit 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 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 para obtener más información.

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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