



SCO Social Media Toolkit

2025 UNCLAIMED PROPERTY DAY

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: It takes 30 seconds!
 - General public
- Message 2: 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.



Post 1: It Takes 30 Seconds



POST COPY

Post 1:

What would you do with some extra cash? Find money you didn't know belonged to you by visiting claimit.ca.gov. Searching is fast, free, and secure, act today!
#UnclaimedProperty

Post 2:

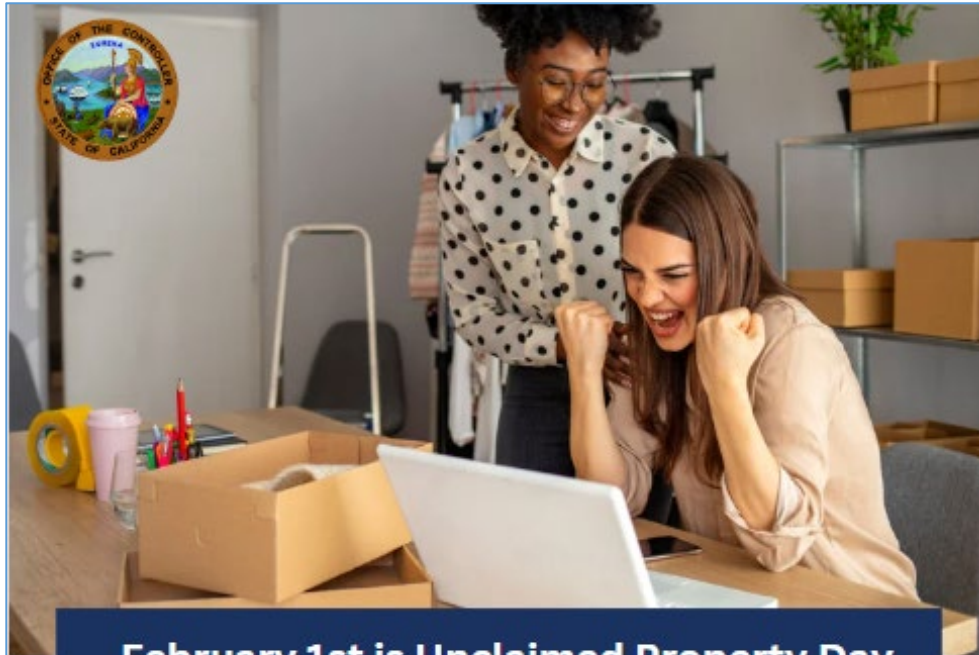
In the time it takes you to check for a package outside, you can check to see if you have money owed to you through unclaimed property. February 1st is National Unclaimed Property Day. Visit claimit.ca.gov today!
#UnclaimedProperty

Remember to tag the SCO:

Instagram @CaliforniaController
X/Facebook @CAController



Post 2: 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 @CaliforniaController

X/Facebook @CAController



Post 3: 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:

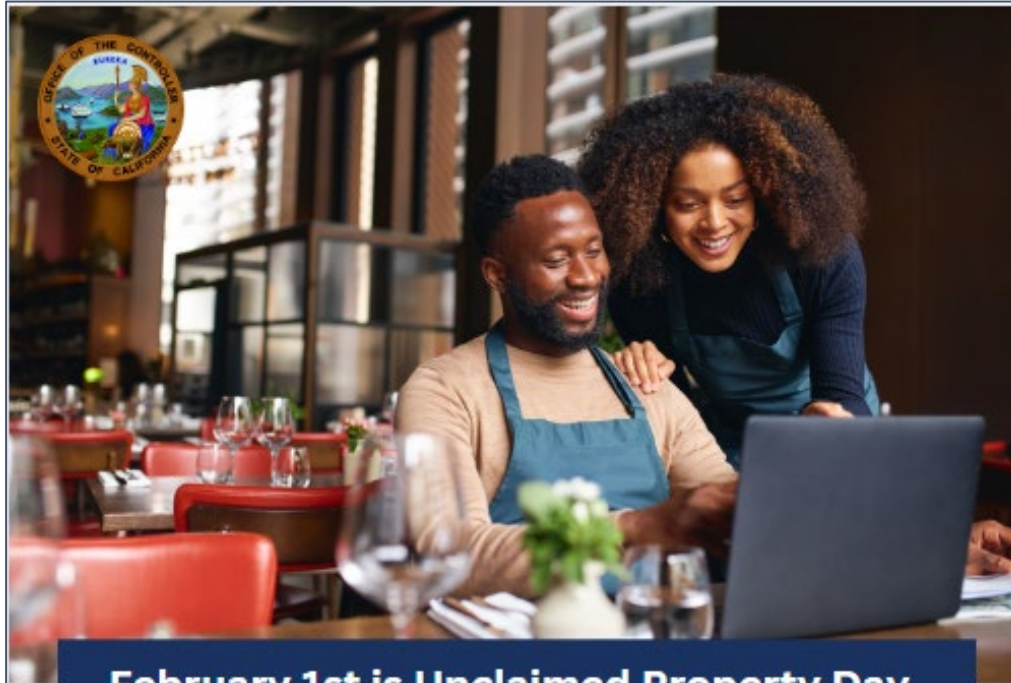
Visit claimit.ca.gov to find out if Controller Malia M. Cohen has been safeguarding your money. Searching is free and secure, take action today!
#UnclaimedProperty

Remember to tag the SCO:

Instagram @CaliforniaController
X/Facebook @CAController



Post 4: Awareness for Businesses or Holders



February 1st is Unclaimed Property Day
Report unclaimed property in
5 easy steps!

GoReport.sco.ca.gov

POST COPY

Post 1:

Are you a business that has unclaimed property to report? The State Controller's Office educates holders through webinars, speaking engagements, and more. Visit the SCO website at GoReport.sco.ca.gov for reporting information or to schedule one-on-one assistance. #UnclaimedProperty

Post 2:

Are you a holder that has unclaimed property to report? Holders must review their records yearly in case they hold tangible or intangible property that has remained unclaimed for the dormancy period. Visit GoReport.sco.ca.gov for reporting information or to schedule one-on-one assistance. #UnclaimedProperty

Remember to tag the SCO:

Instagram @CaliforniaController

X/Facebook @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