



VOTE SAFE

CALIFORNIA

A CALIFORNIA SECRETARY OF STATE CAMPAIGN

Vote Safe California

General Election Social Media Toolkit

20 Day Countdown

**CLICK HERE FOR
IMAGE DOWNLOADS**



ALEX PADILLA
California Secretary of State

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INTRODUCTION



With the November 3rd Election drawing near, we'll be regularly updating this social media toolkit and redistributing at every major benchmark. We want to be sure every Californian has the information they need to vote come November 3rd and trust in the process. We rely on partners like you to make that possible.

In the pages below, we outline key messages for the following 10 days. We work to give priority to topics at relevant times. For example, we'll want to push out registration related graphics heavily ahead of the deadline, before shifting gears fully towards voting related graphics. That said, please feel free to use any and all graphics in the **General Election Social Toolkit** as needed.

Any support will help ensure widespread awareness about our elections, and promote trust in the process and the outcome during these turbulent times. Thank you and please let us know if you have any questions!



DIRECTIONS



1. Visit today's date.
2. We provide graphics and messaging optimized for each platform, or you can use the same across all platforms.
3. Plan to post the content (image and text) across each platform at the same time.
4. Alternatively, the Secretary of State's Office will be posting content daily as well, so you can repost from our account (handles below).
5. Post the content (image and text) across each platform at the same time.
6. As needed, visit the **General Election Toolkit** for a full collection of social content to use as needed.



@CASOSvote



@californiasos_



www.facebook/CaliforniaSOS

Days Until the Election: 20

WEDNESDAY, OCTOBER 14: 20 DAY COUNTDOWN



[DOWNLOAD HERE](#)

Instagram

20 days until the #November3rd election and just 5 days left to register to vote! The last day to register to vote easily online is October 19. Register now at RegisterToVote.ca.gov #VoteSafeCA #VoteCalifornia



[DOWNLOAD HERE](#)

Twitter

20 days until the #November3rd election and just 5 days left to register to vote! The last day to register to vote easily online is October 19. Register now at RegisterToVote.ca.gov #VoteSafeCA #VoteCalifornia



[DOWNLOAD HERE](#)

Facebook

20 days until the #November3rd election and just 5 days left to register to vote! The last day to register to vote easily online is October 19. Register now at RegisterToVote.ca.gov #VoteSafeCA #VoteCalifornia

Days Until the Election: 19

THURSDAY, OCTOBER 15: "WHERE'S MY BALLOT?"



Hey, California!
You can sign up to track your ballot at

WheresMyBallot.sos.ca.gov

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Instagram

California is voting! Sign up to track your ballot at WheresMyBallot.sos.ca.gov and be alerted the moment your vote is counted! #VoteSafeCA #VoteCalifornia



You can track your ballot!

WheresMyBallot.sos.ca.gov

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Facebook

California is voting! Sign up to track your ballot at WheresMyBallot.sos.ca.gov and be alerted the moment your vote is counted! #VoteSafeCA #VoteCalifornia

Days Until the Election: 18

FRIDAY, OCTOBER 16: REGISTER TO VOTE



3 days left to register to vote easily online!

RegisterToVote.ca.gov

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Instagram

3 days left to register to vote easily online! California has shattered state registration records - help us get closer to 100%! The last day to register to vote easily online is October 19. Register now at RegisterToVote.ca.gov #VoteSafeCA #VoteCalifornia



3 days left to register to vote easily online!

RegisterToVote.ca.gov

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Twitter

3 days left to register to vote easily online! California has shattered state registration records - help us get closer to 100%! The last day to register to vote easily online is October 19. Register now at RegisterToVote.ca.gov #VoteSafeCA #VoteCalifornia



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Facebook

3 days left to register to vote easily online! California has shattered state registration records - help us get closer to 100%! The last day to register to vote easily online is October 19. Register now at RegisterToVote.ca.gov #VoteSafeCA #VoteCalifornia

Days Until the Election: 17

SATURDAY, OCTOBER 17: VERIFY VOTER STATUS



If you haven't received your ballot, contact your county elections office!



[DOWNLOAD HERE](#)

Instagram

Haven't received your ballot? Make sure your voter status is up to date at VoterStatus.sos.ca.gov or call your county elections office! Last day to update your registration is 10/19 #VoteSafeCA #VoteCalifornia



If you haven't received your ballot, contact your county elections office!



[DOWNLOAD HERE](#)

Twitter

Haven't received your ballot? Make sure your voter status is up to date at VoterStatus.sos.ca.gov or call your county elections office! Last day to update your registration is 10/19 #VoteSafeCA #VoteCalifornia



If you haven't received your ballot, contact your county elections office!



[DOWNLOAD HERE](#)

Facebook

Haven't received your ballot? Make sure your voter status is up to date at VoterStatus.sos.ca.gov or call your county elections office! Last day to update your registration is 10/19 #VoteSafeCA #VoteCalifornia

Days Until the Election: 16

SUNDAY, OCTOBER 18: REGISTER TO VOTE



RegisterToVote.ca.gov



DOWNLOAD HERE

Instagram

Tomorrow - 10/19 - the LAST DAY TO REGISTER easily online!
Don't take a chance - register now at RegisterToVote.ca.gov
#VoteSafeCA #VoteCalifornia



RegisterToVote.ca.gov



DOWNLOAD HERE

Twitter

Tomorrow - 10/19 - the LAST DAY TO REGISTER easily online!
Don't take a chance - register now at RegisterToVote.ca.gov
#VoteSafeCA #VoteCalifornia



RegisterToVote.ca.gov



DOWNLOAD HERE

Facebook

Tomorrow - 10/19 - the LAST DAY TO REGISTER easily online!
Don't take a chance - register now at RegisterToVote.ca.gov
#VoteSafeCA #VoteCalifornia

Days Until the Election: 15

MONDAY, OCTOBER 19: LAST DAY TO REGISTER TO VOTE



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Instagram

15 days until the election, we repeat, 15 DAYS! That means today is the FINAL DAY TO REGISTER TO VOTE easily online at RegisterToVote.ca.gov #VoteSafeCA



DOWNLOAD HERE

Twitter

15 days until the election, we repeat, 15 DAYS! That means today is the FINAL DAY TO REGISTER TO VOTE easily online at RegisterToVote.ca.gov #VoteSafeCA



DOWNLOAD HERE

Facebook

15 days until the election, we repeat, 15 DAYS! That means today is the FINAL DAY TO REGISTER TO VOTE easily online at RegisterToVote.ca.gov #VoteSafeCA

Days Until the Election: 14

TUESDAY, OCTOBER 20: SAME DAY VOTER REGISTRATION



You can take advantage of Same Day Voter Registration

CAEarlyVoting.sos.ca.gov

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Instagram

Missed the deadline to register to vote? You can take advantage of Same Day Voter Registration. Eligible citizens can go to their county elections office, polling place, or vote center to register and vote conditionally! Find a site: CAEarlyVoting.sos.ca.gov/



You can take advantage of Same Day Voter Registration

CAEarlyVoting.sos.ca.gov

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Days Until the Election: 13

WEDNESDAY, OCTOBER 21: "WHERE'S MY BALLOT?"



Where's My Ballot? logo with a location pin icon.

Hey, California!

You can sign up to track your ballot at

WheresMyBallot.sos.ca.gov

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Instagram

Your #vote is safe with us - but don't take our word for it! Vote early and sign up for WheresMyBallot.sos.ca.gov to track your ballot from the moment it leaves your hands to the moment it's counted! #VoteSafeCA



Where's My Ballot? logo with a location pin icon.

You can track your ballot!

WheresMyBallot.sos.ca.gov

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Days Until the Election: 12

THURSDAY, OCTOBER 22: POLLING PLACE LOOK-UP



DOWNLOAD HERE

Instagram

Make a #plantovote! Find your polling place! Vote early!
<https://www.sos.ca.gov/elections/polling-place/>
#VoteSafeCA #VoteCalifornia



DOWNLOAD HERE

Twitter

Make a #plantovote! Find your polling place! Vote early!
<https://www.sos.ca.gov/elections/polling-place/>
#VoteSafeCA #VoteCalifornia



DOWNLOAD HERE

Facebook

Make a #plantovote! Find your polling place! Vote early!
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#VoteSafeCA #VoteCalifornia

Days Until the Election: 11

FRIDAY, OCTOBER 23: MAKE A PLAN



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Instagram

What's your #plantovote? 11 days until #November3rd and our early voting site is live! Check it out and make a plan to vote early and avoid lines! CAEarlyVoting.sos.ca.gov #VoteSafeCA #VoteCalifornia



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