

Election 2020 Social Media Toolkit

Presidential General Election



Improving the voter experience through tested messages

Join us on social media every Tuesday at 10 a.m. Sept. 1 - Nov. 3



@FutureCAElect

Future of California Elections is a nonpartisan network of election officials, civil rights organizations, reform advocates and civic engagement partners working to modernize elections and expand participation. Since 2011, FoCE has convened the elections field to collaborate and promote best election administration practices that improve the voter experience. This and other customizable voter education resources are available at futureofcaelections.org.

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Introduction

For the 2020 Presidential Election, every California voter with an active registration status will be sent a ballot in the mail, even if they did not request one, and they will have options for how to vote. This resource offers plain language messages to help Californians learn about voting in their community.

This toolkit was informed by the [Voter Messaging in the Time of COVID-19](#) survey, conducted by Center for Inclusive Democracy at the USC Price School of Public Policy, as well as by our nonpartisan network of partners.

Our campaign

Our priority is to improve the voter experience. Help us amplify the important election administration messages in this toolkit. Join us Tuesdays at 10 a.m. starting September 1.

We intentionally do not have a specific slogan or a hashtag for this campaign. Use the one that best fits your organization and goals.

In this toolkit you will find:

- Voter education topics identified by our nonpartisan network of partners
- Custom graphics developed for this campaign
- Sample postings and hashtags to increase interactions
- Contact list for California Election officials



Tips for social media

1. List your county in your post. Not all counties are offering the same voting options, so be specific about your county's options. See page 15 for county Twitter handles.
2. Use a graphic to add visual interest. See page 6 to access our custom graphics.
3. Tag your friends, colleagues and partner organizations to increase interactions. Tag us @FutureCAElect

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Summary of Election Administration Topics for Weekly Postings

The themes identified for each week were prioritized by the FoCE network of partners, which includes election officials and nonprofit partners.

September 2020

Tuesday, Sept. 1, 2020: Promote Online Voter Registration and remind voters to check and update voter registration, especially address and language preference

Tuesday, Sept. 8, 2020: Recruit poll workers

Tuesday, Sept. 15, 2020: Inform voters they will get their ballot in the mail but have options for voting

Tuesday, Sept. 22, 2020: Promote Online Voter Registration and remind voters to check and update voter registration, especially address and language preference

Tuesday, Sept. 29, 2020: Remind voters to check their address is current and to sign up to track their ballot

October/November 2020

Tuesday, Oct. 6, 2020: Promote Online Voter Registration and remind voters to check and update voter registration, especially address and language preference

Tuesday, Oct. 13, 2020: Inform voters they will receive a ballot in the mail, encourage them to mail it back early and track it

Tuesday, October 20, 2020: Inform voters of Same Day Registration

Tuesday, Oct. 27: Remind voters they can vote early starting the weekend before Election Day, and even earlier in some counties

Saturday, Oct. 31 – November 2: Remind voters to vote early

Tuesday, Nov. 3, 2020: Election Day – Last day to vote

Additional Key Dates and Milestones to Post

In addition to posting every Tuesday, consider these other key dates for your social media messaging. These dates were identified by our nonpartisan network of partners.

- Sept. 7, 2020 - Labor Day
- Sept. 14, 2020 - 50 Days until Election Day!
- Sept. 15, 2020 to Oct. 15, 2020 - Hispanic Heritage Month
- Sept. 17, 2020 - National Citizenship Day
- Sept. 22, 2020 - National Voter Registration Day
- Sept. 24, 2020 - State & County Voter Information Guide mailings begin
- Oct. 5 & 6, 2020 - Ballots mailed out by election offices. First day of mail voting & Drop Boxes are available in some counties
- Oct. 12, 2020 - Indigenous Peoples' Day
- Oct. 19, 2020 - Close of Registration for Administrative Purposes. Voters may still register and vote right up through Election Day. Learn more here www.sos.ca.gov/elections/voter-registration/same-day-reg
- Oct. 24, 2020 - Some counties may open voting locations early. Check with your county election office. Learn more here caearlyvoting.sos.ca.gov
- Oct. 31, 2020 - Happy Halloween - Early Voting in many counties
- Nov. 3, 2020 - Election Day is the last day to vote

Graphics

Future of California Elections partnered with our designer to develop a custom set of graphics for this Presidential Election. The full collection is available on our [Google Drive](#) and Facebook @FutureCAElect. Please email hello@futureofcaelections.org with any questions.

Group 1: California Series



Group 2: Voting Options Series



Group 3: "I Voted" Sticker Series

Stickers are available in the Google Folder in: English, Spanish, Armenian, Farsi, Japanese, Chinese, Tagalog, Korean, Russian, and Vietnamese. Email hello@futurecaelections.org to request a new language.



Useful links from the California Secretary of State

The California Secretary of State website and your County election offices have the most accurate and current information on California elections.

REGISTRATION	
Register to vote	registertovote.ca.gov
Voter Status	voterstatus.sos.ca.gov
Same Day Registration	www.sos.ca.gov/elections/voter-registration/same-day-reg
BALLOT TRACKING	
Where is my ballot	california.ballottrax.net/voter
WHERE TO VOTE	
Early voting locations	caearlyvoting.sos.ca.gov
Voting Location look up	www.sos.ca.gov/elections/polling-place
Contact Your Election Office	www.sos.ca.gov/elections/voting-resources/county-elections-offices
VOTER RIGHTS	
Voter Bill of Rights in English and other languages	www.sos.ca.gov/elections/voter-bill-rights
Time off to Vote	www.sos.ca.gov/elections/time-vote-notice
POLLWORKER INFO	
Sign up to be a poll worker	pollworker.sos.ca.gov/s/
How to be a poll worker	www.sos.ca.gov/elections/poll-worker-information
OTHER	
Election Myths Busted	www.sos.ca.gov/elections/election-2020/election-myths

Sample Posts September 1 through November 3

Tag us @FutureCAElect and we will retweet your post.

September 2020

Tuesday, Sept. 1, 2020: Promote Online Voter Registration and remind voters to check and update voter registration, especially address and language preference

Every active CA voter automatically gets a ballot mailed to them starting October 5. You choose how and when to vote but you must be registered first! Register to vote at registertovote.ca.gov @FutureCAElect

Every active CA voter automatically gets a ballot mailed to them starting October 5. You choose how and when to vote. Check if you're registered at your current address and select your language preference at voterstatus.sos.ca.gov @FutureCAElect

Celebrate Labor Day by registering to vote at registertovote.ca.gov and Vote for your family and your community this election season. @FutureCAElect

Register to vote in Spanish, Hindi, Chinese, Japanese, Khmer, Korean, Tagalog, Thai or Vietnamese & select your language for your ballot and election materials at registertovote.ca.gov @FutureCAElect

Get ready to vote California! Check if you're registered at your current address and select your language preference at voterstatus.sos.ca.gov @FutureCAElect

Get ready to vote California! If you've moved recently, update your voter registration to where you live now. registertovote.ca.gov @FutureCAElect

Tuesday, Sept. 8, 2020: Recruit poll workers, especially those with bilingual skills

Be a poll worker! Serve your community. Spanish, Chinese, Hindi, Japanese, Khmer, Korean, Tagalog, Thai, Vietnamese, Bengali, Burmese, Gujarati, Hmong, Indonesian, Laotian, Mien, Mongolian, Nepali, Punjabi, Tamil, Telegu & Urdu speakers needed. Visit pollworker.sos.ca.gov/s/ @FutureCAElect

Serve your community AND get paid as a poll worker for the Presidential Election. Sign up at pollworker.sos.ca.gov/s/ @FutureCAElect

Support your neighbors and your community by serving as a poll worker and get paid! Sign up today! Language skills a plus. pollworker.sos.ca.gov/s/ @FutureCAElect

Help your community by serving as a poll worker. Sign up today! pollworker.sos.ca.gov/s/ @FutureCAElect

Serve your community by voting early and signing up to be a poll worker. Language skills a plus. Spread the word. Visit pollworker.sos.ca.gov/s/ @FutureCAElect

Tuesday, Sept. 15, 2020: Inform voters they will get their ballot in the mail but have options for voting

Every CA voter will automatically get their ballot in the mail, but you can return it by mail, drop it off or vote in-person. No matter how you vote, all options will be safe and secure. Check with your county to learn more sos.ca.gov/elections/voting-resources/county-elections-offices @FutureCAElect

EVERY CA registered voter will get a ballot in the mail starting Oct. 5! Return it by mail, drop it off or vote in-person. No matter how you vote, all options will be safe. Check that your status is active and your address is current at voterstatus.sos.ca.gov @FutureCAElect

You'll get a ballot in the mail but there's more than one way to vote in CA, all of them safe! Visit your county website to learn more at sos.ca.gov/elections/voting-resources/county-elections-offices @FutureCAElect

Receiving a ballot in the mail doesn't mean you have to mail it back! Check with your county for all the ways to vote this election and represent your community at the ballot box. sos.ca.gov/elections/voting-resources/county-elections-offices @FutureCAElect

Tuesday, Sept. 22, 2020: Promote Online Voter Registration and remind voters to check and update voter registration, especially address and language preference

Get ready to vote! Check your registration and make sure your info is up to date, especially your address and language preference. Your ballot will be sent starting Oct 5. Check here: voterstatus.sos.ca.gov @FutureCAElect

Get ready to vote! Register to vote in Spanish, Hindi, Chinese, Japanese, Khmer, Korean, Tagalog, Thai or Vietnamese at registertovote.ca.gov and select your language for your ballot and all future official election materials. @FutureCAElect

Make your voice heard with your vote this Fall! Make sure you're registered at your current address and select your language preference. voterstatus.sos.ca.gov @FutureCAElect

Voting is your right and duty. But first you must register! Visit registertovote.ca.gov @FutureCAElect

If you want to vote, you need to register! Go here registertovote.ca.gov @FutureCAElect

Tuesday, Sept. 29, 2020: Remind voters to check their address is current and to sign up to track their ballot

Your ballot is coming to you this election season. Check your address is current at voterstatus.sos.ca.gov or registertovote.ca.gov. You have options for how to vote and can track your ballot in the mail by signing up at california.ballottrax.net/voter @FutureCAElect

All California voters will be sent their ballot in the mail. Check your address is current at voterstatus.sos.ca.gov and sign up to track your ballot from when its mailed to when its counted. Visit california.ballottrax.net/voter @FutureCAElect

Follow your ballot and know where it is. Sign up at california.ballottrax.net/voter @FutureCAElect

Your ballot is coming to you this election season. Tracking your ballot for the election is easy! Sign up at california.ballottrax.net/voter @FutureCAElect

All you need to know about your options for voting this election will come by mail, including your ballot. Make sure your address is current. Check your address at voterstatus.sos.ca.gov or register to vote at registertovote.ca.gov @FutureCAElect

Have your Voice Heard. Get Ready to Vote. Your ballot is coming next week. You can vote by mail, in-person or drop it off. But first - Registertovote.ca.gov or check your voterstatus.sos.ca.gov and then sign up to track your ballot at california.ballottrax.net/voter @FutureCAElect |

October 2020

Tuesday, Oct. 6, 2020: Promote Online Voter Registration and remind voters to check and update voter registration, especially address and language preference.

Get ready to vote! Register at registertovote.ca.gov, select your language preference, then track your ballot california.ballottrax.net/voter @FutureCAElect

Moved? You need to update your address to vote. All voters automatically get their ballot in the mail this week. Visit registertovote.ca.gov @FutureCAElect

California voters will automatically get their ballots in the mail starting this week. Sign up to track your ballot at california.ballottrax.net/voter @FutureCAElect

Your vote, your voice. Make it heard! Registertovote.ca.gov or check your voterstatus.sos.ca.gov. Your ballot is coming to you. Make sure your address is current and select your language preference. @FutureCAElect |

Tuesday, Oct. 13, 2020: Inform voters they will receive a ballot in the mail, can mail it back early and track it

Did your neighbors receive a ballot in the mail, but you didn't? Update your registration at voterstatus.sos.ca.gov. then sign up to track your ballot at california.ballottrax.net/voter @FutureCAElect

You'll get a ballot in the mail if you are an active registered voter. Check your status at voterstatus.sos.ca.gov or register to vote at registertovote.ca.gov @FutureCAElect

Where's my ballot? Track it by signing up at california.ballottrax.net/voter/ @FutureCAElect

Follow your ballot's trip from when first mailed to you to when it's counted by signing up for tracking at california.ballottrax.net/voter/ @FutureCAElect

Want to know when your ballot is received and counted by your county? Sign up for ballot tracking at california.ballottrax.net/voter/ @FutureCAElect

Don't have to wait until Election Day to mail back your ballot. Return it today! Seal, Sign and Date the envelope. No postage needed. Or if you prefer to drop it off yourself visit caearlyvoting.sos.ca.gov. Sign up to track your ballot at california.ballottrax.net/voter/ @FutureCAElect

Be among the first! Mail back your ballot today or drop it off. Find out where at caearlyvoting.sos.ca.gov. Seal, Sign and Date the envelope. No postage needed. And sign up to track your ballot at california.ballottrax.net/voter/ @FutureCAElect |

Tuesday, October 20, 2020: Inform voters of Same Day Registration

All registered California voters are receiving their ballots. Not registered? You can register and vote the SAME DAY. Find out how at sos.ca.gov/elections/voter-registration/same-day-reg @FutureCAElect

You can register and vote the SAME DAY. Find out how at sos.ca.gov/elections/voter-registration/same-day-reg @FutureCAElect

It's not too late to register to vote. You can register and vote the SAME DAY. Find out how at sos.ca.gov/elections/voter-registration/same-day-reg @FutureCAElect

You can register and vote all in one visit right up through Election Day. But don't wait, learn where to go today! sos.ca.gov/elections/voter-registration/same-day-reg

Your community needs your voice. Register to vote and vote in one visit. Find out how at sos.ca.gov/elections/voter-registration/same-day-reg @FutureCAElect

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Tuesday, Oct. 27: Remind voters they can vote early starting the weekend before Election Day, and even earlier in some counties

Be among the first. Have your voice heard and Vote Early. You have many ways to vote this election. Return your ballot today at a mailbox or drop box. Seal, sign and date the envelope, or check where to vote in-person this weekend. Visit caearlyvoting.sos.ca.gov @FutureCAElect

You have many ways to vote early this election, all of them safe! Vote at home and drop off your ballot or visit an early voting location this weekend. Find one near you at caearlyvoting.sos.ca.gov. @FutureCAElect

Voting at home? Seal, sign, and date the envelope and put it in the mail today. No postage needed. You can also drop it off at any voting location or drop box in your county. Find a location near you sos.ca.gov/elections/polling-place @FutureCAElect

You can vote your way, safely and early! Don't wait until Election Day. See your options for voting early at caearlyvoting.sos.ca.gov @FutureCAElect

Think of Election Day as the last day you can vote! But you don't have to wait. You can vote early. Check where to go caearlyvoting.sos.ca.gov/ @FutureCAElect

Election Day is the LAST day you can vote. But you don't have to wait until then. Find out where to vote this weekend. Visit caearlyvoting.sos.ca.gov/ @FutureCAElect

Saturday, October 31: Remind voters to vote early

Forgot to register to vote because you were making your Halloween costume? Register and vote in one visit. It's not too late. Find out where to go caearlyvoting.sos.ca.gov @FutureCAElect

Voting at home? Don't hold on to your ballot. That's too scary. Seal, sign and date the envelope today. Drop it off at any official drop box or voting location in your county this weekend. Find where to go caearlyvoting.sos.ca.gov @FutureCAElect

Need to vote in person or need assistance? Wear a face covering and visit a voting location near you caearlyvoting.sos.ca.gov @FutureCAElect

Vote this weekend and avoid the wait on Election Day! You can also register and vote the same day. sos.ca.gov/elections/voter-registration/same-day-reg @FutureCAElect

Happy Halloween! Missing the chance to make your voice heard is too scary. Vote today. Seal, Sign and Date your ballot and drop it off at a drop box or voting location near you. You can also vote in-person at caearlyvoting.sos.ca.gov @FutureCAElect

Boo-tiful day to Vote! Drop off your ballot at any drop box. Seal, Sign and Date the envelope or visit a voting location near you caearlyvoting.sos.ca.gov @FutureCAElect

November 2020

Sunday, Nov. 1, 2020: Remind voters to vote early

You can vote today! Safely register and vote on the same day at a voting location near you! OR Seal, Sign and Date your ballot and drop it off at any voting location or drop box in your county
caearlyvoting.sos.ca.gov/ @FutureCAElect

The last day to vote is Nov. 3 but you can register and vote TODAY at a voting location in your county.
caearlyvoting.sos.ca.gov/ @FutureCAElect

Don't wait! You can safely vote or register to vote on the same day by visiting a voting location near you or dropping off your completed ballot at a drop box or voting location. Don't forget to Seal, Sign and Date the envelope! Learn where to go caearlyvoting.sos.ca.gov/ @FutureCAElect

Vote safely in person while distanced and with a face covering when visiting a voting location today or drop off your completed ballot at a voting location or ballot drop box near you.
caearlyvoting.sos.ca.gov/ @FutureCAElect

Control your destiny. Vote today and avoid the crowds on Election Day. Vote safely in person or drop off your completed ballot at a voting location or ballot drop box near you. caearlyvoting.sos.ca.gov/ @FutureCAElect

Monday, Nov. 2, 2020: Remind voters to vote early

Tomorrow's Election Day but you can vote NOW at a voting location near you.
sos.ca.gov/elections/polling-place @FutureCAElect

Don't wait for tomorrow to vote! Head to a voting location near you to vote. You can even register and vote the same day. sos.ca.gov/elections/polling-place @FutureCAElect

Avoid the lines & vote safely TODAY before Election Day! Visit a voting location near you to cast your ballot, or drop off your ballot sos.ca.gov/elections/polling-place @FutureCAElect

Vote today, in person or drop your ballot off at any voting location or ballot drop box location. Check at the link for details. sos.ca.gov/elections/polling-place @FutureCAElect

Tuesday, Nov. 3, 2020 – Election Day

Today's Election Day, and there's more than one way to vote in CA! Visit your county's website to see all your options. sos.ca.gov/elections/voting-resources/county-elections-offices @FutureCAElect

It's Election Day! Voting at home? Return your ballot today. Seal, Sign and Date the envelope. No postage needed drop it off at a voting location or drop box near you or vote safely in-person. Learn where to go sos.ca.gov/elections/polling-place

Want to vote today but not sure if you're registered? Register and vote in one visit at a voting location in your county! sos.ca.gov/elections/polling-place @FutureCAElect

Don't want to vote in-person? Drop off your ballot at any drop box or voting location near you. Find where to go sos.ca.gov/elections/polling-place @FutureCAElect

Voting is your right, and so is being able to do it safely. Visit your county's website for locations & all your voting options. sos.ca.gov/elections/voting-resources/county-elections-offices @FutureCAElect

Forgot to register to vote? Register and vote in one visit. Find out where to go sos.ca.gov/elections/polling-place @FutureCAElect

It's not too late to register and vote today! Check on same day registration and voting in your county at their website. sos.ca.gov/elections/polling-place @FutureCAElect

Register and vote today safely at a voting location in your county near you. Check your county's website to find out where. sos.ca.gov/elections/polling-place @FutureCAElect

Today you can vote & make your voice heard, safely & securely at any voting location, in person or by dropping off your ballot. sos.ca.gov/elections/polling-place @FutureCAElect

Your vote isn't just for you, it's for family, neighborhood & community. Today is when you can show your support for all! sos.ca.gov/elections/polling-place @FutureCAElect

Voting makes the changes needed for your community to thrive. Make your voice heard! sos.ca.gov/elections/polling-place @FutureCAElect

Vote today & make tomorrow better, for you, your family & community! Check where to cast your ballot at your county's website. sos.ca.gov/elections/polling-place @FutureCAElect

Your community needs your voice. Register to vote and vote in one visit. Find out how at sos.ca.gov/elections/voter-registration/same-day-reg @FutureCAElect

List of Suggested Hashtags

The following is a popular collection of election hashtags. Hashtags can increase interactions with a post.

#CAVotes

#CaliVotes

#CAVotesEarly

#CAVotesSafely

#CAVotingIsSafeVoting

#Election2020

#ElectionDay2020

#ElectionDayMaskSelfie

#RegisterNowVoteLater

#Vote

#VoteEarlyVoteSafe

#VoteSafe

#VotesSafeInPerson

#VoteSafeYourWay

#WearYourMaskKeepYourDistanceCastYourVote

#YourVoteIsOurFuture

#YourVoteIsYourVoice

Contact List to Connect with California Election Officials

Tag your local election office or include their link in your post.

County	Twitter Handle	Website
Alameda County	@ACVOTE	acvote.org/index
Alpine County		alpinecountyca.gov/index.aspx?NID=388
Amador County	@AmadorCounty	amadorgov.org/government/elections
Butte County	@CountyofButte, @buttevotes	clerk-recorder.buttecounty.net/elections/electhome.html
Calaveras County	@CalaverasCR	elections.calaverasgov.us/
Colusa County		countyofcolusa.org/197/Elections
Contra Costa County	@cocoelections	cocovote.us/
Del Norte County	@DelNorteCounty	co.del-norte.ca.us/departments/clerk-recorder/elections
El Dorado County	@EDCElections, @CountyElDorado	edcgov.us/Government/Elections
Fresno County	@FresnoCountyCA	co.fresno.ca.us/departments/county-clerk-registrar-of-voters
Glenn County		countyofglenn.net/dept/elections/welcome
Humboldt County	@HumCoGov	humboldtgov.org/890/Elections-Voter-Registration
Imperial County	@ImperialCntyCA	elections.imperialcounty.org/
Inyo County	@InyoElections	elections.inyocounty.us/
Kern County	@CountyofKern	kernvote.com/
Kings County		countyofkings.com/departments/administration/elections
Lake County	@LakeCountyInfo	lakecountyca.gov/Government/Directory/ROV.htm
Lassen County		lassencounty.org/dept/county-clerk-recorder/elections/
Los Angeles County	@LACountyRRCC	www.lavote.net

Madera County	@MaderaElections, @MaderaCounty	votemadera.com
Marin County	@maringov	marincounty.org/depts/rv
Mariposa County	@MariposaCounty	mariposacounty.org/87/Elections
Mendocino County	@countymendocino	mendocinocounty.org/government/assessor-county-clerk-recorder-elections/elections
Merced County	@MercedCounty	co.merced.ca.us/2379/Elections
Modoc County		co.modoc.ca.us/departments/elections/
Mono County	@countyofmono	monocounty.ca.gov/elections
Monterey County	@MontereyVote	montereycountyelections.us/
Napa County	@CountyofNapa	countyofnapa.org/396/Elections
Nevada County	@NevCoElections, @NevadaCountyCA	mynevadacounty.com/695/Registrar-of-Voters
Orange County	@OCRegistrar	ocvote.com/
Placer County	@PlacerCA	placerelections.com/
Plumas County	@PlumasCountyCA	plumascounty.us/142/Elections-Division-Home
Riverside County	@RivCoRegistrar	voteinfo.net/
Sacramento County	@SacCountyCA	elections.saccounty.net/
San Benito County	@SBCVOTE	sbcvote.us/
San Bernardino County	@SBC_Elections	sbcountyelections.com/default.aspx
San Diego County	@SDVOTE	sdvote.com/
San Francisco	@SFElections	sfelections.sfgov.org/
San Joaquin County	@SanJoaquinVotes	sjgov.org/department/rov/
San Luis Obispo County	@CountyofSLO	slocounty.ca.gov/Departments/Clerk-Recorder.aspx
San Mateo County	@smcvote, @sanmateoco	www.smacre.org/smcvote
Santa Barbara County	@countyofsb	countyofsb.org/care

Santa Clara County	@sccvote	sccgov.org/sites/rov/pages/registrar-of-voters.aspx
Santa Cruz County	@votescount	votescount.us/
Shasta County	@IClerkUVote	elections.co.shasta.ca.us/
Sierra County		sierracounty.ca.gov/214/Elections
Siskiyou County		co.siskiyou.ca.us/elections
Solano County		solanocounty.com/depts/rov/default.asp
Sonoma County	@CountyofSonoma	sonomacounty.ca.gov/CRA/Registrar-of-Voters/
Stanislaus County	@StanCounty	stanvote.com/
Sutter County	@suttervote	suttercounty.org/doc/government/depts/cr/elections/cr_elections_home
Tehama County		co.tehama.ca.us/dep-elections
Trinity County		trinitycounty.org/elections
Tulare County	@CountyofTulare	tularecoelections.org/elections/
Tuolumne County	@TuolumneCoElect	tuolumnecounty.ca.gov/194/Election-Information
Ventura County	@VCClerkRecorder	recorder.countyofventura.org/elections/
Yolo County	@YoloCoACE	yoloelections.org/
Yuba County	@YubaCounty	yuba.org/departments/elections/index.php