



VOTE SAFE

CALIFORNIA

A CALIFORNIA SECRETARY OF STATE CAMPAIGN

Vote Safe California

General Election Social Media Toolkit

50 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: 50

MONDAY, SEPTEMBER 14: 50 DAY COUNTDOWN



[DOWNLOAD HERE](#)

Instagram

Today is E-50! That means we are 50 days away from the #November3rd General Election. Make sure you're ready. You can register to vote easily, online at RegisterToVote.ca.gov #VoteSafeCA #VoteCalifornia

OR

Today marks 50 days until the #November3rd General Election. Did you know that you can track your ballot? All CA voters can sign up to receive notifications about their ballot status. Sign up for "Where's My Ballot?" today: WheresMyBallot.sos.ca.gov #VoteSafeCA #VoteCalifornia



[DOWNLOAD HERE](#)

Twitter

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Days Until the Election: 49

TUESDAY, SEPTEMBER 15: V-20 VOTING BEGINS COUNTDOWN



DOWNLOAD HERE

Instagram

Counties will mail ballots to voters in CA no later than October 5th, and voters will be able to cast their ballot early, in-person at their county registrar's office. Make sure you're ready! Verify your status: VoterStatus.sos.ca.gov #VoteSafeCA #VoteCalifornia



DOWNLOAD HERE

Twitter

Counties will mail ballots to voters in CA no later than October 5th, and voters will be able to cast their ballot early, in-person at their county registrar's office. Make sure you're ready! Verify your status: VoterStatus.sos.ca.gov #VoteSafeCA #VoteCalifornia



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Facebook

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Days Until the Election: 48

WEDNESDAY, SEPTEMBER 16: POLL WORKER



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Instagram

This November, help your community and elections officials and get paid for it! Sign up to be a poll worker at [PollWorker.sos.ca.gov](https://pollworker.sos.ca.gov) #VoteSafeCA #VoteCalifornia



[DOWNLOAD HERE](#)

Twitter

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Facebook

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Days Until the Election: 47

THURSDAY, SEPTEMBER 17: REGISTER TO VOTE



[DOWNLOAD HERE](#)

Instagram

Less than 3 WEEKS until voters begin to receive their ballots! Make sure you're ready and registered to vote. You can do so easily, online at RegisterToVote.ca.gov #VoteSafeCA #VoteCalifornia



[DOWNLOAD HERE](#)

Twitter

Less than 3 WEEKS until voters begin to receive their ballots! Make sure you're ready and registered to vote. You can do so easily, online at RegisterToVote.ca.gov #VoteSafeCA #VoteCalifornia



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Facebook

Less than 3 WEEKS until voters begin to receive their ballots! Make sure you're ready and registered to vote. You can do so easily, online at RegisterToVote.ca.gov #VoteSafeCA #VoteCalifornia

Days Until the Election: 46

FRIDAY, SEPTEMBER 18: WHERE'S MY BALLOT?



WHERE'S MY BALLOT?

Hey, California!

You can sign up to track your ballot at

wheresmyballot.sos.ca.gov

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Instagram

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WHERE'S MY BALLOT?

You Can Track Your Ballot!

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Days Until the Election: 45

SATURDAY, SEPTEMBER 19: VERIFY YOUR STATUS



DOWNLOAD HERE

Instagram

The #November3rd General Election is right around the corner. Make sure you're ready! Verify your voter status at VoterStatus.sos.ca.gov #VoteSafeCA #VoteCalifornia



DOWNLOAD HERE

Twitter

The #November3rd General Election is right around the corner. Make sure you're ready! Verify your voter status at VoterStatus.sos.ca.gov #VoteSafeCA #VoteCalifornia



DOWNLOAD HERE

Facebook

The #November3rd General Election is right around the corner. Make sure you're ready! Verify your voter status at VoterStatus.sos.ca.gov #VoteSafeCA #VoteCalifornia

Days Until the Election: 44

SUNDAY, SEPTEMBER 20: V-15 VOTING BEGINS COUNTDOWN



Hey, California!

Ballots will start being mailed to voters throughout California by October 5. Track your ballot at wheresmyballot.sos.ca.gov

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Instagram

In CA, we are 15 days away from the beginning of early voting! Counties will mail vote-by-mail ballots to voters no later than October 5th, and voters will be able to cast their ballot early, in-person at their county elections office. #VoteSafeCA #VoteCalifornia



Ballots are Mailed by October 5!

wheresmyballot.sos.ca.gov

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Twitter

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Days Until the Election: 43

MONDAY, SEPTEMBER 21: ELECTION SECURITY



Hey, California!

All vote-by-mail ballots come with a unique barcode and all voter signatures are verified before ballots are processed.

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Instagram

California takes the security of your vote seriously. All vote-by-mail return envelopes come with a unique barcode and all voter signatures are verified before ballots are processed. You can rest assured your ballot is secure in CA #VoteSafeCA #VoteCalifornia



Your Ballot is Secure in CA

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Twitter

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Your Ballot is Secure in CA

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Facebook

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Days Until the Election: 42

TUESDAY, SEPTEMBER 22: NATIONAL VOTER REGISTRATION DAY



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Instagram

Today is #NationalVoterRegistrationDay! California is at record high levels of registration, but we can do even better. Make sure you're registered to vote. You can do so easily, online at RegisterToVote.ca.gov #VoteSafeCA #VoteCalifornia



DOWNLOAD HERE

Twitter

Today is #NationalVoterRegistrationDay! California is at record high levels of registration, but we can do even better. Make sure you're registered to vote. You can do so easily, online at RegisterToVote.ca.gov #VoteSafeCA #VoteCalifornia



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Days Until the Election: 41

WEDNESDAY, SEPTEMBER 23: COVID-19



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Instagram

This November, our elections officials have adapted to the ongoing #COVID19 pandemic. While there will be in-person voting options available, we encourage everyone who can to vote-by-mail. #VoteSafeCA #VoteCalifornia



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Twitter

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