

The State of Opportunity in America: 2018 Opportunity Index Release: June 13, 2019

Social Media Toolkit | Access this toolkit online: bit.ly/ShareOpp

The 2018 Opportunity Index is a composite measure of opportunity for all 50 states and the District of Columbia, and more than 2,000 counties. It examines four distinct dimensions of opportunity — **economy, education, health and community** — that expand or restrict upward mobility for Americans. The Index is designed to engage counties, community members, policymakers, philanthropic leaders and other change agents who need tools and resources to understand the strengths and challenges related to building opportunity in the communities where they live in and serve.

The Index: opportunityindex.org | *Please include this link in all posts.*

Handles: @OppNation (Twitter, Instagram), @OppNationAtFYI (Facebook)

Hashtags: [#OppIndex](#), [#WhatsYourScore](#), [#ExpandOpportunity](#)

Shareable Images: bit.ly/ONImage

Please share the new **Opportunity Index** with your networks and encourage them to use the tool and data tool to **#ExpandOpportunity** in all of our communities.



Sample General Twitter Posts

What are the top 5 states for #Opportunity and #Equity in America? Check out the new #OppIndex state rankings here: opportunityindex.org

- Suggested image: [OppIndex Twitter/FBv1.jpg](#)

What does #opportunity look like where you live? Explore the new #OppIndex for the latest findings on barriers to #equity. See how opportunity and equity or the lack of them affect communities across America. Learn more here: opportunityindex.org

- Suggested image: [OppIndex Twitter/FBv2.jpg](#)

The new #OppIndex includes data on voter registration & incarceration, and, for the first time, breaks down how race/ethnicity and gender impacts #Opportunity. #WhatsYourScore? Get the answer for your community: opportunityindex.org

- Suggested image: [OppIndex Twitter/FBv1.jpg](#)

Both historically and currently, #opportunity in America is distributed unequally. Where someone is born, grows up & seeks an adult role greatly influences how much support someone has & what obstacles they face to #equity. Read more from the #OppIndex: opportunityindex.org

- Suggested image: [OppIndex Nation Twitter/FB.jpg](#)

Overall, access to #opportunity increased in America as a whole by 0.6 points since 2017, with a score of 53.1 out of a possible 100. Find out more in @OppNation's 2018 #OppIndex! What's your community's score? opportunityindex.org

- Suggested image: [OppIndex Nation Twitter/FB.jpg](#)

How does your state rank for #opportunity? Learn your state's score and how it affects people of different genders, races & ethnicities in communities across America. Read @OppNation's 2018 #OppIndex for more! opportunityindex.org

- Suggested image: [OppIndex Twitter/FBv2.jpg](#)

Are you a leader in the #opportunity movement looking to increase access to opportunities for young people? Then this data is for you! The all new 2018 #OppIndex measures opportunity and perspective to help increase equity in your community. Read it here: opportunityindex.org

- Suggested image: [OppIndex Nation Twitter/FB.jpg](#)

@OppNation worked with @ChildTrends & @PwC to create the 2018 #OppIndex, which helps us understand how much access communities across America have to economic, health care, community and educational #opportunity. How does yours measure up? opportunityindex.org

- Suggested image: [OppIndex Twitter/FBv1](#)

Access to healthy food has DECREASED in most states since 2017. How does lack of nutrition affect young people's #opportunity and social mobility? Learn more with the 2018 #OppIndex! Opportunityindex.org

- Suggested image: [HealthDimensionTwitter/FB.jpg](#)

Opportunities to access jobs, fair wages, affordable housing & other resources are important features of an economy that works for EVERYONE. What's your state's economic opportunity score? Find out with the #OppIndex. opportunityindex.org

- Suggested image: [EconomyDimensionTwitter/FB](#)

Having access to education should be a right, but it's often a privilege. Not everyone receives the same opportunities in America—and it's skewed by gender, race & ethnicity. Find out how high your community ranks in #opportunity with the #OppIndex. opportunityindex.org

- Suggested image: [EducationDimensionTwitter/FB](#)

How does community affect the #opportunity young people have access to? The #OppIndex explores how vital community is in the road to #equity and social mobility. Learn about your state's Opportunity Score from @OppNation! opportunityindex.org

- Suggested image: [CommunityDimensionTwitter/FB](#)

Sample Tweets by Dimension

Dimension: **Economy**

Since 2017 #opportunity increased by 4.6% in the Economy dimension. Want to learn more about what that means for social mobility? Explore the 2018 #OppIndex from @OppNation here. opportunityindex.org

- Suggested image: [EconomyDimensionTwitter/FB](#)

More than half of the states in America saw economic improvement rates since 2017. Learn more about how economic #opportunity ties into #equity and social mobility by reading the 2018 #OppIndex! opportunityindex.org

- Suggested image: [EconomyDimensionTwitter/FB](#)

#Poverty in America has decreased in more than half of the states in America since 2017. That's HUGE! Are you interested in learning more about how poverty and social mobility are related? Read the 2018 #OppIndex from @OppNation! opportunityindex.org

- Suggested image: [EconomyDimensionTwitter/FB](#)

The highest scoring state in the Economy dimension in the #OppIndex belongs to North Dakota, with an Opportunity Score of 67.2. What's your community's economy score for #opportunity? Find out via @OppNation's new data! opportunityindex.org

- Suggested image: [EconomyDimensionTwitter/FB](#)

Dimension: **Education**

Minnesota has the highest opportunity score in America, with a score of 62.5. What does that mean? @oppnation's #OppIndex measures how accessible opportunities that lead to #equity are. Learn your state's score here! opportunityindex.org

- Suggested image: [EducationDimensionTwitter/FB](#)

Falls Church, VA has the leading #OppIndex score in the #Education dimension. There, 7 of 8 children ages 3 to 4 are enrolled in preschool, 99.5% of high schoolers graduate in 4 years, and 83% of adults have a college degree. What's your state's score? opportunityindex.org

- Suggested image: [EducationDimensionTwitter/FB](#)

The ability to obtain a college degree or #PostsecondaryEdu has increased in 39 states since 2017. What does this have to do with #opportunity and #socialmobility? Learn more with the new #OpplIndex from @OppNation! opportunityindex.org

- Suggested image: [EducationDimensionTwitter/FB](#)

Dimension: **Health**

People who are healthier are more productive & earn higher wages. When communities have better access to health care, they have more #opportunity. Explore your community's health score with the #OpplIndex from @OppNation! opportunityindex.org

- Suggested image: [HealthDimensionTwitter/FB.jpg](#)

The #Health dimension of the #OpplIndex includes critical markers of risks for young people that might make it difficult to access #opportunity. Find out how lack of access to health care affects communities across America. Read more from @OppNation: opportunityindex.org

- Suggested image: [HealthDimensionTwitter/FB.jpg](#)

There are serious gaps in access to #healthcare in America. @OppNation explores data showing how people from different communities, different genders, races & ethnicities are affected by lack of access. Learn more with the 2018 #OpplIndex! opportunityindex.org

- Suggested image: [HealthDimensionTwitter/FB.jpg](#)

Did you know that men are less likely to have health insurance coverage than women? 7.8% of women and 9.8% of men go without. @OppNation assessed the effects of lack of health care in the #OpplIndex Health dimension. Explore the data to learn more! opportunityindex.org

- Suggested image: [HealthDimensionTwitter/FB.jpg](#)

Dimension: **Community**

In the #Community dimension of the #OpplIndex, opportunity has increased by 1.8% in America as a whole since 2017. Maine has the highest score at 64.6. Where does your community stand in terms of providing #opportunity? Find out from @OppNation: opportunityindex.org

- Suggested image: [CommunityDimensionTwitter/FB](#)

How does incarceration affect families & communities? The 2018 #OpplIndex explores the impact that #juvenilejustice has on communities and people's ability to gain #opportunity & #equity. Learn more: opportunityindex.org

- Suggested image: [CommunityDimensionTwitter/FB](#)

Voter registration rates affect every community differently. How do they affect your community's ultimate wellbeing? The #OppIndex explores how voting impacts even the smallest parts of everyday life. Learn more from @OppNation: opportunityindex.org

- Suggested image: [CommunityDimensionTwitter/FB](#)

There are approximately 4.2 million #OpportunityYouth in America—young people disconnected from access to housing, education & jobs. How does having support and resources affect young people's ability to access #opportunity? Find out from @OppNation: opportunityindex.org

- Suggested image: [CommunityDimensionTwitter/FB](#)



Sample Facebook and LinkedIn Posts

How does your community rank in #opportunity? The new #OppIndex measures economic, education, health and community data that work together to #ExpandOpportunity for people who have less access to the resources they need in their. Explore the data & find out your community and state scores today! opportunityindex.org

- Suggested image: [OppIndex Twitter/FBv2](#)

How does your state rank for #opportunity? The 2018 #OppIndex looks at economic, education, health and community data to measure opportunity in America. Learn your score today! opportunityindex.org

- Suggested image: [OppIndex Nation Twitter/FB](#)



Sample Instagram Post

How does your community rank in #opportunity? The new #OppIndex from @OppNation measures economic, education, health and community data that work together to #ExpandOpportunity and #equity for people who have less access to the resources they need in their community. Explore the data & find out your community & state score today! Link in bio.

- Suggested image: [OppIndex IGv1](#)