



VOTE SAFE

CALIFORNIA

2021 CALIFORNIA RECALL ELECTION



2021 CALIFORNIA GUBERNATORIAL RECALL

E - 4 0 T O O L K I T

**CLICK HERE FOR
IMAGE DOWNLOADS**



DR. SHIRLEY N. WEBER
CALIFORNIA SECRETARY OF STATE

TABLE OF CONTENTS



INTRODUCTION 3

DIRECTIONS 4

E-40 SOCIAL MEDIA 5-15

08/05..... 6

08/06..... 7

08/07..... 8

08/08..... 9

08/09..... 10

08/10..... 11

08/11..... 12

08/12..... 13

08/13..... 14

08/14..... 15

MASTER MESSAGING 16-19

PROACTIVE SOCIAL MEDIA..... 20-30

8.5 X 11 FLYERS 31-34

INTRODUCTION



With the official certification of the September 14, 2021 California Gubernatorial Recall Election, we are faced with the need to educate Californians about this historic election. Though it's been a subject of media discussion for months, we now face a reality of a statewide recall election in an "off" year, following a tumultuous 2020 general election that severely diminished public trust in our elections.

In the pages that follow, you'll find a series of media resources to support your local efforts to educate Californians about this recall. We hope you will utilize our Vote Safe California brand so we can create a coordinated effort preparing voters for a statewide recall election.

The goal of the "E-40 Toolkit" as the third toolkit in a series is to:

- 1)** reintroduce the public in a synchronized way to the Vote Safe CA brand as a place for accurate election information,
- 2)** educate voters on what the recall is and what they need to know, and
- 3)** equip local election officials and partners all with proactive social and media assets around critical areas of our elections.

While we hope you follow along with the calendar, we also hope you save these assets to re-use as needed.

DIRECTIONS



- 1.** Visit the toolkit and find the day's date in the Table of Contents (We recommend scheduling content for the 10-day period. Click for: **the best times to post on each platform**).
- 2.** Download the relevant social media graphics (there are optimized sizes for each social media channel, or for expediency, you can post the Instagram-sized version on each).
- 3.** Post the optimized social media graphic on each channel with its corresponding copy. **[Please note, some copies have [bracketed] information that can be customized to your county]**
- 4.** Return to the toolkit the following day.
- 5.** Review proactive social media graphics and copy and know you have them at your disposal should you want to post them in addition to the recall election graphics.



@CASOSvote



@californiasos_



www.facebook/CaliforniaSOS

SOCIAL MEDIA



Ahead of the #2021CARecall, we recommend posting daily #VoteSafeCA content to explain to voters everything they need to know about and to participate in the statewide gubernatorial recall.

AUGUST 5, 2021: E-40: BALLOT



[DOWNLOAD HERE](#)

Instagram

The #2021CARecall election is just 40 days away. The ballot will ask two questions 1) do you want to recall the governor? and 2) if the governor is recalled, who do you want to replace him? You can vote yes or no on the recall and still vote for a replacement candidate. #VoteSafeCA



[DOWNLOAD HERE](#)

Twitter

The #2021CARecall election is just 40 days away. The ballot will ask two questions 1) do you want to recall the governor? and 2) if the governor is recalled, who do you want to replace him? You can vote yes or no on the recall and still vote for a replacement candidate. #VoteSafeCA



[DOWNLOAD HERE](#)

Facebook

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AUGUST 6, 2021: VOTE-BY-MAIL BALLOT

#2021CARECALL

**Ballots are mailed
by August 16**

Check that your
Voter Status is up-to-date

VoterStatus.sos.ca.gov

VOTE SAFE
CALIFORNIA
2021 CALIFORNIA RECALL ELECTION

This graphic features a red-to-orange gradient background with a repeating pattern of the words 'VOTE SAFE' in a smaller font. The main text is white and yellow, providing high contrast against the background.

DOWNLOAD HERE

Instagram

By August 16, all counties will start mailing every active, registered voter a vote-by-mail ballot for the #2021CARecall. Return your ballot by mail with prepaid postage or take advantage of in-person voting options available in every county. #VoteSafeCA #VoteCalifornia

#2021CARECALL

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AUGUST 7, 2021: REGISTER TO VOTE



DOWNLOAD HERE

Instagram

How can you make sure you're ready for the September 14 #2021CARecall Election? Register to vote or update your registration online at RegisterToVote.ca.gov. The deadline to register to vote easily online is less than a month away. #VoteSafeCA #VoteCalifornia



DOWNLOAD HERE

Twitter

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AUGUST 8, 2021: ELECTION SECURITY

#2021CARECALL

HEY CALIFORNIA!

★★★★★

If you see inaccurate or misleading information about our elections, let us know by emailing: votesure@sos.ca.gov

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Instagram

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AUGUST 9, 2021: VERIFY VOTER STATUS



DOWNLOAD HERE

Instagram

Is your voter registration up-to-date? If you have moved since the last election, you need to register to vote at your new address. You can confirm your voter status, registration, political party, etc. easily online at VoterStatus.sos.ca.gov #VoteSafeCA #VoteCalifornia



DOWNLOAD HERE

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AUGUST 10, 2021: WHERE'S MY BALLOT?

#2021CARECALL



Sign up to track your ballot every step of the way!

WheresMyBallot.sos.ca.gov

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Instagram

Ballots for the #2021CARecall start going out in the next 7 days! Track your ballot and you'll get automatic notifications by text, email, and/or voice message when your ballot is on the way to your mailbox. Sign up: WheresMyBallot.sos.ca.gov #VoteSafeCA #VoteCalifornia

#2021CARECALL



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AUGUST 11, 2021: VOTING OPTIONS

#2021CARECALL



You have options when it comes to voting.

You can vote from home with a vote-by-mail ballot or you can vote in person – the choice is yours!



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Instagram

Every active registered voter will receive a vote-by-mail ballot for the #2021CAREcall. You have several secure options for returning your ballot for the #2021CAREcall: mail, drop box, or in person at your voting location, polling place, or county elections office. #VoteSafeCA

#2021CARECALL



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AUGUST 12, 2021: REGISTER TO VOTE

#2021CARerecall



August 30th

★★★★★

The last day to register to vote easily online.

RegisterToVote.ca.gov

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CALIFORNIA
2021 CALIFORNIA RECALL ELECTION

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Instagram

Did you know you can return your ballot for the #2021CARerecall as soon as you receive it? If you have not yet registered or recently moved, register to vote at RegisterToVote.ca.gov to get your ballot as soon as possible. #VoteSafeCA

#2021CARerecall



August 30th

The last day to register to vote easily online.

RegisterToVote.ca.gov

**VOTE SAFE**
CALIFORNIA
2021 CALIFORNIA RECALL ELECTION

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Twitter

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#2021CARerecall



August 30th

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CALIFORNIA
2021 CALIFORNIA RECALL ELECTION

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Facebook

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AUGUST 13, 2021: VERIFY VOTER STATUS



DOWNLOAD HERE

Instagram

Verify your voter status at VoterStatus.sos.ca.gov to confirm your information is up-to-date and to make sure nothing stands between you and receiving your ballot for the #2021CARecall. Counties will begin mailing ballots by August 16. #VoteSafeCA



DOWNLOAD HERE

Twitter

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DOWNLOAD HERE

Facebook

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AUGUST 14, 2021: MAKE A PLAN TO VOTE



Instagram

The #2021CARecall is in 1 month: September 14. Every active registered California voter will automatically receive a vote-by-mail ballot this year. Make a plan to vote today & to vote early. Learn more at Vote.CA.gov. #VoteSafeCA

[DOWNLOAD HERE](#)



Twitter

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[DOWNLOAD HERE](#)

MASTER MESSAGING



From how we got here to what it now means for voters, the recall election could be confusing. The messaging below outlines how we can collectively communicate about this complex election to promote trust and support one another.

MESSAGING GOALS



Steps

- Use “we” language and statements to emphasize the rare nature of this event to set the tone of camaraderie.
- Differentiate your information from the noise around elections, replacing broad messaging with clear frameworks of how a recall election will work, including setting expectations about election results.
- Promote legitimacy by distinguishing yourself as the ‘official election source’ for the recall and use proactive messaging about security measures to preempt misinformation.
- Remind voters that elections are run by communities - neighbors, cousins and friends - not a system nor politics.
- Use this messaging consistently and frequently to ensure the ideas sink in.

RECALL MESSAGING



- The September 14, 2021 California Gubernatorial Recall Election will be the first recall election in almost 20 years and a lot has changed since 2003!
- As we navigate this rare event, our top priority is ensuring a safe, fair, and secure election for every California voter who wants to participate.
- The September 14, 2021 California Gubernatorial Recall Election will run like any statewide election, eligible Californians will have the opportunity to cast a ballot and make their voice heard.
- Every California voter will be mailed a vote-by-mail ballot for the September 14, 2021 California Gubernatorial Recall Election that will ask two questions: do you want to recall the governor? And if so, who do you want to replace him?
- If more than 50% of voters vote YES to recall the governor, the governor would be removed from office and the person with the most votes would replace him. If 50% or more vote "NO," then the Governor will not be removed from office
- You can look to our website and social media channels for accurate election news and updates. Remember, you can cut through all of the noise surrounding elections by going to the official, nonpartisan election information source - that's us!

ELECTION TALKING POINTS



- As the official source of election information, our priority first and foremost is to ensure casting your vote is safe, secure and as easy as possible.
- During the September 14, 2021 California Gubernatorial Recall Election, every voter will still be mailed a vote-by-mail ballot due to legislation passed during the 2020 Pandemic. This legislation, SB 29, requires that all registered active voters to receive a vote-by-mail ballot for elections held in 2021.
- Mailing every voter a vote-by-mail ballot means more options for voters. You can return your vote-by-mail ballot through the mail with pre-paid postage, to a secure, tamper-proof drop box, to your in-person polling place, or your county elections office.
- In California, vote-by-mail ballots will be counted as long as they are postmarked on or before Election Day and received by your county elections office no later than 7 days after Election Day.
- If you are not sure your vote-by-mail ballot will arrive in time if mailed, bring it to any polling place, drop box, drop-off location, or county elections office in the state between 7:00 a.m. and 8:00 p.m. on Election Day.
- All valid vote-by-mail ballots are counted in every election in California, regardless of the outcome or closeness of any race. For additional information on how and when ballots are verified and tabulated, please visit our description of how the official canvass of the vote is completed.

PROACTIVE SOCIAL MEDIA



We know the best defense to misinformation is accurate information promoted widely, consistently and proactively. The topics below came up repeatedly during our last election and we have included proactive messaging and graphics on: voter lists, vote-by-mail, signature verification, voter registration, voting technology and non-partisanship of elections.

THREAD GRAPHIC: VOTER LISTS

2021CARECALL



CALIFORNIA HAS OVER
22 MILLION
REGISTERED VOTERS



**That's more than almost every state has people.*



[DOWNLOAD HERE](#)

2021CARECALL

California keeps track of all its registered voters on "Voter Lists" (aka Voter Rolls).



When you register to vote, you are added to a statewide voter registration database that **automatically runs voter-to-voter duplicate checks.**



[DOWNLOAD HERE](#)

2021CARECALL

California counties work with State and federal agencies like the DMV and USPS to cross reference changes to voter registration records and eligibility **to keep our voter lists up-to-date.**



[DOWNLOAD HERE](#)

2021CARECALL

Forgot to update your voter registration or you received election material addressed to someone else? Don't worry.



There are protections in place to prevent someone from being able to cast your ballot - **plus, it's a crime.**



[DOWNLOAD HERE](#)

2021CARECALL

There are protections in place to prevent ballots from being cast by anyone other than the active, registered voter it was intended for, like:

- Unique barcodes on return envelopes
- Ballots checked to ensure the voter didn't cast a ballot elsewhere
- Signature verification on every ballot
- And more!



[DOWNLOAD HERE](#)

Copy

Only active registered voters will receive ballots to vote in the #2021CAREcall. California works to ensure every eligible Californian has the information they need to register to vote and cast their ballot, while ensuring they can only vote once.

VOTE-BY-MAIL (RECEIVING)



[DOWNLOAD HERE](#)

Instagram

Copy #1: You don't have to stress about when you will receive your vote-by-mail ballot. Sign up for WheresMyBallot.sos.ca.gov today and you'll be notified when [county] mails your ballot to you!

Copy #2: Every vote-by-mail ballot return envelope uses a unique barcode that can be scanned by elections officials - it's how we ensure your ballot goes to you and comes back to us! Track your ballot: WheresMyBallot.sos.ca.gov



[DOWNLOAD HERE](#)

Twitter

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Facebook

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VOTE-BY-MAIL (RETURNING)

#2021CARECALL

Return your vote-by-mail ballot:

- In the mail (with prepaid postage!)
- At a tamper-proof dropbox
- To your voting location

WheresMyBallot.sos.ca.gov

DOWNLOAD HERE

Instagram

Copy #1: California drop boxes are designed to be tamper proof! Made from durable material able to withstand vandalism, removal, and inclement weather, drop your ballot for the #2021CARecall knowing your vote is secure. Find the locations of official drop boxes at CAEarlyVoting.sos.ca.gov

Copy #2: You have several secure options for returning your ballot for the #2021CARecall: mail, drop box, or in person at your voting location, polling place, or county elections office. No matter how you return it, track your ballot & know your vote is counted! WheresMyBallot.sos.ca.gov

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VOTE-BY-MAIL (RETURNING)



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Instagram

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WheresMyBallot.sos.ca.gov



[DOWNLOAD HERE](#)

Twitter

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WheresMyBallot.sos.ca.gov

SIGNATURE VERIFICATION



DOWNLOAD HERE

Instagram

CA elections officials verify signatures on every return envelope, initiative, referendum, petitions, & candidate nomination form by comparing it with the signature in your voter registration record like voter registration papers or on your driver's license. Learn more: <http://bit.ly/sigverification>



DOWNLOAD HERE

Twitter

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VOTER REGISTRATION



#2021CARECALL



Are you among the 86% of eligible Californians who are registered to vote?

[RegistertoVote.ca.gov](https://registertovote.ca.gov)



[DOWNLOAD HERE](#)

Instagram

To vote in the #2021CARecall, you must be: a US citizen, CA resident, 18 years or older on Election Day, not currently serving a prison term for the conviction of a felony, and not currently found mentally incompetent to vote by a court. Check your eligibility and register to vote at registertovote.ca.gov!



#2021CARECALL



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#2021CARECALL



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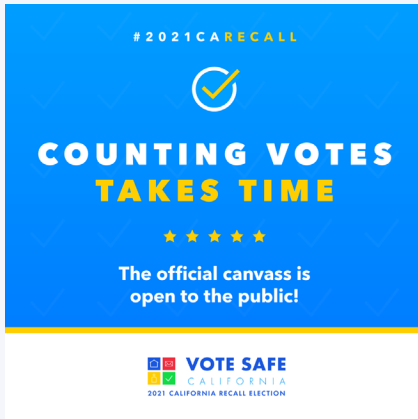


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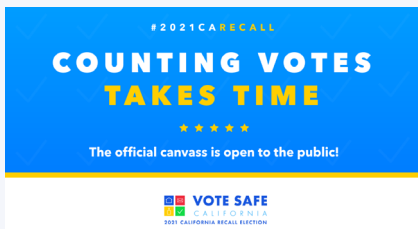
CANVASS PERIOD



[DOWNLOAD HERE](#)

Instagram

All valid vote-by-mail ballots are counted in every election in CA, regardless of the outcome or closeness of any race, as long as they're postmarked by election day & arrive within 7 days. The official canvass is open to the public. www.sos.ca.gov/elections/official-canvass



[DOWNLOAD HERE](#)

Twitter

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All valid vote-by-mail ballots are counted in every election in CA, regardless of the outcome or closeness of any race, as long as they're postmarked by election day & arrive within 7 days. The official canvass is open to the public. www.sos.ca.gov/elections/official-canvass

VOTING SYSTEMS



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Copy #1: The voting system technology we use during elections MUST be certified for use prior to being sold and/or used in any California election - including the #2021CAREcall. For a list of Voting Technologies approved for use in California, visit: <http://bit.ly/votesystems>

Copy #2: CA has the strictest voting system testing requirements in the U.S. All voting equipment used to cast and count ballots in CA MUST be certified for use through extensive testing, including source code review and red team penetration testing. MORE: <http://bit.ly/systemapproval>



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DOMINION VOTING SYSTEM

#2021CARECALL

HEY CALIFORNIA!

All certified voting systems including Dominion Voting System must undergo months of extensive independent certification testing.

VOTE SAFE
CALIFORNIA
2021 CALIFORNIA RECALL ELECTION

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Copy #1: We became election officials because we believe in democracy, so we don't leave election security to chance. We trust the Dominion Voting System because it has been independently tested and certified. Learn more about the extensive testing process: <http://bit.ly/certificationprocess>

Copy #2: See our election security and democracy first hand! Election processes in California are publicly viewable including logic and accuracy testing prior to each election, the official canvass (tabulating) and the post-election audits. Inquire with **[Your County Contact]**!

Copy #3: CA has the strictest voting system testing, use and requirements in the U.S. From examination & testing to software source code review and evaluation, learn all the ways the CA Secretary of State secures voting systems from interference: <http://bit.ly/certificationprocess>

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NONPARTISANSHIP



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Elections are run by communities, not politics. We are your friends and neighbors and our only job is to help **[County's]** eligible voters register and cast their ballots! Register to vote today and be heard during this historic #2021CARecall election: registertovote.sos.ca.gov



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VOTE SAFE FLYERS



To download color and
black & white versions
of the flyers, **click here!**



California Gubernatorial Recall Election

SEPTEMBER 14, 2021

For the first time in nearly 20 years, California will hold an election that asks voters if they want to remove its Governor from office.

Why is California having a recall election?

In California, any elected officer can be recalled (a.k.a. removed from office).

June 10, 2020

The Secretary of State's Office (SOS) approved petitions for circulation for the recall of Governor Gavin Newsom.

April 26, 2021

SOS announced the number of valid signatures needed was reached.

July 1, 2021

After SOS's official certification, the California Lieutenant Governor sets the date for the recall election.

September 14, 2021

California Gubernatorial Recall Election will be held!

How do I participate?

The California Recall election will be run like most statewide elections.

Step 1

Check!

Check your voter status and make sure your information is up-to-date.

VoterStatus.sos.ca.gov

Step 2

Register!

Register to vote if you aren't already or if your address has changed. All active registered voters will be mailed a vote-by-mail ballot for the recall election.

RegistertoVote.ca.gov

Step 3

Vote!

Vote September 14, 2021 and follow your official election source for news and updates!

Vote.ca.gov

What will the recall ballot say?

The ballot will ask two questions that will be counted independently.

Question #1

Do you want to recall the governor?

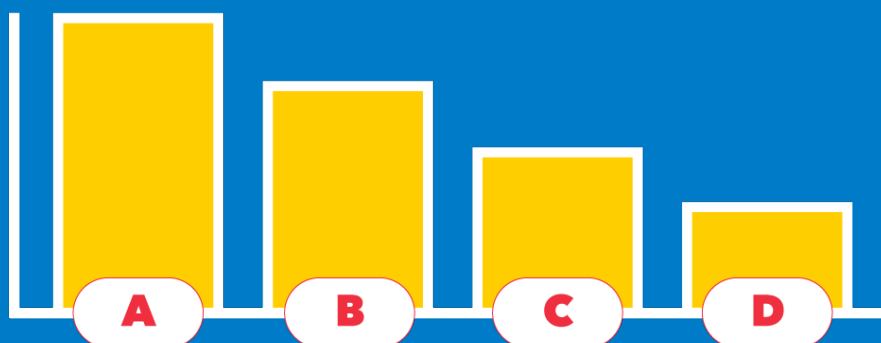
*If 50% or more vote "No", then the governor will **NOT** be recalled.
If more than 50% vote "Yes", then the governor **WILL** be recalled.*



Question #2

Who do you want to replace him?

*If the governor **IS** recalled, whoever gets the most votes would win.*



THERE'S A LOT OF INFORMATION OUT THERE DURING ELECTIONS.

For updates and official news about the gubernatorial recall, go to your official election source - the California Secretary of State or your County Elections Office.

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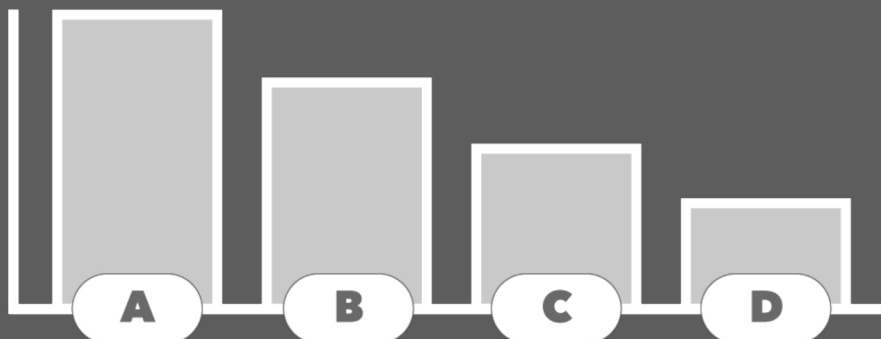
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