

# ORANGE COUNTY SOCIAL MEDIA KIT GENERAL ELECTION 2020



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# MESSAGE TO VOTERS

My name is Neal Kelley, Orange County's Registrar of Voters - it's a privilege to communicate to you on behalf of all of our team members supporting the election process in Orange County.

These times are challenging, like nothing any of us have ever seen. Despite the challenges, I want to provide you some important facts that you should know – because of COVID-19, the Governor and the State Legislature mandated that a mail ballot be sent to all voters.

In addition, they declared that in-person voting options were essential for all California voters, and we are here to ensure that voters have safe and healthy opportunities to cast their ballot. It's important that voters have the assurances that they need to feel confident that their ballot will be counted accurately and fairly. To that end, we have taken concrete action to give voters as much piece of mind as possible.

We have built partnerships with federal agencies, such as the Department of Homeland Security and the FBI, along with regional law enforcement and intelligence organizations, focused on enhancing our election security. During ballot mailings, we work daily with the United States Postal Service to monitor data that allows us to verify that your ballot is being delivered and returned without delays. We also work closely with postal investigators regarding any suspicious activity.

If you do choose to vote in-person, voting equipment cleanliness and physical distancing matter greatly. We have taken unprecedented steps to put additional safety measures in place. We have a dedicated team of professionals, focused on doing everything in our power to make sure that you feel safe and comfortable when you are ready to cast your ballot.

We are essential workers, and we are here to serve you and to ensure that your ballot is handled securely and with care – empowering you to make certain that your voice is heard.

For more information on our planning and these important changes, you can find them at [ocvote.com/covid](https://ocvote.com/covid).

I wish you good health and a sense of optimism. It truly is an honor for me to serve as Orange County's chief election official.



Neal Kelley  
Registrar of Voters  
Orange County, CA

Additional Resources of Registrar of  
Voters Neal Kelley's Message to Voters:

- [Video](#)
- [Press Release](#)

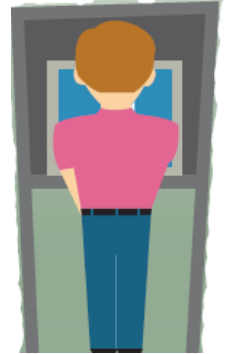
# VOTE CENTERS AND YOU



## What is a Vote Center?

**In-person voting and much more.**

- You'll have the opportunity to vote at one of nearly 170 Vote Centers located throughout Orange County
- Vote for 4 days prior to election day, including Saturday and Sunday
  - October 30th to November 2nd: 8:00 a.m. to 8:00 p.m.
  - Election Day, November 3rd: 7:00 a.m. to 8:00 p.m.
- You'll be greeted and checked in electronically
- Drop off your vote-by-mail ballot at any location
- Receive the best customer service, a smooth process and a secure environment



## What services can I receive at a Vote Center?

**It's your voice, your vote, your choice.**

- Vote in-person
- Register to vote
- Update your address
- Change your political preference
- Drop off your vote-by-mail ballot
- On-demand ballot printing
- Get a replacement ballot
- Receive language assistance
- Receive general assistance



## How can I find more Vote Center Information?

**Engage, inform and educate!**

- Visit [ocvote.com/votecenter](https://ocvote.com/votecenter)
- Call (714) 567-7600
- Chat with a live operator at [ocvote.com/chat](https://ocvote.com/chat)

# HASHTAGS

The Orange County Registrar of Voters are using for the 2020 Election Cycle.

## #OCVOTE2020

Easy.

## #OCVOTECENTERS2020

Accessible.

## #PROTECT2020

Safe.

# DIGITAL MEDIA PLATFORMS



## Twitter

### 280 Characters of Voting and Election Updates

On Twitter, you can find updates on a very frequent basis. This platform is great for involving voters in the conversation.

- You can:
- Follow us on Twitter @OCRegistrar
  - Retweet, like, and comment
  - Tweet us



## Facebook

### Receive Voting and Election Updates

On Facebook, scroll through our timeline to take a peek into our past election operations, discover event pictures and videos of our current operations and stay tuned for future updates!

- You can:
- Like us on Facebook @OCROV
  - Like, react, comment and share our posts



## Instagram

### Discover and Explore Elections

On Instagram, discover a highly visual experience. See where we have been and what we are currently doing.

- You can:
- Follow us on Instagram @OCRegistrar
  - Like and comment on our posts



## YouTube

### Informative Voter-Centered Videos

On YouTube, watch a variety of videos about voting and elections. From how voting is changing in 2020 to past elections, you'll be able to see it all.

- You can:
- Subscribe to us @OCROV
  - Like and comment on our videos
  - Share videos across other platforms



## Website

### Orange County Election Resources

Our website has the most comprehensive resource of Orange County election information available to the public.

- You can:
- Register, update, or check your voter registration
  - View Election Data and Results
  - Retrieve media resources



## Newsletter

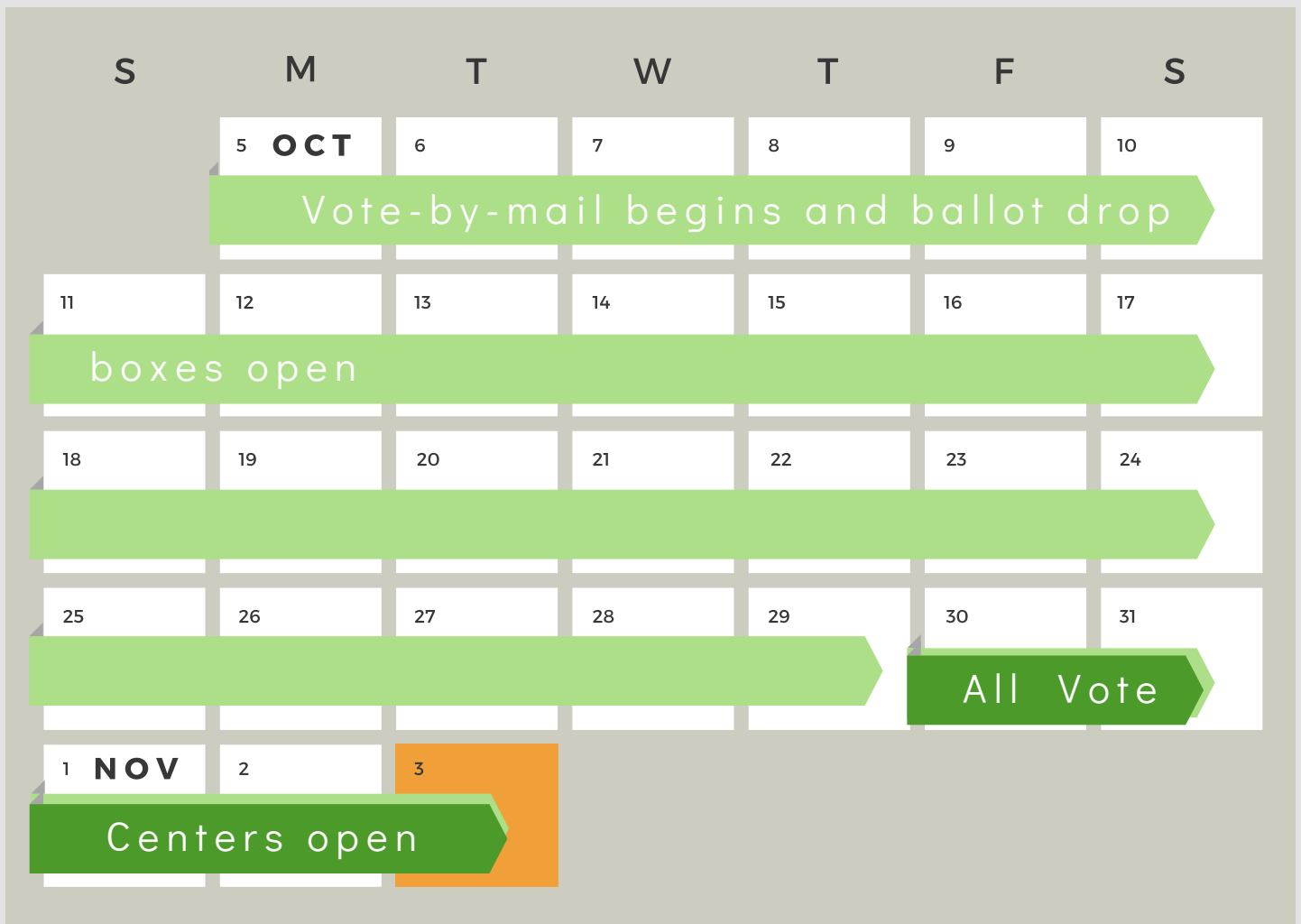
### Election News Straight to Your Email Inbox

Our newsletter provides voters weekly updates about the progress of the elections in Orange County and current events.

- You can:
- Subscribe to the Vote Center Newsletter
  - Subscribe to Election Newsclicks

# 30 DAYS OF VOTING

OCT. / NOV. 2020



**NOVEMBER 3, 2020**  
**ELECTION DAY**



# IMPORTANT DATES

## TIMELINE



### OCTOBER 2020

Voting for the 2020 General Election is open!

October 5th

- Vote-by-mail mailing begins
- Ballot drop-boxes open

October 30th - November 2nd

- All Vote Centers open from 8:00am to 8:00pm

## ELECTION DAY!

### SEPTEMBER 2020

Gearing up for the 2020 General Election.

September 24th

- Voter Information Guides mailing begins



### NOVEMBER 2020

Voting will end at 8:00 PM on November 3rd.

November 3rd

- Election Day  
All Vote Centers  
open 7:00am to 8:00pm





# VOTE CENTER MEDIA KIT



Need videos, images,  
and more for  
promoting voting  
and elections?

Check out the [Vote Center Media Kit](#) !

Visit [ocvote.com/mediakit](https://ocvote.com/mediakit) to review the available resources, including translated materials for voters needing language assistance.



## Radio Streaming Spots

Informational audio recordings

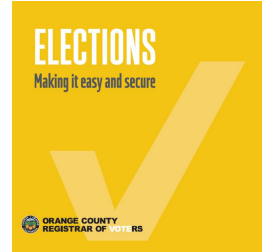
These recordings can be used to promote voting and election information through streaming services and radio spots.



## FAQs

Answers to Common Questions

Our Frequently Asked Questions (FAQs) will provide a list of common voting and election questions and corresponding answers.



## Flyers & Brochures

Brief informational materials

Our flyers and brochures include important voting and election information in easy-to-understand language and can be used for a variety of purposes.



## Videos

Broadcast commercials and informational videos

Download a variety of videos about voting and elections, from how you can safely vote at a Vote Center to returning your ballot.



## Social Media Images

Voting and election-related images

We have created images that are ready to be posted onto social media and can be used to promote voting information and election updates.

# PRESS RELEASES

KEEP UP  
WITH  
THE **NEWS**

For the latest voting and election media releases, visit [ocvote.com/press-releases](https://ocvote.com/press-releases)

Past press releases include:

- [Media Preview of Vote Center Voting at the Honda Center](#)
- [Extension of Candidate Filing Period](#)
- [Orange County's Vote Center Lab](#)
- [Report on Election Planning under COVID-19](#)



## Orange County, CA Elections Offers Media Preview of Vote Center Voting at Honda Center

Media preview on Wednesday, September 16, 2020 – The public-private partnership between the Registrar of Voters, Anaheim Ducks, and Honda Center will allow voters to cast their ballot at an iconic Orange County site.

SANTA ANA, CA – September 14, 2020 – A media preview is scheduled for Wednesday, September 16, 2020, at 11:00 a.m. to showcase how the "Super Vote Center Site" will work at Orange County's Honda Center. The Registrar of Voters is excited to announce a new partnership with the Honda Center and the Anaheim Ducks organization to expand access to voting in the upcoming November 3, 2020 Presidential General Election. For the first time in history, Honda Center will serve as a Vote Center, which will provide a full-service voting experience to Orange County voters.



## Extension of Candidate Filing Period for the 2020 Presidential General Election

When incumbents do not file for re-election, the candidate filing period is extended.

SANTA ANA, CA - The Registrar of Voters announced today that the nomination period has been extended until 5:00 p.m. on August 12, 2020 for the office(s) listed below because the incumbent(s) failed to file Nomination Papers by the August 7, 2020 deadline.

Any qualified person, other than the incumbent, can now file the Nomination Papers until 5:00 p.m. on August 12, 2020 in the office of the Registrar of Voters, 1300 South Grand Avenue, Building C, Santa Ana, California.

To sign up for media alerts, visit  
[ocvote.com/media/email-signup](https://ocvote.com/media/email-signup)

# SAMPLE SOCIAL MEDIA POSTS

## VOTE AT HOME

- "Avoid crowds and consider voting your ballot at home and avoid COVID-19 precautions"
- "Take care of voting from the comfort of your home while remaining safe and healthy"
- "Ballots will be mailed starting Oct. 5th and voters will receive instructions on how to vote at home"



- "Voting at home is safe and easy in Orange County. Check the status of your ballot at [ocvote.com/vlt](https://ocvote.com/vlt)"



- "Planning to vote at home? Look out for the "I Voted" sticker with your vote-by-mail packet"



# SAMPLE SOCIAL MEDIA POSTS

## VOTING IS EASY

- "Did you know Voter Information Guides are mailed to your home 40 days before Election Day?"
- "In 2020, every Orange County voter gets a vote-by-mail ballot with paid return postage!"
- "Drop your vote-by-mail ballot off at any one of our 116 ballot drop box located all across Orange County! Find you nearest location here: [ocvote.com/votecenter](https://ocvote.com/votecenter)"



## VOTING IS ACCESSIBLE

- "Vote Centers will have hand sanitizer, gloves, and more precautions and supplies to ensure voting is safe"



- "There will be clear signage at Vote Centers to promote health and safety guidelines in multiple languages"
- "Commonly touched surfaces will be cleaned and disinfected after each voter by Vote Center staff"

# SAMPLE SOCIAL MEDIA POSTS

## VOTING IS SECURE

- "Password protected and encrypted, new electronic poll books will replace the old method of paper rosters for checking in voters."
- "All of Orange County's vote-by-mail ballots are printed in-house for additional voter security."



## GENERAL VOTING INFO

- "Learn about in-person safety precautions at [ocvote.com/COVID](https://ocvote.com/COVID)"



- "Don't know where your ballot is? Track your ballot here: [ocvote.com/track](https://ocvote.com/track)"
- "Want to know what your voting options are? Visit [ocvote.com/options](https://ocvote.com/options)"
- "Need to register to vote after Oct. 19? Visit a Vote Center to do same-day voter registration! Find the nearest one by visiting [ocvote.com/votecenter](https://ocvote.com/votecenter)"

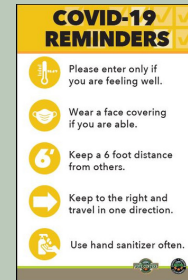


# RESOURCES

Available to you from the OC Registrar of Voters  
through [ocvote.com/mediakit](https://ocvote.com/mediakit)



General Voting Images



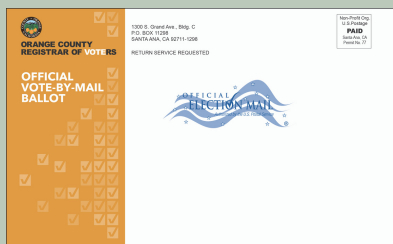
COVID-19 Signage



Logos



Window Clings



Vote-By-Mail  
Envelope



Ads & Posters