



CALIFORNIA
STUDENTS VOTE PROJECT

CALIFORNIA
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Social Media Toolkit

**CLICK HERE FOR
IMAGE DOWNLOADS**



ALEX PADILLA
California Secretary of State

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INTRODUCTION

Stunningly, in the 2014 General Election, only 52% of eligible youth were registered to vote—more than 20 points below any other age group—and only 8% of eligible youth aged 18-24 voted. However, during the 2018 General Election, youth voter registration in California increased to 61.6% and youth voter turnout increased significantly to 27.5%. Though there have been increases in voter registration and turnout among California youth, 18-24 year olds are still the lowest represented age group in the state.

Given the need to improve civic engagement, in 2016 the Secretary of State—in partnership with then California Lieutenant Governor Gavin Newsom, now Lieutenant Governor Eleni Kounalakis, and three nonprofit organizations; CalPIRG, California Common Cause, and Asian Americans Advancing Justice—created the California Students Vote Project. The California Students Vote Project is a first of its kind partnership in the nation where all major institutions of higher education in California have solidified commitments to partner with the Secretary of State’s office and encourage student civic engagement efforts, in order to promote a democracy that is more inclusive of student voices.

As a result of the challenging and chaotic times we are living in, the 2020 General Election will be a critical one, and arguably the most important election of our lifetimes. Students will have a chance to make their voices heard on key issues, policies, and elected officials, including the presidential race. In order for student voices to be heard in this crucial election, we must all work together to engage our students to not only register to vote, but also turn out to the polls.

In the pages below, you will find example social media messaging and graphics your office or organization can download to use on your own platforms. Together, we can work to increase the voice of our nation’s youth. If you have any questions, feel free to contact the Students Vote Project Team at CASTStudentsVote@sos.ca.gov.

Thank you!

DIRECTIONS

1. Click on an image to be taken to the Google Drive for that image.
2. Download the image file.
3. Copy text from the list of sample messaging.
4. Post the content (image and text) on your platform.



@CASOSvote



@californiasos_



www.facebook/CaliforniaSOS



@CASOSvote

EXAMPLE TEXT

Ballot Bowl Messages

1. (insert your campus name) is participating in the Ballot Bowl! Register to vote, and help (mascot name) win! @RegisterToVote.ca.gov/?t=s #VoteCalifornia
2. (insert your mascot name)! Register to vote and help (campus name) win the Ballot Bowl! @RegisterToVote.ca.gov/?t=s #VoteCalifornia

Voter Registration Messages

1. Register to vote, and let your voice be heard on key issues, policies and elected officials! @RegisterToVote.ca.gov/?t=s #VoteCalifornia
2. (insert your campus name) takes pride in empowering our community! Register to vote today! @RegisterToVote.ca.gov/?t=s #VoteCalifornia
3. Did you know you can register to vote online in California? Visit RegisterToVote.ca.gov/?t=s and get registered today. #VoteCalifornia
4. Want to vote in the upcoming Presidential Election? Get registered @RegisterToVote.ca.gov/?t=s #VoteCalifornia
5. Register to Vote @RegisterToVote.ca.gov/?t=s #VoteCalifornia
6. Register to Vote online by October 19 to vote in the November 3, 2020 election #VoteCalifornia

Early Voting Messages

1. Text VOTE to GOVOTE (468-683) to find your polling place #VoteCalifornia
2. Don't forget to drop off your mail-in ballot! Either in the mail (no postage required!), or at your local polling place! #VoteCalifornia
3. Maintain social distancing, and drop off your ballot! Either in the mail (no postage required!), or at your local polling place! #VoteCalifornia
4. Skip the line, and vote by mail! Either mail in your ballot (no postage required!), or drop off your ballot at your local polling place! Text VOTE to GOVOTE (468-683) to find your polling place #VoteCalifornia

EXAMPLE TEXT CONT.

5. Text VOTE to GOVOTE (468-683) to find your polling place. Make your voice heard today!
#VoteCalifornia
6. Get out and vote today! Text VOTE to GOVOTE (468-683) to find your polling place
#VoteCalifornia
7. Missed the deadline to register to vote? No problem! California offers Same-Day Voter Registration at any vote center or polling location! Text VOTE to GOVOTE (468-683) to find your polling place #VoteCalifornia
8. Skip the line, and vote by mail! Either mail in your ballot (no postage required!), or at your local polling place! Text VOTE to GOVOTE (468-683) to find your polling place
#VoteCalifornia

Election Day Messages

1. Text VOTE to GOVOTE (468-683) to find your polling place. Make your voice heard today!
#VoteCalifornia
2. Get out and vote today! Text VOTE to GOVOTE (468-683) to find your polling place
#VoteCalifornia
3. Missed the deadline to register to vote? No problem! California offers Same-Day Voter Registration at any vote center or polling location! Text VOTE to GOVOTE (468-683) to find your polling place #VoteCalifornia
4. Skip the line, and vote by mail! Either mail in your ballot (no postage required!), or at your local polling place! Text VOTE to GOVOTE (468-683) to find your polling place
#VoteCalifornia
5. Today is Election Day! Make your voice heard today! Text VOTE to GOVOTE (468-683) to find your polling place #VoteCalifornia

SOCIAL MEDIA POSTS

SOCIAL MEDIA POSTS CONT.



To be used on September 22
National Voter Registration Day Post

[\[Download PNG Here\]](#)



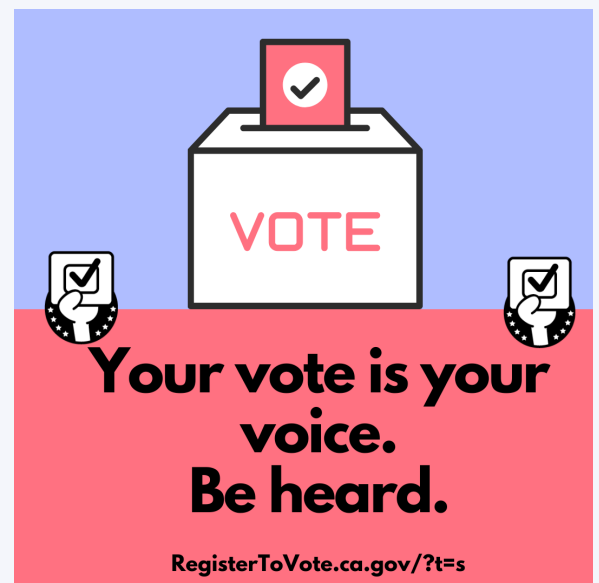
To be used on September 22
National Voter Registration Day Post

[\[Download PNG Here\]](#)



Generic Voting Post

[\[Download PNG Here\]](#)



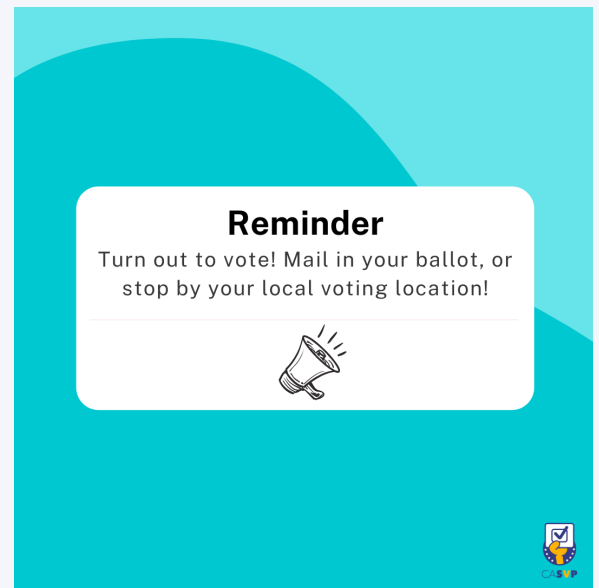
Generic Voting Post

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SOCIAL MEDIA POSTS CONT.



Generic Voting Post
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Generic Voting Post
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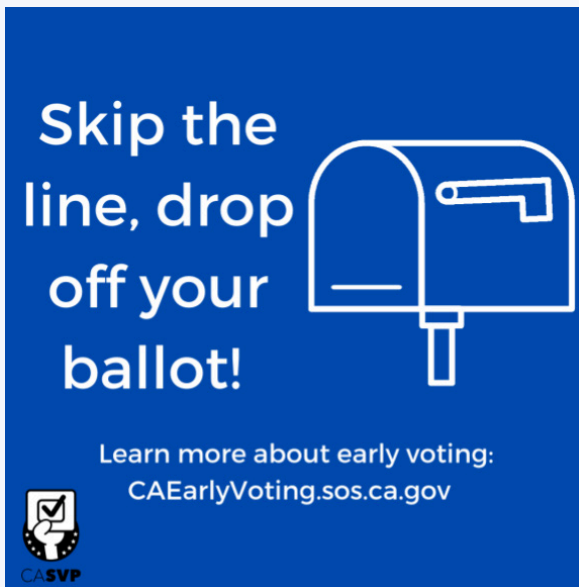


Generic Voting Post
[\[Download PNG Here\]](#)



To be used on November 2
Generic Voting Post
[\[Download PNG Here\]](#)

SOCIAL MEDIA POSTS CONT.



Generic Voting Post
[Download MP4 Here]



Ballot Bowl Post
[Download PNG Here]



Ballot Bowl Post
[Download PNG Here]

SOCIAL MEDIA STORIES

Instagram and Facebook stories allow the poster to directly link the corresponding website in a “swipe up” link.

SOCIAL MEDIA STORIES CONT.



[Download PNG Here]



[Download PNG Here]



To be used on September 22

[Download PNG Here]



[Download PNG Here]



[Download PNG Here]



To be used on November 3

[Download PNG Here]

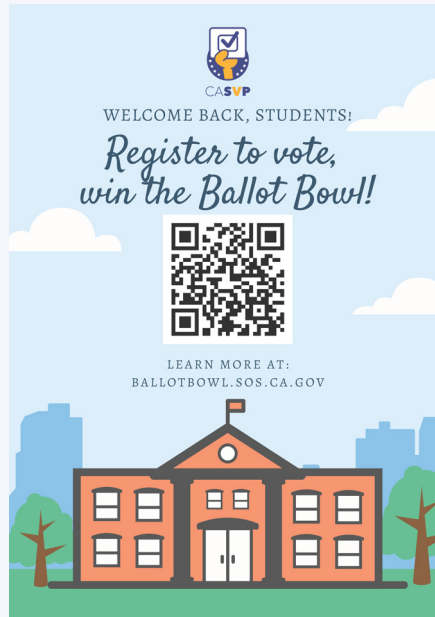
PRINTABLE COLLATERAL

Though most higher education campuses will largely be utilizing distance-learning this fall semester/quarter due to the COVID-19 pandemic, we have developed flyers that can be posted throughout campus. The QR code in these flyers will take the student directly to the registration link that captures student voter registration for the Ballot Bowl competition and for the Secretary of State's annual report to the legislature.

PRINTABLE COLLATERAL CONT.



[Download PDF Here]



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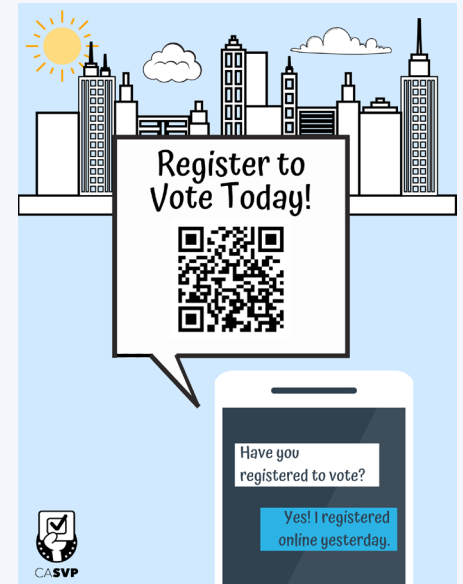
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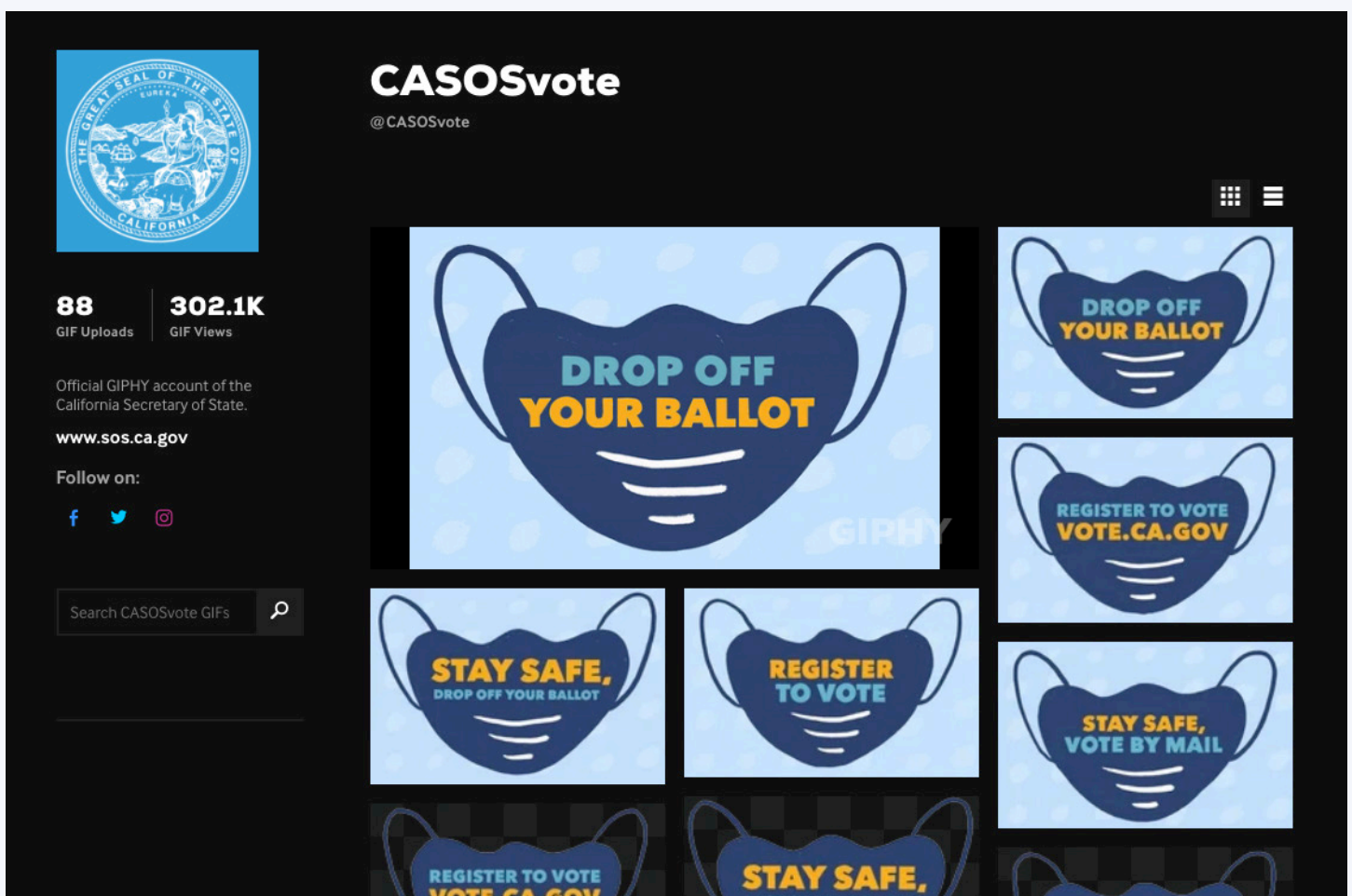
[Download PDF Here]



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GIPHY STICKERS AND GIFS

Our office has developed dozens of Ballot Bowl and voting related GIFs and stickers, available on the social media platform Giphy, linked here: <https://giphy.com/CASOSvote/>



To use these GIFs or stickers, search "CASOSVote" or "Ballot Bowl" in the GIF search function in Instagram, Snapchat, Twitter or Facebook. The stickers and GIFs are an easy way of adding more voting messaging to your platform's posts and stories, and we hope they will be helpful for your office. In addition to the ones already posted on Giphy, we will continue to add new content to the platform.