



VOTE SAFE

CALIFORNIA

A CALIFORNIA SECRETARY OF STATE CAMPAIGN

Vote Safe California

General Election Social Media Toolkit

60 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.

Review the calendar provided and note which topic is being given priority at that time. 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 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.** Plan to post the Spotlight graphics on the day we note in our spotlight section. For this toolkit, that will be September 4th. We provide graphics and messaging optimized for each platform, or you can use the same across all platforms.
- 2.** Then, review our social media calendar and note which topic is given priority at that time for you to post as often as you see fit.
- 3.** Each topic has image files optimized for each platform, you can choose to use the optimized images, or the same images across all platforms.
- 4.** We provided sample messaging for each topic. Match the image topic to a key message found in pages 11-15.
- 5.** Post the content (image and text) across each platform at the same time.
- 6.** Alternatively, the Secretary of State's Office will be posting content daily as well, so you can repost from our account (handles below).



@CASOSvote



@californiasos_



www.facebook/CaliforniaSOS

E-60: Spotlight



September 4th is E-60, which marks 60 days until the election and the first day ballots will be shipped to military and overseas voters.

60 DAY COUNTDOWN GRAPHIC: OPTION ONE



DOWNLOAD HERE

Instagram

Today is E-60! Californians, make sure to verify your voter registration ahead of the #November3rd General Election.

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. .
. .
. .

You can easily do so at VoterStatus.sos.ca.gov (Link in bio)
#VoteSafeCA #VoteCalifornia



DOWNLOAD HERE

Twitter

Today is E-60! Californians, make sure to verify your voter registration ahead of the #November3rd General Election. You can easily do so at VoterStatus.sos.ca.gov #VoteSafeCA #VoteCalifornia



DOWNLOAD HERE

Facebook

Today is E-60! Californians, make sure to verify your voter registration ahead of the #November3rd General Election. You can easily do so at <https://VoterStatus.sos.ca.gov> #VoteSafeCA #VoteCalifornia

60 DAY COUNTDOWN GRAPHIC: OPTION TWO



DOWNLOAD HERE

Instagram

Today is E-60! Make sure you're signed up to track your ballot.

-
-
-
-
-

You can sign up to receive automatic text message (SMS), voice call, and email notifications about the status of your ballot. Sign up today: WheresMyBallot.sos.ca.gov (Link in bio) #VoteSafeCA #VoteCalifornia



DOWNLOAD HERE

Twitter

Today is E-60! Make sure you're signed up to track your ballot. You can sign up to receive automatic text message (SMS), voice call, and email notifications about the status of your ballot. Sign up today: WheresMyBallot.sos.ca.gov #VoteSafeCA #VoteCalifornia



DOWNLOAD HERE

Facebook

Today is E-60! Make sure you're signed up to track your ballot. You can sign up to receive automatic text message (SMS), voice call, and email notifications about the status of your ballot. Sign up today: <https://WheresMyBallot.sos.ca.gov> #VoteSafeCA #VoteCalifornia

MILITARY AND OVERSEAS VOTER GRAPHIC



Hey, California!

Are you a Military or Overseas voter?
Ballots will be sent out between
September 4 – September 19.

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DOWNLOAD HERE

Instagram

9/4 is E-60 - the day ballots are being sent to military & overseas voters.

- .
- .
- .
- .
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If you're a military/overseas voter, you can still sign up to get automatic alerts about the status of your ballot. Track your ballot here: WheresMyBallot.sos.ca.gov (Link in bio) #VoteSafeCA #VoteCalifornia



Are You a Military or Overseas Voter?

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Twitter

9/4 is E-60 - the day ballots are being sent to military & overseas voters. If you're a military/overseas voter, you can still sign up to get automatic alerts about the status of your ballot. Track your ballot here: WheresMyBallot.sos.ca.gov #VoteSafeCA #VoteCalifornia



Are You a Military or Overseas Voter?

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Facebook

9/4 is E-60 - the day ballots are being sent to military & overseas voters. If you're a military/overseas voter, you can still sign up to get automatic alerts about the status of your ballot. Track your ballot here: <https://WheresMyBallot.sos.ca.gov> #VoteSafeCA #VoteCalifornia

Social Media Calendar & Messaging



Our calendar outlines a daily breakdown of our priority messaging. Please use this calendar and accompanying graphics, in tandem with provided messaging, to help promote SOS priorities.

SEPTEMBER

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

IMPORTANT DATES

- 9/4** Military and Overseas Ballots Transmitted to Voters
- 9/22** National Voter Registration Day
- 9/24** Voter Information Guide Mailing

PRIORITY MESSAGING

- Vote-By-Mail
- Election Security
- Poll Worker
- Registration

MESSAGING FOR KEY DATES

FRIDAY

4

**Military and Overseas
Ballots Transmitted
to Voters**

Ballots are now being sent to military and overseas voters for the November 3, 2020 General Election. Make sure your voter registration is up-to-date. Confirm at VoterStatus.sos.ca.gov

Military and Overseas voters: The last day to request your vote-by-mail ballot is Saturday, September 19. Make sure your registration is accurate and up-to-date. Confirm at VoterStatus.sos.ca.gov #VoteSafeCA #VoteCalifornia

TUESDAY

22

**National Voter
Registration Day**

Today is #NationalVoterRegistrationDay! Make sure you're registered to vote ahead of the November 3, 2020, General Election. You can do so easily, online at RegisterToVote.ca.gov #VoteSafeCA #VoteCalifornia

If you're already registered to vote in CA, help us mark #NationalVoterRegistrationDay and make sure your friends and family are registered to vote. They can register easily, online at RegisterToVote.ca.gov

If you're already registered to vote, help us mark #NationalVoterRegistrationDay by confirming your voter status. You can do so easily, online at VoterStatus.sos.ca.gov

VOTE-BY-MAIL

[DOWNLOAD
GRAPHICS HERE](#)

Vote Early

This November keep voting locations safe for voters and election workers! You can skip the line by turning in your completed vote-by-mail ballot, vote early at an early voting location, & follow safety procedures. Learn more at Vote.ca.gov #VoteSafeCA #VoteCalifornia

Prepaid Postage

All registered California voters will be sent a vote-by-mail ballot with a prepaid postage return envelope for the #November3rd election. Make sure you're ready to #VoteSafeCA. Update your registration today at RegisterToVote.ca.gov #VoteCalifornia

COVID-19

The health & safety of voters & poll workers is a top priority for us. Every registered CA voter will be sent a vote-by-mail ballot, & we encourage voters to vote-by-mail to ensure that polling locations remain accessible for voters who need assistance #VoteSafeCA #VoteCalifornia

Easy

Vote-by-mail is easy in CA! Just sign, seal, and return by Election Day. This year, all registered voters will receive a vote-by-mail ballot for the #November3rd General Election. They can be returned via mail, ballot dropbox, or at a voting location #VoteSafeCA #VoteCalifornia

ELECTION SECURITY

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GRAPHICS HERE](#)

Election Cybersecurity

The CA Office of Election Cybersecurity is working around the clock to keep your vote safe - so you don't have to worry! The Office is a non-partisan government arm dedicated to ensuring your vote is safe. Vote #November3rd knowing your vote is secure #VoteSafeCA.

DropBox Security

Using a Vote-by-Mail Ballot Drop Box is as safe as casting your ballot at the poll. Get the facts from your official, nonpartisan elections officials, and check your registration at VoterStatus.sos.ca.gov #VoteSafeCA #DropBox

USPS

In CA, we planned for possible USPS delays! As long as your ballot is postmarked by Election Day, #November3rd, & received by the 17th day after the election, your ballot will be processed. #VoteSafeCA #VoteCalifornia

Options to Vote

Vote-by-mail is safe, secure and easy! You can send back your ballot, bring it to a secure drop box, or cast it at a polling place in person! There are also in-person voting options. #VoteSafeCA #VoteCalifornia

POLL WORKER

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GRAPHICS HERE

Stand In For Those Who Can't

COVID-19 means high-risk individuals should stay home at all costs. By becoming a poll worker, you're standing in for someone who can't. Support your neighbors and our democracy and sign-up to be a poll worker today at PollWorker.sos.ca.gov #VoteSafeCA

Support Our Democracy

Our elections will not stop during the pandemic. Local elections officials need dedicated volunteers to serve on the front lines of democracy as poll workers this fall. Sign-up to be a paid volunteer poll worker in 2020 at PollWorker.sos.ca.gov and #VoteSafeCA

We Need Your Help

We need your help staffing voting locations. By being a poll worker, you can help your neighbors vote with ease. All voting locations will adhere to health and safety regulations and guidelines regarding COVID-19. Signup today at PollWorker.sos.ca.gov #VoteSafeCA

General

Why should you serve as a poll worker?

- Get paid
 - Help your community
 - Protect voting rights and democracy
- Sign-up at PollWorker.sos.ca.gov #VoteSafeCA

REGISTRATION

[DOWNLOAD
GRAPHICS HERE](#)

Check Your Registration

Ahead of the #November3rd General Election, every registered voter in California will be sent a vote-by-mail ballot with a prepaid postage return envelope. Check your voter status at VoterStatus.sos.ca.gov and make sure you're ready to #VoteSafeCA #VoteCalifornia

Update Your Registration

Californians, make sure your registration is up-to-date! You'll need to update your reg if you:

-moved

-changed your name

-want to update your political party

Update today at RegisterToVote.ca.gov #VoteSafeCA #VoteCalifornia

Deadline to Register

Make sure you're registered to vote ahead of the November 3, 2020, General Election. Register by October 19th to receive your vote-by-mail ballot. You can do so easily, online at RegisterToVote.ca.gov #VoteSafeCA #VoteCalifornia