



Election Official Social Media Toolkit

Version 1.1 Spring 2024





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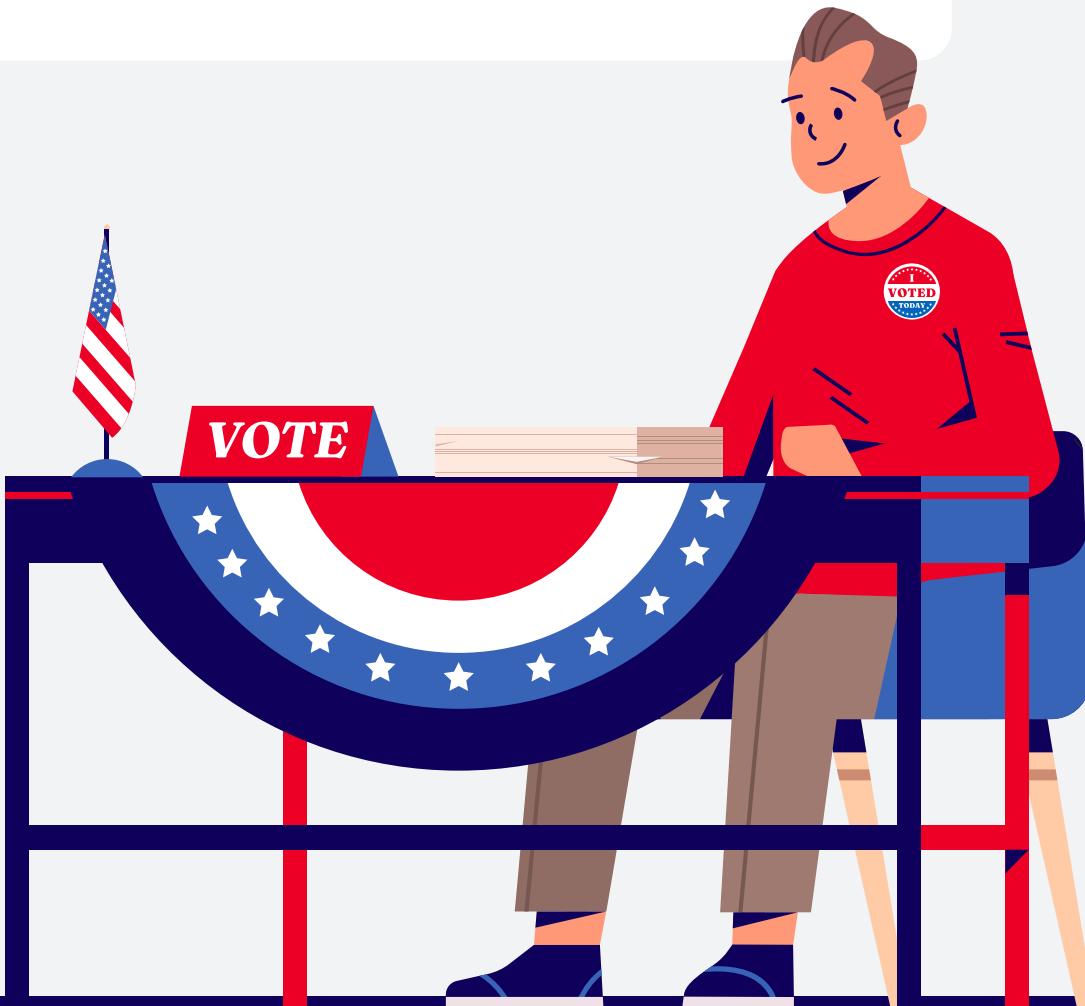


Introduction

Welcome to the U.S. Election Assistance Commission's comprehensive Social Media Toolkit to support you throughout the upcoming election cycle.

YOUR GO-TO RESOURCE

In the world of social media, staying connected and informed is crucial. This toolkit provides a centralized resource to streamline social media efforts, ensuring consistent and impactful communication.





Introduction

WHAT'S INCLUDED IN THIS TOOLKIT



Key Dates

Navigate the complexities of the 2024 election cycle effortlessly with a curated list of election-related key dates, holidays, and other significant milestones.



Effortless Content Creation

Craft compelling and timely social media content with ease. Our toolkit offers a range of pre-designed graphics, customizable Canva Templates, and suggested copy, empowering you to engage with your audience effectively and share critical information seamlessly.



Content Buckets

The toolkit's content will be organized into buckets with strategically designated high-level themes related to aspects of the election process. Each bucket is a comprehensive repository containing all content aligned with its theme. This approach simplifies your search for relevant content, providing an efficient and organized way to navigate the entire catalog of election-related topics.



Support for Your Mission

Election officials play a vital role in the democratic process, and this toolkit is tailored to support your mission. Whether you're reaching out to voters, sharing important updates, or fostering civic engagement, our toolkit amplifies your impact.



Let's Make Every Voice Count

As we embark on the journey of the 2024 election cycle, the U.S. Election Assistance Commission stands with you. Together, let's harness the power of social media to inform, engage, and inspire, ensuring a smooth and transparent electoral process.



How to Use This Toolkit

NAVIGATING THE TOOLKIT

Here's a quick guide to help you navigate through its resources:



Posting Your Content

Each topic area contains platform-specific assets and copy that you can use for drafting social media content. Click on the respective bucket to access the content and start posting!



Hashtag Guide

Find a comprehensive guide to hashtags that you can use to amplify your social media posts. Choose from a selection of relevant hashtags to increase the visibility of your content. Customize these as needed.



Customizable Links

We understand the importance of directing your audience to the right resources. Any links provided in the toolkit, such as eac.gov or other relevant links, can be replaced with your own URLs.



Posting Guidelines

Learn how to effectively post on each social media platform, including suggestions on frequency and how to add alt text. Utilize these guidelines to optimize your social media presence and reach your audience.



Canva Assistance

Take advantage of Canva, a free online graphic design tool. We've included an assisted guide to personalize the graphics in this toolkit and suit your individual needs.



Social Media Etiquette

We provide a breakdown of how to adhere to certain guidelines and practices to maintain professionalism, foster positive interactions, and build strong relationships with your audience. Stay informed and maintain professionalism while engaging with your audience. Social media etiquette for businesses involves being responsive to inquiries and feedback, maintaining a consistent tone and branding across all platforms, respecting the privacy of users, promoting transparency and authenticity in communication, and actively listening to and addressing concerns raised by your audience.



Future Use

While this toolkit is tailored for the 2024 election cycle, the content provided can be utilized in the future as well. Feel free to revisit and repurpose the resources for future election activities.



Canva 101: How to Edit Graphics

Canva is a free online graphic design tool that allows users to create professional designs for social media posts, presentations, posters, videos, logos, and so much more. Below you will find a step-by-step guide on accessing, updating, and personalizing the graphics in this toolkit to support your individual needs.

You must create a free Canva account to access and personalize graphics.

01 Click the Link to the Template you Would Like to Access

Click the link to the template you would like to access in Canva.
A new window will open.

Square Template ➔

A template created by Election Assistance Commission was shared with you, start designing now



02 Click "Use Template For New Design"

By clicking the "Use Template for New Design" button, you'll be directed to a copy of the graphic that you can access within your Canva account.

Note: The preview image may appear to be cut off, but the full image will be available once you click "Use template for new design."



03 Edit the Design

Click on the item within the graphic that you'd like to edit. This can be text, background colors, icons, etc. When you select an item you will see the options at the top portion of Canva to change. If you select a text box you will see fonts, size, etc. If you select a background color, you will see a color box appear that you can then select to change the color of the graphic.

You can edit the design to include specific information related to your jurisdiction.

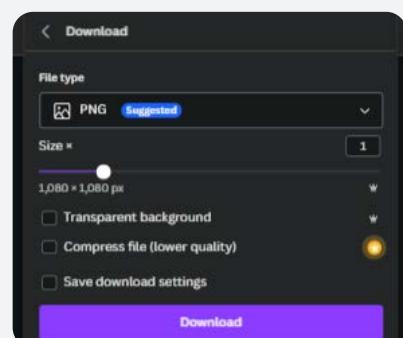
It is important to note that any change you make to the file will be saved only to your Canva library. It will not affect the original graphic, and others will not be able to see the updates made unless you choose to share the file with them.



04 Save and Download

When all edits are complete, click the share button in the top right corner.

Select the file type you would like to download the image as. We recommend PNG or JPEG. Then click download to save the image to your device.





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Election Officials



ALT TEXT

A blue background and a red border featuring bold text that reads 'Become a poll worker.' The image includes a red checkmark in a white box next to the 'A' in the statement, highlighting the call to action.

Post 1 | Election Officials

Canva

Square Template →

Horizontal Template →



Poll workers are the unsung heroes of our elections.

They help voters check-in, manage lines, troubleshoot equipment, and provide assistance.

Learn how you can become a poll worker: www.helpamericavote.gov



Poll workers play a crucial role on Election Day. From assisting with check-ins to managing lines, troubleshooting, and giving directions, they ensure a seamless voting process. Curious about their responsibilities?

www.helpamericavote.gov



Behind every successful election, there are hardworking poll workers. They help voters, manage lines, and provide valuable assistance.

Learn how you can become a poll worker by visiting the link in our bio.



ALT TEXT

A white background featuring text that reads 'Our democracy depends on ordinary people who make sure every election runs smoothly and everyone's vote is counted.' The remaining text is in red, bold, saying 'people like you.' At the bottom of the graphic, there's a blue border with white text that reads 'Become a poll worker this election cycle.' The image includes a white arrow and an animation of a woman in a red t-shirt with a vote sticker on it, wearing blue pants, who is smiling and waving. The image encourages viewers to consider becoming a poll worker.

Post 2 | Election Officials

Canva

Square Template →

Horizontal Template →



Big shoutout to the dedicated people who ensure the integrity of our elections: poll workers, election officials, observers, postal workers, and volunteers. 🙌❤️

Your efforts make democracy thrive.

Want to be part of the action? Learn how to become a poll worker: www.helpamericavote.gov



Big shoutout to the dedicated people who ensure the integrity of our elections: poll workers, election officials, observers, postal workers, and volunteers. 🙌❤️

Want to be part of the action? Learn how to become a poll worker: www.helpamericavote.gov



Big shoutout to the dedicated people who ensure the integrity of our elections: poll workers, election officials, observers, postal workers, and volunteers. 🙌❤️

Your efforts make democracy thrive.

Want to be part of the action?

Find out how to become a poll worker by clicking the link in our bio.

Election Officials

**ALT TEXT**

Light blue background with an illustrated hand with cash in the top right corner reaching towards the center. Text in the center reads, 'Get paid to be a poll worker.' In the bottom left corner, there's an illustration of an open hand to receive the cash.

Post 3 | Election Officials

Canva

Square Template ➔

Horizontal Template ➔



Becoming a poll worker is a great way to make a difference on Election Day and help elections run smoothly.

Learn more about how to become a poll worker: www.eac.gov/help-america-vote

Become a poll worker this election cycle and get paid! www.eac.gov/help-america-vote

Did you know that poll workers can get paid? Head to the link in our bio to find out how you can get involved and make some extra money this Election Day.

What does it take to be a poll worker?

Must be a resident of your state



Be registered to vote in your state



Must be committed to serving all voters

ALT TEXT

The image is an infographic set against a white background, featuring white text and the title "What does it take to be a poll worker?". It includes three icons, each accompanied by a specific requirement. The first icon, a flag, is paired with the text "Must be a resident of your state". The second icon, a voting sticker, corresponds to "Be registered to vote in your state". The third icon, a set of balloons, is associated with "Must be committed to serving all voters".

Post 4 | Election Officials

Canva

Square Template ➔

Horizontal Template ➔



Do your part to ensure a safe and fair election by becoming a poll worker.

Sign up to become a poll worker: www.helpamericavote.gov

Have you considered becoming a poll worker? Learn more and sign up today: www.helpamericavote.gov

Do you want to be a part of keeping our elections safe and fair? Sign up to become a poll worker by clicking the link in our bio.

Election Officials

**ALT TEXT**

A red background with an illustration of a hand raised on the right side. The text at the top reads "We're hiring for election season." The text underneath reads "Apply Today". The text on the bottom reads, 'Learn about the Election Process, Serve Your Community and Get Paid.'

Post 5 | Election Officials

Canva

Square Template ➔

Horizontal Template ➔



Join our team! We're looking for dedicated individuals to be part of the election process. Learn more about exciting opportunities and how you can make a difference.

[Insert link]

We're hiring for election season. Learn about the available roles and contribute to a smooth voting experience. Apply today!

[Insert link]

We're hiring for election season. Click the link in our bio to explore available roles and apply to ensure a seamless voting experience.

**ALT TEXT**

Illustration featuring four diverse individuals: one seated in a wheelchair and dressed in casual attire with unique styles, representing diversity. Below the group, the text reads, 'Become an ELECTION OBSERVER.'

Post 6 | Election Officials

Canva

Square Template ➔

Horizontal Template ➔



Want to get involved in this election? Come and observe.

Learn more by contacting [contact info: i.e., email or phone number]

Want to get involved in this election? Observe the election process.

Contact us at [email/phone] to learn more.

Want to get involved in this election? Come and observe.

Learn more by contacting [contact info: i.e., email or phone number]

Election Officials

**ALT TEXT**

Illustration of five diverse individuals holding a sign that reads 'Volunteer to be a poll worker' against a light blue background with a red border.

Post 7 | Election Officials*Canva*

Square Template →

Horizontal Template →



Election season is here, and we need your help! Become a poll worker. Your warm welcome sets a positive tone for voting, ensuring everyone feels valued on Election Day.

Learn more about how you can become a volunteer: www.eac.gov/help-america-vote

Election season is here, and we need your help! Become a poll worker. Your warm welcome sets a positive tone for voting, ensuring everyone feels valued on Election Day.

Learn more about how you can become a volunteer: www.eac.gov/help-america-vote

Election season is here, and we need your help! Become a poll worker. Your warm welcome sets a positive tone for voting, ensuring everyone feels valued on Election Day.

Learn more about how to become a volunteer by clicking the link in our bio.

**ALT TEXT**

A dark blue background at the top with text that reads, 'Our democracy depends on poll workers.'

Post 8 | Election Officials*Canva*

Square Template →

Horizontal Template →



Become a poll worker and play a crucial role in our election process.

Learn more about how you can get involved. [Insert link]

Become a poll worker and play a crucial role in our election process.

Learn more: [Insert link]

Become a poll worker and play a crucial role in our election process.

Click the link in our bio to learn more about this essential role.

Election Officials

**ALT TEXT**

Illustration of a poll worker at a voting table decorated with the American flag. The red and blue text above the illustration reads, 'Poll Worker Preparedness Checklist' with a checkmark next to 'worker.'

Post 9 | Election Officials

Canva

Square Template ➔

Horizontal Template ➔



Ready to serve on Election Day?



Are you considering becoming a poll worker?



Ready to serve on Election Day?

The Poll Worker Preparedness Checklist helps you feel confident and prepared. Check your eligibility, know the requirements, and serve your community. www.eac.gov/sites/default/files/npwrd/Poll_Worker_Checklist_Final_508.pdf

The Poll Worker Preparedness Checklist is your go-to guide. Check eligibility, and know the requirements. www.eac.gov/sites/default/files/npwrd/Poll_Worker_Checklist_Final_508.pdf

The Poll Worker Preparedness Checklist helps you feel confident and prepared. Check your eligibility, know the requirements, and serve your community. www.eac.gov/sites/default/files/npwrd/Poll_Worker_Checklist_Final_508.pdf



Planning



ALT TEXT

Graphic presenting a checklist for first-time voters with five items: 'Register to Vote,' 'Find Your Polling Place,' 'See What's on Your Ballot,' 'Check ID Requirements,' and 'VOTE!' The image offers guidance for new voters on essential steps in the voting process, emphasizing the importance of each item.'

Post 1 | Planning

Canva

Square Template →

Horizontal Template →



Ready to cast your first vote? The excitement is real, but so are the questions.

We're here to help. Check out this 'Make a Plan to Vote' guide to ensure your first voting experience is stress-free and empowering.

www.eac.gov/sites/default/files/Voting%20101/Additional%20Resources/Make%20a%20Plan%20to%20Vote%20101.pdf



Being a first-time voter is a memorable milestone. But it can be a little confusing.

Follow this 'Make a Plan to Vote' guide for a stress-free and empowering voting experience.

www.eac.gov/sites/default/files/Voting%20101/Additional%20Resources/Make%20a%20Plan%20to%20Vote%20101.pdf



First-time voter?

It's a big step, and we've got your back. Click the link in our bio to access the 'Make a Plan to Vote' guide to ensure your first voting experience is as empowering as possible.



ALT TEXT

Set against a dark blue background, the left side of the image features clear white text stating 'Make Your Plan.' On the right, a structured white box outlines a timeline for Election Day. The well-defined steps, occurring at 6 weeks before, 4 weeks before, 2 weeks before, and on Election Day, guide individuals through actions. These include registering to vote, exploring voting options and information on in-person voting.

Post 2 | Planning

Canva

Square Template →

Horizontal Template →



Did you know that making your voting plan starts well before Election Day?

For the answers to all your questions and who to contact if you need additional support: [Insert link]



Did you know that making your voting plan starts well before Election Day?

For the answers to all of your questions and who to contact if you need additional support: [Insert link]



Don't wait until the last minute, make your voting plan early!

For the answers to your voting questions and additional support, head to the link in our bio.



Planning



ALT TEXT

A dark blue background with a row of red and blue signs outlined in white. Each sign has a white letter and spells out, 'VOTE 2024'. With '2024' standing alone on the last sign.

Post 3 | Planning

Canva

Square Template ➔

Horizontal Template ➔



Election Day will be here before you know it! Do you have a voting plan? Have you identified your polling place? If not, you still have time.

Find answers to voting questions:
www.eac.gov/vote

Election Day is right around the corner. Check your voter registration status, find your polling place, and more: www.eac.gov/vote

The countdown to Election Day is here. Check your voter registration status, find your polling place and more by clicking the link in our bio.

Are you ready?

-  Register to Vote
-  Make a Voting Plan
-  Research Your Ballot
-  VOTE

ALT TEXT

Light blue bar in the top quarter and a white background in the bottom portion. At the top, bold text reads 'Are you ready?'. Below this, there is a list of four voting-related actions, each accompanied by a unique icon: "Register to Vote," "Make a Voting Plan," "Research Your Ballot," and "Vote." The image serves as an encouragement for civic participation and provides guidance.

Post 4 | Planning

Canva

Square Template ➔

Horizontal Template ➔



Election Day will be here before you know it. Are you ready?

Don't worry, it's not too late. Get started: www.eac.gov/vote

Are you ready for Election Day? It's easier than ever to check your registration status and to make a voting plan: www.eac.gov/vote

Election Day is right around the corner. Make sure you're ready: www.eac.gov/vote



Planning



ALT TEXT

A white background with illustrations of various modes of transportation. The text on the bottom left reads 'Make your voting transportation plan today'.

Post 5 | Planning

Canva

Square Template ➔

Horizontal Template ➔



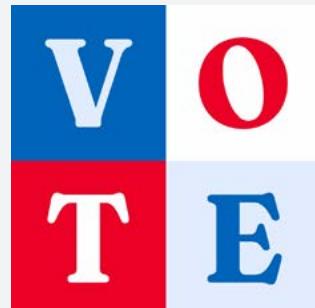
Ready to vote? Plan your journey to the polls today. However you get to the polls, we hope to see you there.



Get ready for election day by making your transportation plan! Carpool with friends, check your local bus schedule or make sure your bike is ready for the road. 🚲



Don't forget to make your transportation plans for Election Day. Carpool with friends, check your local bus schedule or make sure your bike is ready for the road. 🚲



ALT TEXT

Square graphic divided into four quadrants, each containing a letter from the word 'VOTE'. The top left shows a 'V'. Top right features an 'O'. Bottom left displays a 'T'. Bottom right presents an 'E'.

Post 6 | Planning

Canva

Square Template ➔

Horizontal Template ➔



Change starts with you and your vote. Create your voting plan: www.eac.gov/vote



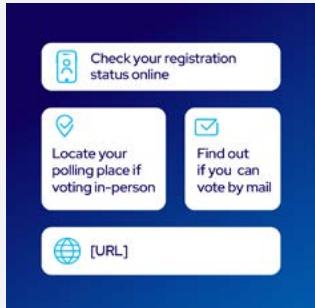
Your vote is your voice. Create your voting plan: www.eac.gov/vote



Big changes start with you. Create your voting plan: www.eac.gov/vote



Planning



ALT TEXT

Graphic with dark blue background. The text at the top reads 'Check your registration status online' in a white box. Two text boxes in the middle and the one on the left reads, 'Locate your polling place if voting in-person' and on the right reads, 'Find out if you can vote by mail'. Text at the bottom reads 'URL'

URL's on graphics can be customized inside of Canva

Post 7 | Planning

Canva

Square Template →

Horizontal Template →



Get a head start on your Election To-Do List! Help yourself have a stress-free voting experience this election season.

Get ready to cast your ballot!

[Insert link]

Get a head start on your Election To-Do List! Help yourself have a stress-free voting experience this election season.

Get ready to cast your ballot!

[Insert link]

Ready to make your vote count? Check out the Election To-Do List – a simple guide to help you get prepared for Election Day.

Get ready to cast your ballot!

[Insert link]



ALT TEXT

An infographic with a white background and red border and bold red text that reads, "Make your voting plan" at the top. Under that are four steps that read: Register to vote, Know your polling place, Do your research, and Get to the polls.

Post 7 | Planning

Canva

Square Template →

Horizontal Template →



Find all the information you need to create your voting plan: [Insert link]

Find all the information you need to create your voting plan: [Insert link]

Find all the information you need to create your voting plan: [Insert link]



Planning



ALT TEXT

A navy blue background and white text that reads 'Check your voter information.' The background includes a repeating pattern of the word 'reminder' in smaller text, alternating between lighter blue and red, creating a sense of urgency.

Post 9 | Planning

Canva

Square Template ➔

Horizontal Template ➔



Did you know that checking your voter information online is quick and easy?

Check online to view your info:
[Insert link]

Did you know it's easy to check your voter information online?

Check online to view your info:
[Insert link]

Check your voter information online anytime!

Visit the link in bio to check online today.



ALT TEXT

An illustration of a hand dropping a completed ballot into a ballot box. The text, "Be Election Ready Check Your Status Today" is prominently displayed across the top.

Post 10 | Planning

Canva

Square Template ➔

Horizontal Template ➔



Are you election ready? Take a moment to check your voting status and ensure you're all set for Election Day.

Visit online for quick access to resources on how to register, update information, cast your ballot, and find your polling place.
 [Insert link]

Get ready to vote!

Visit online for quick access to resources on how to register, update information, cast your ballot, and find your polling place.
 [Insert link]

Ready to make a difference? Prepare for Election Day!

Explore resources to register, update information, cast your ballot, and find your polling place.

#Election2024 #ElectionDay



How To Register



ALT TEXT

Graphic with the text 'Are you registered to vote?' accompanied by a graphic of a woman deep in thought in the top right-hand corner. The image prompts consideration of voter registration and engagement.

Post 1 | How To Register

Canva

Square Template ➔

Horizontal Template ➔



Know before you go! Before you cast your ballot, follow the link to check your registration status.

www.eac.gov/vote

Know before you go! Before you go to cast your ballot, follow the link to check your registration status.

www.eac.gov/vote

Know before you go! Before you cast your ballot, knowing your registration status is essential.

Click the link in our bio to check your status and make your plan to vote.

Post 2 | How To Register

Canva

Square Template ➔

Horizontal Template ➔



Have you moved since the last election? Your voter registration needs to move with you! Don't forget to update it.

Ensure you are registered at your new address: www.eac.gov/vote

Are you registered with your correct address? Your vote needs to move with you!

Ensure you are registered at your new address: www.eac.gov/vote

If you've recently moved, make sure your voter registration moves with you.

Click the link in our bio to ensure you are registered at your new address.



ALT TEXT

Image featuring a woman in a relaxed pose beside packed moving boxes, houseplants, and a cat. The image is accompanied by text encouraging individuals who have recently moved to check the necessary steps for voter registration, promoting civic engagement and awareness.

How To Register



ALT TEXT

A square white background with a red border. On the left inside the border is an illustrated bold red check mark in a white box. Under that, the text reads, 'Register to vote online today' in blue text.

Post 3 | How To Register

Canva

Square Template ➔

Horizontal Template ➔



Attention, voters! You can register to vote online.

Don't miss the chance to register or update your voter information with a simple click. [Insert link]

Attention, voters! You can register to vote online.

Don't miss the chance to register or update your voter information with a simple click. [Insert link]

Attention, voters! You can register to vote online.

Don't miss the chance to register or update your voter information with a simple click.



ALT TEXT

Illustration of a woman sitting on a blue bean bag chair with a laptop. A black cat is seated next to the bean bag chair, and a green potted plant. The text above says, 'Register to vote online' with 'register to vote' in blue and 'online' in red.

Post 4 | How To Register

Canva

Square Template ➔

Horizontal Template ➔



Did you know you can register to vote from the comfort of your home? Register to vote online now. It takes as little as two minutes: www.eac.gov/vote

Register to vote online in as little as two minutes: www.eac.gov/vote

Click the link in our bio to register to vote online in about two minutes.



How To Register



ALT TEXT

A blue background and different versions of 'I Voted' stickers across the graphic. The text in the middle reads 'Are you Registered to Vote?'

Post 5 | How To Register

Canva

Square Template →

Horizontal Template →



Check your voter registration status now and gear up for the upcoming election.

www.eac.gov/voters/register-and-vote-in-your-state

Confirm your voter registration and get ready for the upcoming election.

Let's make sure your voice is heard loud and clear.

www.eac.gov/voters/register-and-vote-in-your-state

Confirm your voter registration now and get set for the upcoming election. Visit the link in our bio to check your status.



ALT TEXT

An image of a woman with a megaphone on the right side. The text in the middle reads, 'Calling all voters in [Charleston].'

Post 6 | How To Register

Canva

Square Template →

Horizontal Template →



Don't wait until the last minute to check your voter registration status. 🚨

If you're not registered yet, head to the website and register today: [Insert link]

Don't wait until the last minute to check your voter registration status. 🚨

If you're not registered yet, head to the website and register today: [Insert link]

Don't wait until the last minute to check your voter registration status. 🚨

If you're not registered yet, head to the website and register today: [Insert link]



How To Register



ALT TEXT

A white background with an illustration of a person holding a dog with moving boxes and a plant to the left. The text at the top reads, "Recently moved?" in blue. Under that, there's a blue box and the white text inside reads "Update voter registration" with a white box and a red check mark next to it.

Post 7 | How To Register

Canva

Square Template ➔

Horizontal Template ➔



If you moved recently, update your voter registration: [Insert link]

If you moved recently, update your voter registration: [Insert link]

If you moved recently, update your voter registration: [Insert link]



ALT TEXT

An illustration of a man using a laptop while seated in a wheelchair. There's a white box with bold blue text that reads, "Check your voter registration online."

Post 8 | How To Register

Canva

Square Template ➔

Horizontal Template ➔



Are you registered to vote?
Check your registration status today. [Insert link]

Are you registered to vote?
Check your registration status today. [Insert link]

Are you registered to vote?
Check your registration status today.

How To Register



ALT TEXT

Illustration featuring a woman sitting comfortably on a sofa, holding a smartphone. Above the illustration, the text reads, "Registering to vote from your phone only takes a few minutes."

Post 9 | How To Register

Canva

Square Template ➔

Horizontal Template ➔



Registering to vote is simple and fast!
Act now: [Insert link]

Registering to vote is simple and fast!
Act now: [Insert link]

Registering to vote is simple and fast!
Act now: [Insert link]



ALT TEXT

A light blue background with an illustration of a woman holding a finger to her chin on the right. The blue text reads, 'How do I update my voter registration?'

Post 10 | How To Register

Canva

Square Template ➔

Horizontal Template ➔



Remember, updating your voter registration is crucial if you've moved or changed your name. It only takes a few minutes. [Insert link]

Moved or had a name change? Remember to update your voter registration! It only takes a few minutes. [Insert link]

Updating your voter registration is essential if you've moved or had a name change. Ensure your info is correct, it only takes a few minutes! [Insert link]

How To Register



ALT TEXT

An illustration promoting same-day voter registration, featuring a person at a decorated booth with a laptop and an American flag, holding a registration card. A bold text at the top of the image reads, "Same-Day Voter Registration."

Post 11 | How To Register

Canva

Square Template ➔

Horizontal Template ➔



Did you know you can register to vote at the polls? Learn more about the process and what you need to bring with you.

[Insert link]



Registering to vote at the polls is possible! Learn more about this process and what you need to bring with you.

[Insert link]



You can register to vote at the polls! Find out more about this option and what you need to bring.

Visit the link in bio to learn more.



ALT TEXT

Graphic with a light blue background and an illustration of a person smiling with their hands on their hips and an 'I Voted' sticker on their shirt. The text on the left reads, 'First-time voter?'

Post 12 | How To Register

Canva

Square Template ➔

Horizontal Template ➔



First time voting?

The first step is to ensure you're registered in your state. The process is simple, and you can do it from your phone! Learn more: [Insert link]



The first step in casting your first ballot is registering to vote. The process is simple, and you can do it from your phone! Learn more: [Insert link]



The first step in casting your first ballot is registering to vote. The process is simple, and you can do it from your phone!

How To Register



ALT TEXT

A blue background with an overlay picture of a woman in a yellow tank top. Next to the picture, the white text reads, 'Learn how to pre-register to vote today'. The text in the bottom left corner reads, 'Pre-register to vote' with an illustrated red check mark in a white circle next to it.

Post 13 | How To Register

Canva

Square Template ➔

Horizontal Template ➔



Did you know you can pre-register to vote?

Find out how: [Insert link]



Did you know you can pre-register to vote? Find out how: [Insert link]



Did you know you can pre-register to vote?

Get ahead of the game by visiting www.eac.gov/vote.



Voter Registration Deadlines



ALT TEXT

Illustration of the United States map in the center in light blue with the background split into two colors, at the top blue and red background at the bottom. The text above the illustration reads, 'Register to vote or check your status today.'

Post 1 | Voter Registration Deadlines

Canva

Square Template ➔

Horizontal Template ➔



Your vote counts, and it starts with registering to vote.

Not sure if you're already registered?

Verify your registration status: www.eac.gov/vote

Registering to vote and verifying your registration is the first step to voting.

Verify your registration status or register to vote: www.eac.gov/vote

Register to vote and verify your registration status today to make sure you're Election Day ready.

Head to www.eac.gov/vote to learn more.



ALT TEXT

A white background and a red border that includes a blue map with red location markers. Includes text that reads "Find the voter registration deadline for your state at vote.gov"

Post 2 | Voter Registration Deadlines

Canva

Square Template ➔

Horizontal Template ➔



Do you know your voter registration deadline?

Find it online: www.eac.gov/vote

Do you know your voter registration deadline?

Don't miss out on your chance to vote! www.eac.gov/vote

Do you know your voter registration deadline?

Find it online: www.eac.gov/vote

URL's on graphics can be customized inside of Canva



Voter Registration Deadlines



ALT TEXT

Ready to make a change? Your vote starts with checking your registration status.

Check your registration status today.

[Insert link]

Post 3 | Voter Registration Deadlines

Canva

Square Template ➔

Horizontal Template ➔



The clock is ticking! Make sure you're registered to vote in the upcoming election. It takes less than a minute.

[Insert link]



The clock is ticking! Make sure you're registered to vote in the upcoming election. It takes less than a minute.

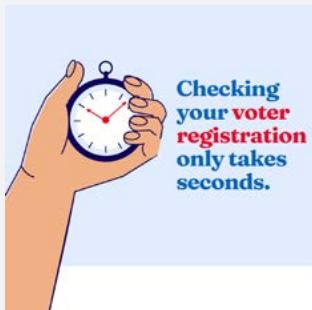
[Insert link]



Ready to make a change? Your vote starts with checking your registration status.

Check your registration status today.

[Insert link]



ALT TEXT

An illustrated hand holding a stopwatch. The background is light blue. The text "Checking your voter registration only takes seconds." is written in red and blue above the stopwatch.

Post 4 | Voter Registration Deadlines

Canva

Square Template ➔

Horizontal Template ➔



Don't wait until it's too late, check your voter registration status. It takes just a few minutes, and you can do it right from your phone: www.eac.gov/vote



Checking your voter registration status only takes a few minutes, and you can do it right from your phone.

www.eac.gov/vote



Check your voter registration status from your phone. It only takes a few minutes and a couple of clicks.

Click the link in our bio and check your voter status today.



Voter Registration Deadlines



ALT TEXT

A light blue background with an illustration of a brown ballot box and an illustrated envelope being put into it. The text on the box reads, 'Vote.'. Text above the box reads, 'Today is the last day to register to vote!'

Post 5 | Voter Registration Deadlines

Canva

Square Template ➔

Horizontal Template ➔



Are you registered to vote? Check your registration status and register now: [Insert link]

Registering to vote takes just a few minutes; you can do it from your phone.

Get started: [Insert link]

Today is the final day to register to vote. Registering takes just a few minutes; you can do it from your phone.



ALT TEXT

A multicolor background with light blue at the top, white in the middle and blue at the bottom. Red and blue text reads "Know your registration deadline. Register to vote today."

Post 6 | Voter Registration Deadlines

Canva

Square Template ➔

Horizontal Template ➔



Be aware of your registration deadline and register to vote today! [Insert link]

Be aware of your registration deadline and register to vote today!

[Insert link]

Know your registration deadline and seize the opportunity to register to vote today!



Voter Registration Deadlines



ALT TEXT

A multicolor background with light blue at the top, white in the middle and blue at the bottom. Red and blue text reads "Know your registration deadline. Register to vote today."

Post 7 | Voter Registration Deadlines

Canva

Square Template ➔

Horizontal Template ➔



Be aware of your registration deadline and register to vote today! [Insert link]

Be aware of your registration deadline and register to vote today!
[Insert link]

Know your registration deadline and seize the opportunity to register to vote today!



ALT TEXT

A notification reminder bordered in red displays a white bell icon outlined in blue, signifying a notification. A small red circle with the number "1" is atop the bell, indicating a new notification. The notification reads, "Check your voter registration today" in blue font.

Post 8 | Voter Registration Deadlines

Canva

Square Template ➔

Horizontal Template ➔



Time is ticking! Check your voter registration today:
[Insert link]

Time is ticking! Check your voter registration today:
[Insert link]

Time is ticking! Check your voter registration today.



Election Day is Coming



ALT TEXT

Image featuring the text 'State Primary Election day' alongside a graphic of a map of the United States. The text and map indicate the importance of a state's primary election day and its relevance to the entire country.

Post 1 | Election Day is Coming

Canva

Square Template ➔

Horizontal Template ➔



Mark your calendars for June 4th - it's State Primary Election Day! Be a part of shaping the future by having a plan to vote.

Find your polling place and ensure your voice is heard: www.eac.gov/vote

June 4th is the day to make your mark in the State Primary Election.

Don't forget to plan your vote and locate your polling place: www.eac.gov/vote

June 4th is your State Primary Election Day. Make sure you have a plan to vote and find your polling place by clicking the link in our bio.



ALT TEXT

Image of a hand dropping a ballot into a ballot box. The image is accompanied by text that reads 'June 4; Vote in your Presidential Primary,' indicating an important date for the primary election and encouraging voter participation.

Post 2 | Election Day is Coming

Canva

Square Template ➔

Horizontal Template ➔



The Presidential Primary Election is on June 4, and your vote matters!

Ready to cast your ballot? Check out our guide on how to vote.

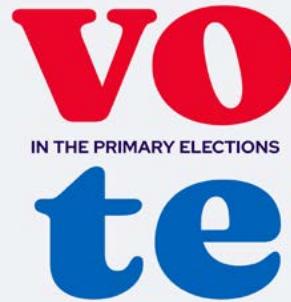
It's your time to shine. The Presidential Primary Election is on June 4, and your vote matters.

Check out our guide on how to vote:

We believe in the power of your vote. On June 4, be a part of the Presidential Primary Election.

Ensure you're prepared to vote - check out the guide in our bio.

Election Day is Coming

**ALT TEXT**

Graphic with text in bold that says 'Vote in the Primary Elections.' The image serves as a call to action to encourage participation in the primary elections.

Post 3 | Election Day is Coming

Canva

Square Template →

Horizontal Template →



The State Primary Election is coming, and we want you to be ready. Your voice matters!

The State Primary Election is coming, and we want you to be ready. Your voice matters!

The State Primary Election is your chance to make your voice heard.

Find your polling place and plan to vote: www.eac.gov/vote

Find your polling place and plan to vote: www.eac.gov/vote

Plan to vote and find your polling place through the link in our bio.

PRESIDENTIAL PRIMARY**ALT TEXT**

Graphic for 'Presidential Primary Election Day' featuring an image of a hand holding an 'I voted' sticker. The image signifies the significance of participating in the primary election and proudly displaying the 'I voted' sticker as a badge of civic responsibility.

Post 4 | Election Day is Coming

Canva

Square Template →

Horizontal Template →



Don't let your voice go unheard!

Don't let your voice go unheard!

Don't let your voice go unheard!

The Presidential Primary Election is on June 4th.

The Presidential Primary Election is on June 4th.

The Presidential Primary Election is on June 4th. Find out how to vote using the link in bio.

Find out how to vote: www.eac.gov/vote

Find out how to vote: www.eac.gov/vote

Election Day is Coming



ALT TEXT

A white background with the top text that reads, 'June 4' in red. In the middle, the text reads, '6/4 Presidential Primary' with an illustrated eagle. At the bottom, the text reads, 'June 4' again in blue.

Post 5 | Election Day is Coming

Canva

Square Template ➔

Horizontal Template ➔



The Presidential Primary Election is coming up. Mark your calendars and get ready to make your voice heard. 17

Mark your calendar, the Presidential Primary Election is right around the corner.

The Presidential Primary Election is just around the corner. Mark your calendars, and we'll meet you at the polls.



ALT TEXT

A navy background at the top with white text that reads "200 days until the presidential election". Adjacent to the text, there's an illustrated American flag. The bottom half of the graphic has a red background with text outlined in a white circle and reads, "Are you registered to vote? Need Help? Visit eac.gov."

Post 6 | Election Day is Coming

Canva

Square Template ➔

Horizontal Template ➔



There are only 200 days until the 2024 presidential election. Make your voting plan today! Start with registering to vote and checking your voter registration status.

www.eac.gov/vote

The countdown is on! It's never too early to make your voting plan and to check your voter registration status.

www.eac.gov/vote

The clock is ticking down to the 2024 presidential election!

Make sure you're registered to vote: www.eac.gov/vote

Election Day is Coming

**ALT TEXT**

Calendar graphic in the middle of a blue background with the date 'November 5' on it. The text on the top reads 'Election Day.'

Post 7 | Election Day is Coming

Canva

Square Template ➔

Horizontal Template ➔



Election day will be here before you know it. Mark your calendars and start making your voting plan.

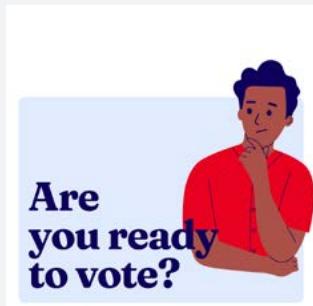
To answer some of your most pressing election questions, go to: www.eac.gov/voters/voter-faqs

📢 Save the date! Election day will be here before you know it. Mark your calendars and start making your voting plan.

To answer some of your most pressing election questions, go to www.eac.gov/voters/voter-faqs

Election day will be here before you know it. Mark your calendars and start making your voting plan.

To answer some of your most pressing election questions, go to: www.eac.gov/voters/voter-faqs

**ALT TEXT**

A light blue background with an illustration of a man pondering to himself with his hand on his chin. To the left of the illustration, the text reads, "Are you ready to vote?"

Post 8 | Election Day is Coming

Canva

Square Template ➔

Horizontal Template ➔



Election Day will be here before you know it! Are you ready?

Take the first step & register to vote now. [Insert link]

Election Day will be here before you know it! Are you ready?

Take the first step & register to vote now. [Insert link]

Election Day will be here before you know it! Are you ready?

Take the first step & register to vote now. [Insert link]

Election Day is Coming



Post 9 | Election Day is Coming

Canva

Square Template ➔

Horizontal Template ➔



The Presidential and State Primary Election is coming up on June 4th!

www.eac.gov/vote



The Presidential and State Primary Election is coming up on June 4th!

www.eac.gov/vote



The Presidential and State Primary Election is coming up on June 4th!

Find your polling place by clicking the link in our bio.

ALT TEXT

Text at the top and bottom in red and blue, saying 'Tomorrow,' with text in the middle that reads '6/4 State Primary Election Day.' The image serves as a visual reminder of the upcoming state primary election.

Election Day is Coming



Post 10 | Election Day is Coming

Canva

Square Template

Horizontal Template

No static JPG downloads are available for these graphics as they are intended to be edited.

A



ALT TEXT

A blue background. Text in the middle reads, "Be election ready [Atlanta]"

B



ALT TEXT

A blue background and an animation of a clock in the bottom right. The text at the top reads, "The voter registration deadline is 12/34"

C



ALT TEXT

A blue background and an animation of a post office stamp. Text in the middle reads 'Vote-by-mail ballot request deadline is 12/34'

D



ALT TEXT

A blue background, red and white stripes at the bottom and white stars. Text in the middle reads 'Election Day is 12/34'



Mark your calendars for key election dates:

Voter Registration Deadline: _____

Vote-by-Mail Ballot Request Deadline: _____

Election Day: _____

Get the details on our website: _____



Lock in these dates for a successful vote:

Voter Registration Deadline: _____

Vote-by-Mail Ballot Request Deadline: _____

Election Day: _____

Visit our website for election insights: _____



Stay in the loop on key dates:

Voter Registration Deadline: _____

Vote-by-Mail Ballot Request Deadline: _____

Election Day: _____

Visit the link in our bio for more details



Voting Options



ALT TEXT

A white background with an American flag partially draped over the top. The text below the flag reads 'Military + Overseas Citizens' in blue and 'Voter Information' in red.

Post 1 | Voting Options

Canva

Square Template →

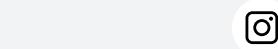
Horizontal Template →



Are you serving in the military or an overseas citizen? Absentee voting ensures your voice echoes back home. Learn more: www.fvap.gov/



If you are serving in the military or an overseas citizen, you are eligible to cast an absentee ballot.



Learn what resources are available: www.fvap.gov/



Military heroes and overseas citizens! Absentee voting empowers you to make your mark, no matter where duty takes you. Learn more: www.fvap.gov/



ALT TEXT

Illustration promoting ballot tracking, depicting a mailbox with a red flag releasing a white ballot marked 'Vote.' In the background, the White House is visible. The image encourages viewers to 'Track Your Ballot' with prominent red text, emphasizing the importance of monitoring the status of their ballots.

Post 2 | Voting Options

Canva

Square Template →

Horizontal Template →



Don't leave your vote to chance. Track your ballot and stay informed about its status: www.eac.gov/vote



Don't leave your vote to chance. Track your ballot and stay informed about its status: www.eac.gov/vote



Don't leave your vote to chance. Track your ballot and stay informed about its status by following the link in our bio.



Voting Options



ALT TEXT

A blue background with an illustration of a red mailbox on the top right side. The text on the left reads 'Check your absentee ballot deadline today!'.

Post 3 | Voting Options

Canva

Square Template ➔

Horizontal Template ➔



Voting by mail? Don't forget to check the deadline for when your absentee ballot is due.

[Insert link]

Voting by mail? Don't forget to check the deadline for when your absentee ballot is due.

[Insert link]

Voting by mail? Don't forget to check the deadline for when your absentee ballot is due by clicking the link in our bio.



ALT TEXT

An illustration of someone writing on a piece of white paper next to a red notebook. There are illustrations of sunglasses, a voting card, and paper clips next to the white paper. The text above the illustrations reads, 'What are the ways I can vote?'

Post 4 | Voting Options

Canva

Square Template ➔

Horizontal Template ➔



When it comes to voting, you have options. You can cast your ballot:

- In Person on Election Day
- Early In Person
- By Mail

Learn more about your voting options: [Insert link]

When it comes to voting, you have options. You can cast your ballot:

- In Person on Election Day
- Early In Person
- By Mail

Learn more about your voting options: [Insert link]

When it comes to voting, you have options. You can cast your ballot:

- In Person on Election Day
- Early In Person
- By Mail

Learn more about your voting options: [Insert link]



Voting Options



ALT TEXT

A blue background with a red box at the top with text that reads 'Why Wait?' and a blue box at the bottom that reads "Vote Early".

Post 5 | Voting Options

Canva

Square Template ➔

Horizontal Template ➔



Beat the crowds and cast your ballot ahead of Election Day. Learn more about early voting.

www.eac.gov/how-do-i-vote-early

Skip the lines on Election Day! Explore early voting options in your area.

www.eac.gov/how-do-i-vote-early

Don't let time slip away—make your voice heard and vote ahead of the crowds. Tap the link in our bio to learn more about early voting.



ALT TEXT

A white background and red and blue gradient border. Image of an analog clock in the middle. The text on top reads, "Get Early Voting Information." Text on the bottom reads, "Today!"

Post 6 | Voting Options

Canva

Square Template ➔

Horizontal Template ➔



Early voting is a great way to make your voice heard but on your schedule! 🗳️

Find out more about early voting: [Insert link]

Early voting is a great way to make your voice heard but on your schedule! 🗳️

Learn more about in-person early: [Insert link]

Be in the know! Early voting is a great way to make your voice heard but on your schedule! 🗳️

Learn more about in-person early voting by clicking the link in our bio.



Voting Options

DIFFERENT WAYS TO VOTE

- Early in person
- By mail or absentee
- Election Day in person



ALT TEXT

A white background with a dark blue box at the top with white text that reads, 'Different ways to vote.' Below are blue checkmarks outlined in a red box with labeled steps to vote: 'Early in person, By mail, Absentee, Election Day. The bottom has illustrated red and blue lines for the American flag.

Post 7 | Voting Options

Canva

Square Template ➔

Horizontal Template ➔



There are voting options that fit every schedule. Choose the best option for you.

[Insert link]



Choose the voting option that fits your schedule!

[Insert link]



Choose the voting option that fits your schedule. How do you plan on casting your ballot?



ALT TEXT

A split blue and red background. At the top, there's an illustration of a person with their hand on their chin pondering. The white text to the left reads, 'Did you know? Is Election Day the only day to vote?'

Post 8 | Voting Options

Canva

Square Template ➔

Horizontal Template ➔



You have options! Cast your ballot before Election Day and vote early in person or request an absentee ballot to vote by mail or drop box.

Learn more about voting deadlines: [Insert link]



You have options! You can vote early in person or request an absentee ballot to vote by mail or drop box.

Learn more about voting deadlines in your state and your options: [Insert link]



You have options! Vote early in person or request an absentee ballot to vote by mail or drop box.

Learn more about voting deadlines in your state and your options: [Insert link]



Vote By Mail



ALT TEXT

A postage stamp with a blue background. Text that reads "Voting by mail?" in a red box. Text underneath reads "1. Request your mail ballot, 2. Fill out your mail ballot, 3. Return your mail ballot, 4. Confirm your mail ballot"

Post 1 | Vote By Mail

Canva

Square Template →

Horizontal Template →



Did you know that millions of Americans can vote by mail? Voting by mail allows you to:

- Vote at your convenience
- Take your time with your choices
- Avoid polling location crowds

Is voting by mail right for you?
www.eac.gov/voters/voter-faqs



Voting by mail is a flexible and hassle-free option.

With it, you can vote on your schedule, make careful choices, and avoid crowded polling locations.

Is voting by mail right for you?
www.eac.gov/voters/voter-faqs



Voting by mail is a practical choice for many. You can:

- Vote at your convenience
- Take your time with choices
- Steer clear of crowds at polling locations

Is voting by mail right for you?
Click the link in the bio



ALT TEXT

Illustration of a hand with red nail polish and a dark blue sleeve with yellow dots, extending a sealed envelope against a light blue background. The text 'Request a vote-by-mail ballot' is displayed below.

Post 2 | Vote By Mail

Canva

Square Template →

Horizontal Template →



Request your mail-in ballot today and make your mark from the comfort of your home.

Mail-in voting is a convenient and easy way to ensure your vote is counted.

Request your ballot,
[Insert link]



Request your mail-in ballot today and make your mark from the comfort of your home.

Mail-in voting is a convenient and easy way to ensure your vote is counted.

Request your ballot,
[Insert link]



Request your mail-in ballot today and make your mark from the comfort of your home.

Mail-in voting is a convenient and easy way to ensure your vote is counted.

Request your ballot,
[Insert link]



Vote By Mail



ALT TEXT

An infographic with a white background and bold blue text at the top that reads, 'Vote by mail if you are,' followed by four icons to finish the sentence. The first icon is an illustrated airplane, and under it reads, 'Living Overseas.' The second icon is an illustrated star badge, and under it reads, 'In the military, with domestic and overseas in parenthesis. The third icon is an illustrated apple, and under it reads 'Away at college.' The fourth icon is an illustrated first aid kit, and under it reads, 'Deployed as a first responder'. A bold red line is at the bottom.

Post 3 | Vote By Mail

Canva

Square Template →

Horizontal Template →



Your vote travels with you! 🌎 Whether working, traveling or away from home, voting by mail is available.

Perfect for:

- ✈️ Overseas citizens
- 📍 Military personnel
- 🎓 Absent students
- 👉 First responders on deployment

Visit [Insert link] for more information.

Working, traveling, or away? You can vote by mail. It's ideal for:

- ✈️ Overseas citizens
- 📍 Military personnel
- 🎓 Absent students
- 👉 Deployed first responders

Request your mail-in ballot at [Insert link]. 🗳️

Life's journey won't stop your vote! 🌎 For those working, traveling, or away from home, voting by mail is an option. Suitable for:

- ✈️ Overseas citizens
- 📍 Military personnel (domestic and overseas)
- 🎓 Absent students
- 👉 First responders on deployment



ALT TEXT

An illustration of a woman sitting on a red suitcase looking down at a phone on the right-hand side and illustrations of a passport, voting sticker and shades are at the top of the photo with bold text that reads "Will you be out of town on Election Day?"

Post 4 | Vote By Mail

Canva

Square Template →

Horizontal Template →



Will you be out of town on Election Day? ✈️ You can still vote by requesting your absentee ballot right from the comfort of your home.

Find out how to request a mail ballot: [Insert link]

Will you be out of town on Election Day? You can still vote.

Find out if you're eligible and request a mail ballot: [Insert link]

Do you think you might be eligible to absentee vote?

Learn more about how to determine your eligibility and request your mail ballot.



Vote By Mail



ALT TEXT

A light blue background with an illustration of a person walking. Next to that is an illustration of a map with four location markers placed on it. The blue text at the top reads, 'Your mail-in ballot drop box may be closer than you think!'

Post 5 | Vote By Mail

Canva

Square Template ➔

Horizontal Template ➔



Find your nearest mail-in ballot drop box and learn more about your voting options: [Insert link]

Find your nearest mail-in ballot drop box and learn more about your voting options: [Insert link]

Find your nearest mail-in ballot drop box and learn more about your voting options: [Insert link]



ALT TEXT

Graphic with an illustration of a person looking through a pair of binoculars. The text above the illustration reads, 'Track Your Mail-In Ballot'

Post 6 | Vote By Mail

Canva

Square Template ➔

Horizontal Template ➔



Did you know that you can track your mail-in ballot? Learn how: [Insert link] 📱

Did you know you can track your mail-in ballot? Learn how: [Insert link] 📱

Did you know you can track your mail-in ballot? Learn how: [Insert link] 📱



Vote By Mail



ALT TEXT

An illustration of a blue mailbox with the flag up, indicating mail is inside. The background is a gradient of light to dark blue, and there's text informing that ballots are in the mail and those who requested a mail-in ballot will receive it shortly.

Post 7 | Vote By Mail

Canva

Square Template →

Horizontal Template →



Exciting news – mail-in ballots have been sent out! 📢 Keep an eye on your mailbox. If you don't receive yours soon, reach out to our office or track your ballot here: [Insert link]



Heads up! Mail-in ballots are on their way to your mailbox. 📢 Keep an eye out. If you don't receive yours soon, reach out to our office or track your ballot here: [Insert link]



Your ballot is coming – mail-in ballots have been sent out! 📢

Make sure to check your mailbox regularly. If you don't receive yours soon, reach out to our office or track your ballot here: [Insert link]



ALT TEXT

Informational sign with a dark blue background, featuring the message 'Your signature matters' in bold white and red letters, emphasizing the importance of signatures.

Post 8 | Vote By Mail

Canva

Square Template →

Horizontal Template →



Curious about signature curing? It's a crucial step that safeguards your vote, prevents fraud, and upholds the integrity of the entire voting system. 🗳️ Learn more: [Insert link]



Your signature matters. This essential step safeguards your vote, protects against fraud, and ensures the integrity of our democratic process. 🗳️ Learn more: [Insert link]



Every signature counts. This crucial step protects your vote, and guards against fraud, and upholds the integrity of our democratic process. 🗳️ Learn more: [Insert link]



Vote By Mail

**ALT TEXT**

A split white and red background. The blue text at the top reads, 'How do I request a mail-in ballot?' Under the text, there's an illustration of a person with a shrug position.

Post 9 | Vote By Mail

Canva

Square Template ➔

Horizontal Template ➔



You can request an absentee ballot and have it mailed to you.✉️

Learn how to get an absentee ballot, cast your vote, and meet voting deadlines: [Insert link]



You can request an absentee ballot and have it mailed to you.✉️

Learn how to get an absentee ballot, cast your vote, and meet voting deadlines: [Insert link]



You can request an absentee ballot and have it mailed to you.✉️

Learn how to get an absentee ballot, cast your vote, and meet voting deadlines: [Insert link]



Vote Early



ALT TEXT

Windowpane with a view of the sky and clouds. Bold text in the center reads 'Early voting starts today!' A potted flower with bright petals at the bottom left.

Post 1 | Vote Early

Canva

Square Template ➔

Horizontal Template ➔



Early voting is open. Take advantage of the opportunity to skip the lines!

Find your early voting locations: [Insert link]



Early voting is now open! Avoid the lines and skip the Election Day rush.

Find your voting location and hours: [Insert link]



Early voting starts today!

Find your early voting locations: [Insert link]



ALT TEXT

A blue background with a red border. There is large white text that reads 'How do I vote early in-person?'.

Post 2 | Vote Early

Canva

Square Template ➔

Horizontal Template ➔



Ready, set, vote! Get a head start on this election.

Learn more about how you can vote early at [Insert link]



Get a head start this election and vote early.

Find your nearest polling place: [Insert link]



Ready, set, vote! Don't wait until Election Day – take advantage of early voting.

Learn more about voting early by clicking the link in our bio.



Vote Early



ALT TEXT

Graphic with a red background and text that reads, 'Today is the first day of early voting.' The graphic includes an illustration in the bottom right corner of a blue circle with the text 'Go Vote!' in the center.

Post 3 | Vote Early

Canva

Square Template ➔

Horizontal Template ➔



Early voting starts today!

Early voting starts today!

Early voting starts today!

Find voting locations: [Insert link]

Find voting locations: [Insert link]

Find voting locations: [Insert link]



ALT TEXT

Graphic that includes a photo of a man speaking into a megaphone. The text in the middle reads 'Last Day of Early Voting.'

Post 4 | Vote Early

Canva

Square Template ➔

Horizontal Template ➔



Today is your last chance to vote early! Find a voting location and cast your ballot today: [Insert link]

Today is your last chance to vote early! Find a voting location and cast your ballot today: [Insert link]

Today is your last chance to vote early! Find a voting location and cast your ballot today: [Insert link]



Vote Early



ALT TEXT

Illustration of a person with long, dark hair, holding up an envelope with an 'I Voted' sticker. The text 'It's not too late to vote early!' is displayed below.

Post 5 | Vote Early

Canva

Square Template ➔

Horizontal Template ➔



Voting early is a great way to avoid crowds and cast your vote on your schedule.

Learn more about early voting:
[Insert link]



Take charge of your schedule and make your voice heard before Election Day.

Learn more about early voting:
[Insert link]



Voting early can be the key to a stress-free and flexible voting experience! Casting your ballot early allows you to choose a time that suits your schedule.

Learn more about early voting:
[Insert link]



Polling Place



ALT TEXT

A circular map in the top left corner with the text 'Find your polling place' on the right. At the bottom of the graphic, there is text on the left that says 'Make a plan for transportation,' accompanied by an image of someone riding a bike on the right-hand side. The image provides guidance on finding a polling place and planning transportation for voting.

Post 1 | Polling Place

Canva

Square Template ➔

Horizontal Template ➔



Do you know where to vote?

Find your polling place: www.eac.gov/vote

Do you know where to go to vote?

Find your polling place: www.eac.gov/vote

Do you know where to go to vote?

Follow the link in our bio to find your polling place.

Post 2 | Polling Place

Canva

Square Template ➔

Horizontal Template ➔



Do you know where your polling place is? It might be closer than you think.

Find your polling place: [Insert link]

Your polling place may be closer than you think! If you don't know where your polling place is, find out now: [Insert link]

Do you know where your polling place is? It's not always the place closest to you. Find your polling place at the link in our bio.

ALT TEXT

Amidst a light blue backdrop, a figure in a white shirt and blue pants strides towards a red location pin on a green map. On one hand, they hold a phone, symbolizing accessibility. The image conveys the message: 'Your polling place may be closer than you think.'



Polling Place



ALT TEXT

Graphic encouraging people to find their voting location. A white background with a red border. In the center is a ballot box. Above the ballot box, five different modes of transportation are represented: a pedestrian, a cyclist, a car, a bus, and a train. Above these images, the text 'Find your voting location' is displayed in a bold, blue font.

Post 3 | Polling Place

Canva

Square Template →

Horizontal Template →



Did you know the polling location closest to you might not be your designated polling place?

Find your polling place and make your plan to vote: www.eac.gov/vote

When making your voting plan, it's important to find your polling place. Make a plan early to avoid confusion later: www.eac.gov/vote

Don't wait until election day, head to the link in our bio to find your polling place.



ALT TEXT

An illustration of a man checking his phone next to a larger animation of a cell phone with a map and a blue bus positioned behind it. The text above the bus reads, 'There may be updates to your voting location.' Blue text on the bottom reads 'Check your polling location at' and '[Insert link]' in a red oval.

Post 4 | Polling Place

Canva

Square Template →

Horizontal Template →



Ensure your vote counts! Having the most up-to-date information about your polling place is crucial. [Insert link]

Did you know your voting location is determined by the address you used to register?

Find your assigned polling place: [Insert link]

Did you know your voting location is determined by the address you used to register?

Find your assigned polling place.



Polling Place



ALT TEXT

A white background with red and blue borders with blue text in the middle that reads, 'Check your polling place.' A bold red line is under that and text in blue reads, 'Your location may have changed.'

Post 5 | Polling Place

Canva

Square Template →

Horizontal Template →



Avoid surprises – check and confirm your polling place before Election Day.

Check your polling place to ensure a smooth voting experience. [Insert link]



Don't let surprises disrupt your voting plan! 🗳️

Check and confirm your polling place ahead of Election Day to ensure a smooth voting experience.



Avoid surprises – confirm your polling place before Election Day.

[Insert link]



ALT TEXT

A light blue background with an illustration of a person looking through binoculars. The red and blue text to the left reads, 'Find your polling place.'

Post 6 | Polling Place

Canva

Square Template →

Horizontal Template →



On Election Day, don't leave anything to chance. Use our polling place locator to find your designated polling place. 🗳️

[Insert link]



Before you head to the polls, make sure you have the correct polling place location: [Insert link]



Don't know where to go to cast your vote? We make it easy.

Find your polling place: [Insert link]



Polling Place



ALT TEXT

The top section features an illustration of a map and a red rectangular button that says 'Find your polling place.' The bottom section shows an illustration of two cars carrying people, with a passenger hanging out of the back window holding a sign that says 'Vote.' To the left of the cars, text reads, 'Carpool with friends to vote!'

Post 7 | Polling Place

Canva

Square Template ➔

Horizontal Template ➔



It's never too early to make your transportation plans to vote. 🚗

[Insert link]



It's never too early to make your transportation plans to vote. 🚗

[Insert link]



It's never too early to make your transportation plans to vote. 🚗

[Insert link]



Education



ALT TEXT

A white background featuring bold, red text that says 'Know your rights'. Below that is red text that reads, 'Find out more information about voting accessibility at eac.gov/voters/voting-accessibility'. The link appears in white text with a blue box around it.

Post 1 | Education

Canva

Square Template ➔

Horizontal Template ➔



Every voice matters, and we're committed to ensuring voter accessibility for all. If you're a voter with a disability, remember you have the right to:

- Vote privately and independently
 - Have an accessible polling place with voting machines for voters with disabilities
 - Seek assistance from trained workers or bring someone to help
 - Request information on voting aids and absentee ballot procedures from local election officials.
- www.eac.gov/voters/voting-accessibility



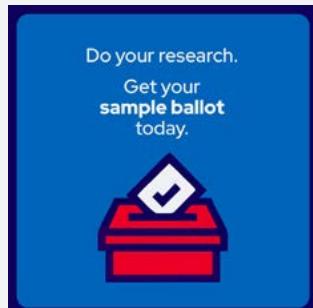
Accessibility is key for every voter, including those with disabilities. Remember your rights:

- Vote privately and independently
 - Accessible polling places and machines
 - Assistance from trained workers or a helper
- www.eac.gov/voters/voting-accessibility



Every voice matters, and we're committed to ensuring voter accessibility for all. If you're a voter with a disability, remember you have the right to:

- Vote privately and independently
 - Have an accessible polling place with voting machines for voters with disabilities
 - Seek assistance from trained workers or bring someone to help
 - Request information on voting aids and absentee ballot procedures from local election officials.
- Learn more about voter accessibility by clicking the link in our bio.



ALT TEXT

Image displaying text in bold, 'Do your research. Get your sample ballot today.' Below the text is a visual representation of a completed ballot with a checkmark, being placed into a red ballot box. The image guides voters to research, complete, and bring their sample ballots to the polls.

Post 2 | Education

Canva

Square Template ➔

Horizontal Template ➔



Curious about what's on your ballot this Election Day?

- Do your research
- Mark your sample ballot
- Be ready to vote

Follow the link below, enter your home address and customize your selections.

[Insert link]



Want to know what's on your ballot?

- Do your research
- Mark your sample ballot
- Be ready to vote

You can even print or email your personalized ballot to bring with you on Election Day.

[Election Officials: Fill in with the appropriate URL at your discretion]



Take control of your vote!

- Do your research
- Mark your sample ballot
- Be ready to vote

Click the link in our bio, input your home address, tailor your choices, and save them online or print them out to bring with you to the polls.

Education

**ALT TEXT**

A hand placing a ballot into a box. With text that reads: "If you are in line when the polls close, you are eligible to vote!"

Post 3 | Education

Canva

Square Template ➔

Horizontal Template ➔



If you're in line by closing time, you have the right to vote! Stay patient and make your voice heard.



Your vote matters, remember if you're in line by the time the polls close, you still can vote! Don't be discouraged from exercising your rights.



Make your voice heard up until the very end! If you're still in line by the time the polls close, you still have the right to vote. Stay motivated!

**ALT TEXT**

A split blue and red background featuring an illustrated map of the United States. The text at the top above the map reads, 'Check out your voting guide.' The text at the bottom under the map reads, 'It's your all-in-one resource this election season.'

Post 4 | Education

Canva

Square Template ➔

Horizontal Template ➔



Everything you need to know about voting all in one place!

Check out the voting guide:
[Insert link]



Everything you need to know about voting all in one place!

Check out the voting guide:
[Insert link]



Everything you need to know about voting all in one place!

Check out the voting guide at the link in bio.



Education



ALT TEXT

Set against a blue background, a graphic presents an illustrated man with a puzzled expression asking, 'Who is in charge of elections?' To the right, the query is written. Below the illustration, a bold red banner provides a direct link to eac.gov/vote for additional information, accompanied by the distinctive logo of the U.S. Election Assistance Commission.

Post 5 | Education

Canva

Square Template ➔

Horizontal Template ➔



Ever wonder who runs elections? Each state has a chief election official, overseeing the election process. However, local officials administer elections.

No two states administer elections in exactly the same way.

Learn more: www.eac.gov/who-is-in-charge-of-elections-in-my-state



Ever wonder who runs elections? Each state has a chief election official, overseeing the election process. However, local officials administer elections. No two states administer elections in exactly the same way. www.eac.gov/who-is-in-charge-of-elections-in-my-state



Ever wonder who runs elections? Each state has a chief election official, overseeing the election process. However, local officials administer elections.

No two states administer elections in exactly the same way.

Dive into the details by visiting the link in our bio.

URL's on graphics can be customized inside of Canva



ALT TEXT

A hand holding a red, white and blue 'I voted today' sticker in the background. To the left of the sticker, the text reads, 'HAVA' in red. Under it reads, 'Help America Vote Act' in white and to the right is an illustrated red check mark in a white circle. At the bottom, there is a white background with blue text that reads, 'HAVA is a federal law that set new minimum standards in elections administrators and provided funding to help meet the new standards, replace voting systems, and improve election administration.'

Post 6 | Education

Canva

Square Template ➔

Horizontal Template ➔



The Help America Vote Act (HAVA) is a federal law passed following the 2000 Presidential Election and was a turning point in U.S. voting processes. Dive into its history and the outcome: www.eac.gov/about/help_america_vote_act.aspx



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Education



ALT TEXT

Graphic that includes a collage of images showing people voting, putting their ballot in the box, and smiling with a 'I Voted' sticker on their shirt. The text on the top reads, 'Need to register to vote or get a new ballot?' Text on the bottom reads, 'Your local elections office is here to help.'

Post 7 | Education

Canva

Square Template ➔

Horizontal Template ➔



Need more info on voting? Get all of your questions answered today: [Insert link]

Wondering about voting options? Get all of your questions answered today: [[Insert link]]

Your voice matters, and so do your questions. Find the answers to all of your voting questions today: [Insert link]



ALT TEXT

Illustration of a woman sitting with a piece of paper and a pen, thinking. Text at the top reads 'Your ballot is not a test' Text on the bottom reads 'You can take notes with you to the polls!'

Post 8 | Education

Canva

Square Template ➔

Horizontal Template ➔



Don't stress about memorizing your choices - bring your notes, sample ballot, or voting guide to the polls. 🎉

Find your voting guide: [Insert link]

There's no need to stress about memorizing your voting choices. You can bring your notes, sample ballot, or voting guide to the polls.

Find your voting guide: [Insert link]

No need to stress about memorizing choices on Election Day! Bring your notes, sample ballot, or voting guide to the polls. 🎉

Find your voting guide: [Insert link]



Education



ALT TEXT

Illustration of a man thinking behind that is an illustration of a green plant. Blue text on the right side reads 'Questions on voting?'

Post 9 | Education

Canva

Square Template ➔

Horizontal Template ➔



Need answers about voting?
We've got you covered!

www.eac.gov/voters/voter-faqs

Questions about the voting
process? We've got the answers!

www.eac.gov/voters/voter-faqs

Do you have questions about
voting? Click the link in our bio to
get the answers you need!



ALT TEXT

A red and blue background split diagonally with an illustration of a white envelope with an American flag postage stamp and the words 'vote'. In the middle of the graphic, the text overlay reads. 'Voting by mail is a win-win.'

Post 10 | Education

Canva

Square Template ➔

Horizontal Template ➔



Questions about the voting
process? We've got the
answers! www.eac.gov/voters/voter-faqs

Skip the lines and vote from home
with mail-in voting. Request your
ballot today: [Insert link]

Skip the lines and vote from home
with mail-in voting. Request your
ballot at the link in our bio.



Education



ALT TEXT

Illustration of hands writing on paper at the bottom of the graphic. The text on the top reads 'Research What's on Your Ballot.'

Post 11 | Education

Canva

Square Template ➔

Horizontal Template ➔



Take the time to research your ballot.

Take the time to research your ballot.

Take the time to research your ballot.

- Visit [Insert link]
- Select your state
- Click "State Election Office Website"

- Visit [Insert link]
- Select your state
- Click "State Election Office Website"

- Visit [Insert link]
- Select your state
- Click "State Election Office Website"

Voters can find a sample ballot to see which candidates, questions, and other information are on their ballot.

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Post 12 | Education

Canva

Square Template ➔

Horizontal Template ➔



It's your right to vote independently and privately. Learn more about voting accessibility.

www.eac.gov/voting-accessibility

It's your right to vote independently and privately. Learn more about voting accessibility.

www.eac.gov/voting-accessibility

It's your right to vote independently and privately.

Learn more about voting accessibility. www.eac.gov/voting-accessibility

ALT TEXT

A white background, a blue border at the top, and a red border at the bottom. Text at the top reads, "You have the right to:" Text underneath reads, "Vote privately and independently" with a graphic of a ballot box, "Vote in an accessible polling place" with a graphic of a handicap symbol, and at the bottom text reads, "Ask about using voting aids, assistance, and mail-in voting options," in a blue box.

You have the right to:



Vote **privately** and independently



Vote in an **accessible** polling place

Ask about using voting aids, assistance, and mail-in voting options



Education



ALT TEXT

A white background with red design stripes at the top and bottom featuring a search bar in the middle that reads, 'Vote. In the search, four pre-populated questions read: 'How do elections work?', 'Can I vote in-person or mail in my ballot?', 'How do I register to vote?', and 'Who will be on my ballot this year?'.

Post 13 | Education

Canva

Square Template ➔

Horizontal Template ➔



You have questions, we have answers. From how to register to where your polling location is, get the answers to all of your voting questions. www.eac.gov/voters/voter-faqs

We make finding the answers to your voting questions easy. From finding your polling place to checking your registration, get the answers you need. www.eac.gov/voters/voter-faqs

Wondering about how elections work, voter registration, or the different ways to vote? Get your questions answered. www.eac.gov/voters/voter-faqs



ALT TEXT

White background with an image of a stylized American flag with blue color and white stars in the top left corner. The text in the middle reads, 'Common voting misconceptions.' The bottom right corner illustrates the stripes from the American flag.

Post 14 | Education

Canva

Square Template ➔

Horizontal Template ➔



When it comes to voting, there are many misconceptions. Clear up the confusion and learn everything you need to know about voting: www.eac.gov/voters/voter-faqs

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Education

**ALT TEXT**

This is a blue square image with the text "Know your voting rights!" at the top and an illustration of a red ballot box with a white checkmark on a piece of paper being inserted into it.

Post 15 | Education

Canva

Square Template ➔

Horizontal Template ➔



Do you have questions about voting accessibility?

Learn more about voting accessibility: www.eac.gov/voters/voter-faqs

Do you have questions about voting accessibility?

Learn more about voting accessibility: www.eac.gov/voters/voter-faqs

Do you have questions about voting accessibility?

Learn more about voting accessibility: www.eac.gov/voting-accessibility

**ALT TEXT**

An informational graphic with an illustration of a woman pondering, text stating 'Did you know? Elections can take weeks to certify.'

Post 16 | Education

Canva

Square Template ➔

Horizontal Template ➔



The process of reporting election results, canvassing, and certifying the election takes a great deal of work.

Learn more about these processes and what happens after you get your "I Voted" sticker: www.eac.gov/election-officials/election-results-canvass-and-certification

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Education

**ALT TEXT**

Graphic with an illustration of a poll worker helping an elderly woman vote. The text on the top left reads, 'Voting assistance is within reach.'

Post 17 | Education

Canva

Square Template ➔

Horizontal Template ➔



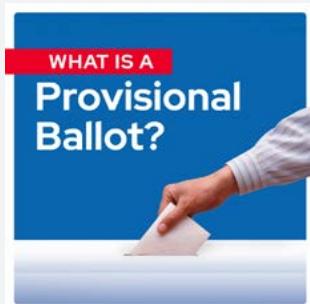
You can bring someone with you if you need help voting. Poll workers can also provide assistance.

Learn more: www.eac.gov/voting-accessibility

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**ALT TEXT**

Graphic with a blue background and an image of a hand putting an envelope in a ballot box. The text on top reads 'What is a provisional ballot?'

Post 18 | Education

Canva

Square Template ➔

Horizontal Template ➔



If your name isn't on the voter list, or if the poll worker can't determine your eligibility to vote, you have the right to cast a provisional ballot.

Learn more: www.eac.gov/sites/default/files/2023-08/EAC_Best_Practices_on_Provisional_Voting_508.pdf

If your name isn't on the voter list, or if the poll worker can't determine your eligibility to vote, you have the right to cast a provisional ballot.

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Learn more: www.eac.gov/sites/default/files/2023-08/EAC_Best_Practices_on_Provisional_Voting_508.pdf



Education



ALT TEXT

A group of five diverse individuals holding papers, with a clock icon indicating time is running out, under the text "Last Day to File as a Candidate" against a light blue background.

Post 19 | Education

Canva

Square Template ➔

Horizontal Template ➔



⏰ Today is the LAST day to file your candidacy. Take advantage of the opportunity to make a difference in your community. [VOTE](#)

Learn more: [Insert link]

⌚ Today's the final day to file your candidacy. Take action now if you want to run for office. [VOTE](#)
[Insert link]

⚠️ Last call for candidate filings! Today's your chance to step up and make a difference in your community. [VOTE](#)



ALT TEXT

A background with split colors the top is dark blue, the middle is red and white, and the bottom is blue. There's an illustration of an icon at a podium. The text reads, 'Candidate filing is now open.'

Post 20 | Education

Canva

Square Template ➔

Horizontal Template ➔



Candidate filing is now open! If you're considering running for office, now is the time to prepare what you need to file for candidacy. [VOTE](#)

Learn more at [Insert link]

📣 Interested in running for office? Filing for candidacy is now open. Dive into the process and requirements to get started today.

[Insert link]

Want to make a difference for your community? 🚀 Candidate filing is now open!

Take the first step towards running for office by visiting the link in our bio to learn more about the process and requirements. [VOTE](#)



Education



ALT TEXT

A blue background, with text that reads, 'Local Elections Matter' in bold white. An illustration of a stoplight is at the top right corner, an illustration of a green trash can is in the middle next to the word 'elections' and an illustration of an apple sitting on top of books is next to the word 'matter'.

Post 21 | Education

Canva

Square Template ➔

Horizontal Template ➔



Local elections are a driving force behind:

- Well-paved streets
- Efficient trash pickup
- Public school funding
- ...and SO much more!

Learn how to register and to vote in your local elections at www.eac.gov/vote

Local elections are so important. They are a driving force behind things like:

- Well-paved streets
- Efficient trash pickup
- Public school funding

Learn how to register and to vote in your local elections at www.eac.gov/vote

Don't forget to vote in your local elections. Local elections are a driving force behind:

- Well-paved streets
- Efficient trash pickup
- Public school funding
- ...and SO much more!

Learn how to register and to vote in your local elections at www.eac.gov/vote.



ALT TEXT

A white background with an illustration of a hand holding a smartphone and political party stickers around it. On the smartphone, a button reads, 'email' and a button that reads, 'call.' The text on the graphic reads, 'Questions? Contact your local Election Official'.

Post 22 | Education

Canva

Square Template ➔

Horizontal Template ➔



Do you have questions about the upcoming election? Reach out to us. [Insert link]

We are just a few clicks away, and we are here to answer any questions you have about voting.

Contact us today: [Insert link]

If you have questions about voting, contact us today! We are here to answer all of your voting-related questions.

Head to the link in our bio to find our contact information.

Education

**ALT TEXT**

Text that reads 'State Primary. Presidential Primary. Election Day.' The image features a hand with a thumbs-up gesture and an 'I Voted Today' sticker, signifying a positive message and voter participation in primary and general elections.

Post 23 | Education

Canva

Square Template ➔

Horizontal Template ➔



Your vote is your voice, and it's worth sharing! Share a selfie with your "I Voted" sticker.

Your vote is your voice, and it's powerful! Share a selfie with your "I Voted" sticker.

Today is Election Day! Share a selfie featuring your "I Voted" sticker.

**ALT TEXT**

A light blue background with an illustration of a post office drop box with a red and white stripe on the side. The text to the right of the mailbox reads, 'Vote by mail', and under that is an illustration of a letter going into the mailbox. The bottom of the graphic reads, 'Find a ballot drop box location today!'

Post 24 | Education

Canva

Square Template ➔

Horizontal Template ➔



⚠️ Attention voters! Drop off your ballot today. You can still drop off your ballot on Election Day before the polls close!

⚠️ Attention voters! Drop off your ballot today. You can still drop off your ballot on Election Day before the polls close!

⚠️ Attention voters! Drop off your ballot today. You can still drop off your ballot on Election Day before the polls close!



Voting Security



ALT TEXT

A hand in a brown suit jacket placing a white ballot with a blue person icon and red check mark into a red ballot box with a yellow lock. The background is light blue, representing the act of voting with emphasis on the security and importance of the process.

Post 1 | Voting Security

Canva

Square Template ➔

Horizontal Template ➔



Your trust in the electoral process is paramount.

Every state and local jurisdiction follows essential security practices to protect your vote. With locks, tamper-evident seals, security cameras and rigorous system testing, your vote is safeguarded.

Learn more about the types of measures taken to secure elections: www.eac.gov/voters/election-security

Secure elections, trustworthy democracy. Your state and local jurisdictions employ a range of safeguards, from tamper-evident seals to cybersecurity controls.

Learn more about the types of measures taken to secure elections: www.eac.gov/voters/election-security

Ensuring the security of your vote is our priority.

Your state and local jurisdictions employ a range of safeguards, from tamper-evident seals to cybersecurity controls.

Learn more about the types of measures taken to secure elections.



ALT TEXT

An illustrated person with a blue shirt and jeans, checking a box on a voting form with a white background. The text 'Secure voting systems are essential to Democracy' is prominently displayed on the form.

Post 2 | Voting Security

Canva

Square Template ➔

Horizontal Template ➔



Trustworthy elections rely on a secure voting system.

The U.S. Election Assistance Commission (EAC) operates a voting system testing and certification program.

Learn more by watching this short video: www.youtube.com/watch?v=KYRttG_GTP8

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The U.S. Election Assistance Commission (EAC) operates a voting system testing and certification program.

Learn more by visiting the link in bio.



Voting Security



ALT TEXT

A white background with an illustration of a hand putting a ballot into a safe with a red shield symbol next to it, mimicking a ballot box. The text above the illustration reads, 'Secure elections.'

Post 3 | Voting Security

Canva

Square Template →

Horizontal Template →



Ensuring the integrity of our elections is a top priority.

Learn more about the security measures in place to safeguard your vote: www.eac.gov/voters/election-security



Ensuring the integrity of our elections is a top priority.

Learn more about the security measures in place to safeguard your vote: www.eac.gov/voters/election-security



Your vote is protected!

Learn more about the stringent security measures in place to ensure the integrity of our elections. www.eac.gov/voters/election-security

Logic and Accuracy Testing



ALT TEXT

A graphic titled 'Logic and Accuracy Testing' displaying a three-step process: 'Prepare' with an icon of three pencils, 'Test' with a piece of paper with x's and a checkmark, suggesting a test, and 'Review' with a check mark icon, indicating the stages of testing for logic and accuracy.

Post 4 | Voting Security

Canva

Square Template →

Horizontal Template →



Part of election day preparation is completing logic and accuracy testing for each voting machine. This process ensures that the equipment functions and captures each vote accurately.

Learn more at www.eac.gov/sites/default/files/electionofficials/QuickStartGuides/Logic_and_Accuracy_Testing_EAC_Quick_Start_Guide_508.pdf



Logic and accuracy testing ensures our voting equipment works. This process safeguards your vote's integrity.

Learn more www.eac.gov/sites/default/files/electionofficials/QuickStartGuides/Logic_and_Accuracy_Testing_EAC_Quick_Start_Guide_508.pdf



Curious about how we ensure that each vote is accurately counted? The logic and accuracy testing process guarantees our voting equipment works, protecting the integrity of your vote.



Voting Security



ALT TEXT

Graphic with a blue background. The text at the top reads, 'Election officials randomly select ballots to audit. The ballots are hand counted and the vote totals are compared to the machine counted vote totals. Any discrepancies are investigated. Audit results are documented and reported. Audit complete.'

Post 5 | Voting Security

Canva

Square Template →

Horizontal Template →



Post-election audits are crucial for maintaining integrity, ensuring accuracy, and promoting transparency of our elections.

Learn more about the process: www.eac.gov/election-officials/election-audits-across-united-states

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ALT TEXT

An illustrative image featuring a magnifying glass focusing on a document with check marks, accompanied by the question "What is a post-election audit?" set against a blue background.

Post 6 | Voting Security

Canva

Square Template →

Horizontal Template →



Curious about election audits? 🤔 An election audit is a detailed review of procedures, results, and equipment to ensure accuracy and integrity.

Learn more at: www.eac.gov/election-officials/election-audits-across-united-states

Ever wondered what an election audit is? 🤔 It's a comprehensive review of election procedures, results, and equipment to maintain accuracy.

Learn more about this crucial process today. www.eac.gov/election-officials/election-audits-across-united-states

What is an election audit? 🤔 It's a detailed review of election procedures, results, and equipment to maintain accuracy and integrity. 📊

Learn more about this essential process by visiting the link in bio.



Community Engagement



ALT TEXT

A dark blue background features a central white square that reads, 'Ask your friends to vote.' 'Ask your friends' is in dark blue text, and 'to vote' is in red text. In the bottom right corner, there's an illustrated grid of blue dots.

Post 1 | Community Engagement

Canva

Square Template →

Horizontal Template →



Friends don't let friends vote alone. Tag a friend who lives in your area. If your polling place is the same, plan to vote together!



Voting is more fun with friends. Check to see if you have the same polling place. If so, make a plan to vote together. 🤝

Make voting more fun by doing it with friends. If you and your friends have the same polling place, plan to vote together.



ALT TEXT

Graphic with an illustration of a group of people celebrating with 'I Voted' stickers on their clothes. The text above the illustration reads, 'Encourage your friends and neighbors to get out and vote.'

Post 2 | Community Engagement

Canva

Square Template →

Horizontal Template →



Want to encourage those around you to vote? Send them the link below to register to vote, check their registration status, find their polling place and more. www.eac.gov/vote

Want to encourage those around you to vote? Send them the link below to register to vote, check their registration status, find their polling place and more. www.eac.gov/vote

Want to encourage those around you to vote? Send them the link below to register to vote, check their registration status, find their polling place and more. www.eac.gov/vote

Community Engagement

**ALT TEXT**

A white background with a thick red border. The blue and red text reads, 'Remind your friends to vote.' There's a blue checkmark with a circle around it next to the text.

Post 3 | Community Engagement*Canva*[Square Template ➔](#)[Horizontal Template ➔](#)

Spread the word! Remind your family and friends to register to vote and check their registration status. They can do it right from their phone and it only takes a few minutes. www.eac.gov/vote

Spread the word! Remind your family and friends to register to vote and check their registration status. They can do it right from their phone and it only takes a few minutes. www.eac.gov/vote

Spread the word! Remind your family and friends to register to vote and check their registration status. They can do it right from their phone and it only takes a few minutes. www.eac.gov/vote



Primary Elections



ALT TEXT

A light blue background with a block of text at the top in a darker blue box that reads, 'Presidential Primary' with an illustrated white eagle to the left. In the center, "Election Day" is written in red. To the right are illustrated hands holding a sign with a white background and blue text that reads, "Go vote."

Post 1 | Primary Elections

Canva

Square Template ➔

Horizontal Template ➔



Today's the day! It's Presidential Primary Election Day. Cast your ballot and let your voice be heard.

It's time to head to the polls! It's Presidential Primary Election Day.

Presidential Primary Election Day is here! Head to the polls to cast your ballot. We'll see you there.



ALT TEXT

Text at the top and bottom in red and blue, saying 'Tomorrow,' with text in the middle that reads '6/4 State Primary Election Day.' The image serves as a visual reminder of the upcoming state primary election.

Post 2 | Primary Elections

Canva

Square Template ➔

Horizontal Template ➔



The Presidential and State Primary Election is coming up on June 4th!

The Presidential and State Primary Election is coming up on June 4th!

The Presidential and State Primary Election is coming up on June 4th!

www.eac.gov/vote

www.eac.gov/vote

Find your polling place by clicking the link in our bio.

Primary Elections



ALT TEXT

Image featuring the text 'State Primary Election day' alongside a graphic of a map of the United States. The text and map indicate the importance of a state's primary election day and its relevance to the entire country.

Post 3 | Primary Elections

Canva

Square Template ➔

Horizontal Template ➔



Mark your calendars for June 4th - it's State Primary Election Day! Be a part of shaping the future by having a plan to vote.

Find your polling place and ensure your voice is heard: www.eac.gov/vote

June 4th is the day to make your mark in the State Primary Election.

Don't forget to plan your vote and locate your polling place: www.eac.gov/vote

June 4th is your State Primary Election Day. Make sure you have a plan to vote and find your polling place by clicking the link in our bio.



ALT TEXT

Image of a hand dropping a ballot into a ballot box. The image is accompanied by text that reads 'June 4; Vote in your Presidential Primary,' indicating an important date for the primary election and encouraging voter participation.

Post 4 | Primary Elections

Canva

Square Template ➔

Horizontal Template ➔



The Presidential Primary Election is on June 4, and your vote matters!

Ready to cast your ballot? Check out our guide on how to vote.

It's your time to shine. The Presidential Primary Election is on June 4, and your vote matters.

Check out our guide on how to vote:

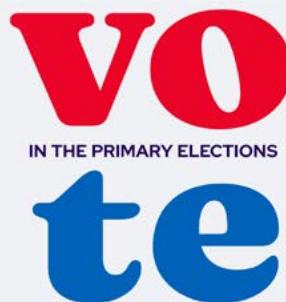
We believe in the power of your vote. 🗳️ On June 4, be a part of the Presidential Primary Election.

Ensure you're prepared to vote - check out the guide in our bio.

Primary Elections

**ALT TEXT**

Image featuring prominent text in bold, saying 'Get out and vote today.' This text serves as a call to action to encourage people to participate in voting.

**ALT TEXT**

Graphic with text in bold that says 'Vote in the Primary Elections.' The image serves as a call to action to encourage participation in the primary elections.

Post 5 | Primary Elections

Canva

Square Template ➔

Horizontal Template ➔



Your voice is your superpower, and it's time to unleash it! Get out and vote in the Presidential Primary Election.

Find your polling place and let's make history together: www.eac.gov/vote



Don't underestimate the impact of your vote!

Head to the Presidential Primary Election and bring your friends.

Find your polling place: www.eac.gov/vote



Your vote is your unique signature in the story of our nation.

Rally your friends to join in, and find your polling place through the link in our bio.

Post 6 | Primary Elections

Canva

Square Template ➔

Horizontal Template ➔



The State Primary Election is coming, and we want you to be ready. Your voice matters!

Find your polling place and plan to vote: www.eac.gov/vote



The State Primary Election is coming, and we want you to be ready. Your voice matters!

Find your polling place and plan to vote: www.eac.gov/vote



The State Primary Election is your chance to make your voice heard.

Plan to vote and find your polling place through the link in our bio.

Primary Elections



PRESIDENTIAL PRIMARY



ALT TEXT

Graphic for 'Presidential Primary Election Day' featuring an image of a hand holding an 'I voted' sticker. The image signifies the significance of participating in the primary election and proudly displaying the 'I voted' sticker as a badge of civic responsibility.

Post 7 | Primary Elections

Canva

Square Template ➔

Horizontal Template ➔



Don't let your voice go unheard!

The Presidential Primary Election is on June 4th.

Find out how to vote: www.eac.gov/vote

Don't let your voice go unheard!

The Presidential Primary Election is on June 4th.

Find out how to vote: www.eac.gov/vote

Don't let your voice go unheard!

The Presidential Primary Election is on June 4th. Find out how to vote using the link in bio.



ALT TEXT

Woman holding up a peace sign in front of a vibrant red background. The background prominently displays the text "Presidential Primary Election Day" and "Voting Matters - every time."

Post 8 | Primary Elections

Canva

Square Template ➔

Horizontal Template ➔



Voters, let your voice be heard in the Presidential Primary Election. See you at the polls!



Now is the time for your voice to be heard in the Presidential Primary Election. We'll see you at the polls!



Your vote matters! Let your voice be heard in the Presidential Primary Election. See you at the polls!



Primary Elections



ALT TEXT

A white background with the top text that reads, 'June 4' in red. In the middle, the text reads, '6/4 Presidential Primary' with an illustrated eagle. At the bottom, the text reads, 'June 4' again in blue.

Post 9 | Primary Elections

Canva

Square Template ➔

Horizontal Template ➔



The Presidential Primary Election is coming up. Mark your calendars and get ready to make your voice heard. 17



Mark your calendar, the Presidential Primary Election is right around the corner.



The Presidential Primary Election is just around the corner. Mark your calendars, and we'll meet you at the polls.



Election Day



ALT TEXT

An illustrated diverse group of young people, smiling, with 'I Voted' stickers on their shirts. The text at the top reads 'Election Day' with a check mark inside of the 'O'.

Post 1 | Election Day

Canva

Square Template ➔

Horizontal Template ➔



Election Day is here! The power is in your hands. Will we see you at the polls today?

It's not just any day, it's Election Day! Head to the polls to cast your vote.

The wait is over – it's Election Day! Will we see you at the polls?



ALT TEXT

A blue background with a red border with text reads 'Today is Election Day' in white text. 'Today is' is in a red box, and 'Go vote' is in a red box.

Post 2 | Election Day

Canva

Square Template ➔

Horizontal Template ➔



Election day is finally here! Take a moment to find your polling place, then head to the polls and let your voice be heard. [Insert link]

Election day is here! Find your polling place, head to the polls, and make your mark. [Insert link]

Election day is finally here! Find your polling place, cast your vote, and let's create a better tomorrow together. [Insert link]

Election Day

**ALT TEXT**

Graphic with a white background, American flag at the bottom, and bold blue text at the top that reads 'Election Day' with a red checkmark in the middle of the 'O' in Election.

Post 3 | Election Day

Canva

Square Template →

Horizontal Template →



Are you ready to cast your vote today? Before you head to the polls today, don't forget to:

- Check your voter ID requirements
- Find your polling place
- Bring your ballot notes

See you at the ballot box!



Are you ready to cast your vote today? Before you head to the polls today, don't forget to:

- Check your voter ID requirements
- Find your polling place
- Bring your ballot notes

See you at the ballot box!



Are you ready to cast your vote today? Before you head to the polls today, don't forget to:

- Check your voter ID requirements
- Find your polling place
- Bring your ballot notes

See you at the ballot box!

**ALT TEXT**

A graphic celebrating Election Day with the text 'Happy Election Day'. The background features subtle star shapes and a smaller white circle towards the bottom left corner containing the text 'Go Vote!' in bold red letters.

Post 4 | Election Day

Canva

Square Template →

Horizontal Template →



Today is the day! Time to hit the polls and make your voice heard.



The wait is over – it's Election Day! Head to the polls and cast your ballot today.



It's Election Day! Time to hit the polls and make your voice heard.

Election Day

**ALT TEXT**

Graphic with a blue background, illustrated fireworks, a ballot box in the middle, and an American flag at the bottom. The text at the top reads 'Happy Election Day'. The text underneath reads 'Polls Are Closing Soon'.

Post 5 | Election Day

Canva

Square Template ➔

Horizontal Template ➔



There's still time! Polls close at [Insert Time], and your participation is vital. Make sure your voice is heard by heading to the polls before they close.



Every vote counts! 🗳️ Check Find your polling place: [Insert link]



The clock is ticking, but there's still time! Polls close at [Insert Time] and your participation is crucial. We encourage you to get to the polls before they close. 🗳️



It's Election Day and your vote matters. Polls are closing at [Insert Time]—don't miss your chance to make a difference.



Find your polling place: [Insert link]

**ALT TEXT**

A dark blue background with repeated text at the top that reads 'vote' in lighter blue. In the middle the text reads 'Today is Election Day!' in white. At the bottom, repeated text reads 'vote' in red.

Post 6 | Election Day

Canva

Square Template ➔

Horizontal Template ➔



Find your polling place, and we'll see you there! 🗳️

[Insert link]



Find your polling place, and we'll see you there! 🗳️

[Insert link]



Find your polling place, and we'll see you there! 🗳️

[Insert link]

Election Day

**ALT TEXT**

Graphic with white background with a divided red and blue border. Text on the graphic reads 'Polls Are Closing Soon.'

Post 7 | Election Day

Canva

Square Template →

Horizontal Template →



The clock is ticking and polls are closing soon! ⏳

The clock is ticking and polls are closing soon! ⏳

The clock is ticking and polls are closing soon! ⏳

Head to your polling place and cast your vote. [Insert link]

Head to your polling place and cast your vote. [Insert link]

Head to your polling place and cast your vote. [Insert link]

**ALT TEXT**

Graphic with a gradient blue background. Text at the top reads, 'Polls Are' with a red ballot box in the middle and text at the bottom reads 'Open.'

Post 8 | Election Day

Canva

Square Template →

Horizontal Template →



Today's the day! 🗳️

Today's the day! 🗳️

Today's the day! 🗳️

Find your polling place: [Insert link]

Find your polling place: [Insert link]

Find your polling place: [Insert link]



Election Day



ALT TEXT

An informational graphic divided into a red top section and a blue bottom section. The red section contains the text, 'When You Hear – Polls are closing soon.' The blue section states 'You Should Stay in line. If you are standing in line, you will be able to vote.'

Post 9 | Election Day

Canva

Square Template →

Horizontal Template →



If you are in line when the polls close on Election Day, stay in line! You will be able to vote.

If you are in line when the polls close on Election Day, stay in line! You will be able to vote.

If you are in line when the polls close on Election Day, stay in line! You will be able to vote.



ALT TEXT

A split color background, the top is red, the middle is blue, and the bottom is white. A white horizontal line and an arrow separates the red, blue, and white sections. In the red section, the white text reads, 'When you hear polls are closing soon.' In the blue section, white text reads, 'You should stay in line. In the white section, the text reads,' You will be able to vote.'

Post 10 | Election Day

Canva

Square Template →

Horizontal Template →



If you're in line when the polls close, stay in line. You will be able to vote. Know your voting rights! www.eac.gov/voters/voter-faqs

If you're in line when the polls close, stay in line. You will be able to vote. Know your voting rights! www.eac.gov/voters/voter-faqs

If you're in line when the polls close, stay in line. You will be able to vote. Know your voting rights! www.eac.gov/voters/voter-faqs

Election Day



ALT TEXT

Graphic with a gradient blue background and a red sign with text that reads 'Polls Are Closed'

Post 11 | Election Day

Canva

Square Template ➔

Horizontal Template ➔



The polls have officially closed, and votes are being counted.

The most up-to-date election results can be found here:
[Insert link]



The polls have officially closed, and votes are being counted.

The most up-to-date election results can be found here:
[Insert link]



The polls have officially closed, and votes are being counted.

The most up-to-date election results can be found here:
[Insert link]



Election Results



ALT TEXT

A light blue background with an illustration of a woman using red binoculars, dressed in a blue dress. To the left of the illustration, the text reads, 'Find Election Results' with 'find' in red and 'election results' in blue with a red underline.

Post 1 | Election Results

Canva

Square Template ➔

Horizontal Template ➔



Stay informed with the latest election results! Final outcomes take time.🕒

Election outcomes take time. Stay informed with the latest updates!🕒

Final election results take time.🕒

For the most up-to-date election results, check: [Insert link]

Find the most up-to-date election results here: [Insert link]

For the most up-to-date election results: [Insert link]



ALT TEXT

Graphic with a red background and an illustration of a smiling woman with her thumbs up, wearing a blue shirt and an 'I Voted Today' sticker. The text on the left reads, 'That's a wrap, 2024.'

Post 2 | Election Results

Canva

Square Template ➔

Horizontal Template ➔



That's a wrap for the 2024 elections! Thank you, election volunteers and voters.🎉

That's a wrap for the 2024 elections! Thank you, election volunteers and voters.🎉

That's a wrap for the 2024 elections! Thank you, election volunteers and voters.🎉



Election Results



ALT TEXT

Navy blue image with a red notification icon labeled 'Election Update' at the top. The main content is large, bold white text stating, 'The Polls are Closed!'.

Post 3 | Election Results

Canva

Square Template ➔

Horizontal Template ➔



Thank you! The polls are officially closed. Find the most up-to-date election results: [Insert link]

The polls are officially closed! Stay tuned for more details on the election results at [Insert link]

The polls are officially closed!

Visit the link in our bio for the most up-to-date details on the election results. 📊



ALT TEXT

Digital collage, featuring an image of one hand holding 'I Voted' sticker and a hand placing an envelope into a ballot box. A central banner displays 'Election Update: Counting Votes'.

Post 4 | Election Results

Canva

Square Template ➔

Horizontal Template ➔



The polls are closed and votes are being counted. For the most up-to-date election results, [Insert link]

Voters, keep an eye on our website for updates as we continue to count votes.

[Insert link]

The polls are closed and votes are being counted. Stay tuned for the most up-to-date election results, available at the link in our bio.

Election Results

**ALT TEXT**

Graphic with a red, white, and blue border at the top, a red banner labeled 'Election Update', and large text stating 'Every vote has been counted.'

Post 5 | Election Results

Canva

Square Template ➔

Horizontal Template ➔



The votes have been counted and certified.

The votes have been counted and certified.

The votes have been counted and certified.

**ALT TEXT**

A light blue background with dark blue text at the top that reads, 'Thanks to all ##### voters who turned out to vote!' Under the text is an illustration of five different hands, each placing ballots into one gray ballot box.

Post 6 | Election Results

Canva

Square Template ➔

Horizontal Template ➔



With this year's voter participation at [%], our turnout has been extraordinary. Thank you to all the voters who cast their ballots and the poll workers who make our elections possible!

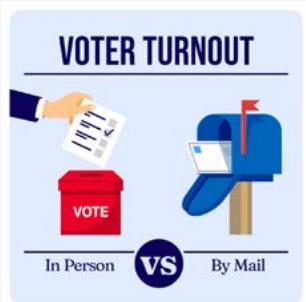
[%] voter turnout 🎉 – Thank you to all the voters who cast their ballots and the poll workers who make our elections possible!

We're proud of our extraordinary voter turnout! 🎉 With participation at [%], thank you to all the voters who cast their ballots and the dedicated poll workers who make our elections possible! 🗳

Number can be customized inside of Canva



Election Results



ALT TEXT

A light blue background comparing two voting methods. On the left, an illustration shows a hand dropping a ballot into a red ballot box labeled 'Vote', with the text 'In Person' below. On the right, an illustration of an envelope being inserted into a blue mailbox, with the text 'By Mail' below. The word 'VS' in large letters compares in-person and mail-in voting.

Post 7 | Election Results

Canva

Square Template ➔

Horizontal Template ➔



The numbers are in!

The numbers are in!

The numbers are in!

X% of you voted in person
X% of you voted by mail

X% of you voted in person
X% of you voted by mail

X% of you voted in person
X% of you voted by mail

Thank you for voting.

Thank you for voting.

Thank you for voting.



ALT TEXT

A graphic design announcing the election results for the year 2024. The design features a stylized eagle symbol in blue, which is often associated with governmental or political imagery. The main text "Election Results are in" is written in bold blue letters against a white background. A red checkmark after the text indicates confirmation or completion.

Post 8 | Election Results

Canva

Square Template ➔

Horizontal Template ➔



The final election results are in and certified.

The final election results are in and certified.

The final election results are in and certified.

[Insert link to election results]

[Insert link to election results]

[Insert link to election results]



Election Results



ALT TEXT

An illustration of a family sitting in a living room on a blue couch watching TV. Text on TV reads 'News. Election Results. Live'

Post 9 | Election Results

Canva

Square Template →

Horizontal Template →



While the media may report projected election results immediately after the polls close, it can take several days or weeks to finish counting ballots and for the election results to be certified.

Learn more about the process at www.eac.gov/election-officials/election-results-canvass-and-certification



Ever wondered why election results take time to be finalized? News outlets may report results quickly, but it could be days or weeks for the election results to be certified.

Find more information on the certification process: www.eac.gov/election-officials/election-results-canvass-and-certification



While news stations may televise election results immediately after the polls close, it can take several days or weeks to finish counting ballots and for the election results to be certified.

Learn more about the process at the link in bio.

Unofficial results are available on our website!



ALT TEXT

Graphic with an illustration of a 'Sorry, We're Closed' sign over a box on the top. Text to the top right reads, 'Polls have closed!' The illustration at the bottom of the graphic includes a woman reading a checklist. Text to the bottom left reads, 'What happens next?'

Post 10 | Election Results

Canva

Square Template →

Horizontal Template →



After the polls close, election officials start the certification process. The process can take days or weeks.

Learn more: www.eac.gov/election-officials/election-results-canvass-and-certification



After the polls close, election officials start the certification process. The process can take days or weeks.

Learn more: www.eac.gov/election-officials/election-results-canvass-and-certification



After the polls close, election officials start the certification process. The process can take days or weeks.



Thank You



ALT TEXT

Graphic with white background and an illustration of a woman waving. Text that reads, 'Our democracy depends on ordinary people who make sure every election runs smoothly and everyone's vote is counted - people like you. Become a poll worker this election cycle.'

Post 1 | Thank You

Canva

Square Template →

Horizontal Template →



Thank you everyone who exercised their right to vote! We couldn't have done it without you.

Shoutout to all the amazing voters who stood up and let their voices be heard!

Thank you to the incredible voters who let their voices be heard! We couldn't have done it without you.



ALT TEXT

Graphic with a dark blue background and an illustrated American flag at the top. Bold white text at the bottom reads, 'Thank you for voting!'

Post 2 | Thank You

Canva

Square Template →

Horizontal Template →



Thank you to all who took the time to vote this election season. Every vote is a step towards a brighter future, and your participation strengthens our community.

A special thank you to every voter who participated in this election. Every vote counts, and your participation makes a difference.

A special thank you to every voter who participated in this election. Every vote counts, and your participation makes a difference.

Thank You



ALT TEXT

A white background and a blue border. The illustration of two hands shaking in the center of a red heart in the middle of the graphic symbolizes the word 'Love'. The text on top reads "We" with a break for the illustration, and the text on the bottom reads "Election Volunteers".

Post 3 | Thank You

Canva

Square Template ➔

Horizontal Template ➔



Today, we extend our deepest thanks to all of the volunteers who work tirelessly during the election season. ❤️

Your commitment to a fair and efficient voting experience is commendable.



Behind every successful election, there's a team of fantastic volunteers. Your hard work and dedication do not go unnoticed. ❤️

Thank you for making democracy happen!



A big shout-out to the incredible volunteers who make our elections possible! ❤️

Your dedication ensures a smooth voting process for all. Thank you for being the backbone of democracy!



ALT TEXT

Illustration featuring six diverse hands raised in various gestures such as thumbs up and peace sign, with a bold text above that reads 'Thank you, poll workers!'.

Post 4 | Thank You

Canva

Square Template ➔

Horizontal Template ➔



Join us in thanking our poll workers—the engine that powers our elections.

Learn more about becoming a poll worker: www.eac.gov/help-america-vote



Thank you to our poll workers who are the driving force behind elections!

Learn more about becoming a poll worker: www.eac.gov/help-america-vote



Join us in thanking our poll workers. Our elections wouldn't be possible without them. Learn how to become a poll worker at the link in bio!

Thank You

**ALT TEXT**

A seal in the center featuring an illustration of a ballot box and two hands both inserting ballots. The seal includes the words 'Volunteers Power Elections.'

Post 5 | Thank You

Canva

Square Template ➔

Horizontal Template ➔



We would like to take a moment to thank all of the volunteers who are vital to our election process.

A heartfelt thank you to all the volunteers who play a vital role in our election process. Your dedication is appreciated!

Join us in expressing our gratitude to the dedicated volunteers essential to our election process. Your hard work does not go unnoticed!

**ALT TEXT**

A graphic image divided into two sections, with the top section in blue and the bottom in navy. The words 'Thank You' are written in large white letters across the two sections. A round sticker with the words 'I Voted Today' is placed on the bottom right corner of the navy section.

Post 6 | Thank You

Canva

Square Template ➔

Horizontal Template ➔



Whether you voted in person, by mail, or absentee, thank you for casting your ballot and making your voice heard!

Thank you for casting your ballot and making your voice heard.

Thank you for making your voice heard! Your participation matters whether you voted in person, by mail, or absentee.

Thank You



ALT TEXT

A red, white, and blue background with text 'Thank you for participating in democracy!' is displayed in bold letters.

Post 7 | Thank You

Canva

Square Template ➔

Horizontal Template ➔



Thank you everyone who exercised their right to vote! We couldn't have done it without you.



Shoutout to all the amazing voters who stood up and let their voices be heard!



Thank you to the incredible voters who let their voices be heard! We couldn't have done it without you.



Holidays



ALT TEXT

A white background with large, bold text saying 'Your voice is your vote,' and smaller text at the bottom that reads 'hashtag National Be Heard Day.' The image emphasizes the importance of voting and raises awareness about National Be Heard Day.

National Be Heard Day | March 7

Canva

Square Template ➔

Horizontal Template ➔



Today is #NationalBeHeardDay, a perfect time to ensure your voice is heard at the ballot box.

Be Vote Ready by making a plan to vote and getting all your questions answered: www.eac.gov/vote



On #NationalBeHeardDay, we encourage you to be #VoteReady for the upcoming election.

Make a voting plan and get the answers to all of your voting questions: www.eac.gov/vote



On #NationalBeHeardDay, we encourage you to be #VoteReady for the upcoming election. Make a voting plan and get the answers to all of your voting questions by clicking the link in our bio.



ALT TEXT

A red background showcasing women's faces in blue and white, accompanied by the text 'Women's History Month.' The image celebrates and acknowledges the contributions of women throughout history.

Women's History Month | March

Canva

Square Template ➔

Horizontal Template ➔



March is Women's History Month, a time to celebrate the diverse and inspiring contributions of women throughout history.

Let's honor those who fought for women's voting rights. ❤️



During Women's History Month, we pay tribute to the incredible women who championed our right to vote.

Join the celebration of #WomensHistoryMonth and exercise your right to vote!



Women's History Month is an opportunity to celebrate the courage and determination of women from all walks of life who fought tirelessly to expand voting rights.

Join us in honoring #WomensHistoryMonth by making your voice heard at the polls.

Holidays

**ALT TEXT**

Red background with text at the top that reads, 'April is National Volunteer Month'. Text in the middle that reads, 'Volunteer to be a Poll Worker' in large white font.

#NationalVolunteerMonth | April

Canva

Square Template ➔

Horizontal Template ➔



April is National Volunteer Month! Make a difference in your community by becoming a poll worker. Your participation ensures a smooth electoral process. 🇺🇸

Get details on how to sign up: helpamericavote.gov



April is #NationalVolunteerMonth! Elevate your civic duty by becoming a poll worker. Your participation ensures a smooth electoral process. 🇺🇸

Find registration details here: helpamericavote.gov



National Volunteer Month is here! Make a difference in your community by becoming a poll worker. 🥰🇺🇸

**ALT TEXT**

Graphic with a blue gradient background featuring a map of the United States. Red and white text at the top reads 'Celebrate National Voter Registration Day.' White text at the bottom reads, 'Check your registration status or register online today!' A white box with text that reads, '[URL here].'

National Voter Registration Day | Sept 17

Canva

Square Template ➔

Horizontal Template ➔



Don't miss out on the chance to make a difference!

It's #NationalVoterRegistrationDay. Click here to get started and check or register to vote online in just a few seconds. 🗳️[Insert link]



Don't miss out on the chance to make a difference!

It's #NationalVoterRegistrationDay. Click here to get started and check or register to vote online in just a few seconds. 🗳️[Insert link]



Celebrate National Voter Registration Day by making sure you're registered. Check your status or register online in just a few seconds. 🗳️

Visit the link in our bio for quick access.

URL's on graphics can be customized inside of Canva

Holidays

**ALT TEXT**

On this Veterans Day, we express our deepest gratitude to the heroes who served and sacrificed for our freedom. Your bravery will always be remembered.

Veterans Day | November 11

Canva

Square Template ➔

Horizontal Template ➔



Honoring the brave men and women who served our nation. Thank you, veterans, for your courage and sacrifice. Happy Veterans Day!



Saluting our veterans on this special day. Your bravery and sacrifice have shaped our nation, and we are grateful for your service. Happy Veterans Day!



On this Veterans Day, we express our deepest gratitude to the heroes who served and sacrificed for our freedom. Your bravery will always be remembered.

**ALT TEXT**

Large text that reads 'National Poll Worker Recruitment Day' in blue and red. In the bottom right corner, there's an illustration of a man pointing to himself. The text to the left of the illustration reads, 'Sign up to become a poll worker in your community.'

National Poll Worker Recruitment Day | August 1

Canva

Square Template ➔

Horizontal Template ➔



Join us in celebrating National Poll Worker Recruitment Day!



Join us in celebrating National Poll Worker Recruitment Day!



Join us in celebrating National Poll Worker Recruitment Day!

Poll workers are vital to all elections this season.

Poll workers are vital to all elections this season.

Poll workers are vital to all elections this season. Discover how to become a poll worker at the link in bio.

Discover how to become a poll worker: helpamericavote.gov

Discover how to become a poll worker: helpamericavote.gov

Holidays

**ALT TEXT**

Graphic for Military Appreciation Month featuring a silhouette of a saluting soldier, six seals representing different military branches, and text stating 'May is Military Appreciation Month,' 'Thank you for your service,' and 'Exercise your right to vote.'

Military Appreciation Month | May*Canva*[Square Template ➔](#)[Horizontal Template ➔](#)

During Military Appreciation Month, we extend our deepest gratitude to all who have served our nation.



During Military Appreciation Month, we extend our deepest gratitude to all who have served our nation.



Saluting our heroes during Military Appreciation Month! Your service and sacrifice have protected the freedoms we hold dear.

31 years of the National Voter Registration Act

**ALT TEXT**

Graphic commemorating the 31st anniversary of the National Voter Registration Act, featuring bold text on a blue background, with silhouettes of diverse people at the bottom.

Anniversary of the National Voter Registration Act - May 20th*Canva*[Square Template ➔](#)[Horizontal Template ➔](#)

Celebrate the anniversary of the National Voter Registration Act! Register to vote today and make your voice heard.



Celebrate the anniversary of the National Voter Registration Act! Honor this milestone by registering to vote.



Celebrate the anniversary of the National Voter Registration Act! Honor this milestone by registering to vote.

Holidays

**ALT TEXT**

Graphic featuring elements of the American flag and text that reads 'Honor them on Memorial Day by making your plan to vote.'

Memorial Day | May 27*Canva*[Square Template ➔](#)[Horizontal Template ➔](#)

Today, we honor the sacrifices of our veterans and celebrate the freedoms they fought to secure.

Every vote is a tribute to the heroes who fought for our democracy. This Memorial Day, register to vote and honor their sacrifice.

Today, we honor the sacrifices of our veterans and celebrate the freedoms they fought to secure.

**ALT TEXT**

Graphical representation of a stylized person of color at a side profile, set against a navy blue background. The text 'Juneteenth' is displayed in bold letters at the bottom, symbolizing the Juneteenth holiday.

Juneteenth | June 19*Canva*[Square Template ➔](#)[Horizontal Template ➔](#)

Today, we celebrate the hard-won progress toward equality and remember that unity, progress, and voting remain the cornerstones of a brighter future for all Americans. Strengthen our democracy by exercising your right to vote!

Today we celebrate progress toward equality and opportunity, including the right to vote. Honor this legacy by participating in our democracy.

Today we celebrate the hard-won progress toward equality and remember that unity, progress, and voting remain the cornerstones of a brighter future for all Americans. Strengthen our democracy by exercising your right to vote!



Holidays



ALT TEXT

Graphical representation of the American flag elements with the text 'Celebrate Independence Day' in bold red and blue letters on a white background, conveying a patriotic theme for the holiday.

Independence Day | July 4

Canva

Square Template →

Horizontal Template →



Today, as we celebrate our freedom, let's reflect on the trailblazers who fought for our right to vote. Let's honor their legacy by exercising our right to vote.

Today, as we celebrate our freedom, let's reflect on the trailblazers who fought for our right to vote. Let's honor their legacy by exercising our right to vote.

Today, as we celebrate our freedom, let's reflect on the trailblazers who fought for our right to vote. Let's honor their legacy by exercising our right to vote.

The Americans with Disabilities Act gives everyone the opportunity to vote.



ALT TEXT

Illustration of two people, one standing with a prosthetic leg and the other seated in a wheelchair, against a white background. The text at the top reads, 'The Americans with Disabilities Act gives everyone the opportunity to vote.'

Americans with Disabilities Act Anniversary | July 26

Canva

Square Template →

Horizontal Template →



The Americans with Disabilities Act was signed into law 34 years ago ensuring everyone has the opportunity to vote.

The Americans with Disabilities Act was signed into law 34 years ago, ensuring everyone can vote.

The Americans with Disabilities Act was signed into law 34 years ago ensuring everyone has the opportunity to vote.

Learn more about your voting rights: www.eac.gov/voting-accessibility

Learn more about your voting rights: www.eac.gov/voting-accessibility

Learn more about your voting rights: www.eac.gov/voting-accessibility



Editorial Calendar

May - December 2024

A social media editorial calendar is a strategic tool for planning and organizing your content across various social media platforms. It outlines key dates, events, and themes relevant to your target audience, allowing you to align your posts with trending topics, holidays, and important milestones.

Although not exhaustive, this list offers a comprehensive guide for effectively structuring your social media content. By utilizing this calendar, you can optimize your posting schedule. Additionally, engaging with your audience through timely and relevant content can strengthen your online presence and brand identity.

Monday, May 27	Memorial Day
Wednesday, June 19	Juneteenth National Independence Day
Thursday, July 4	Independence Day
Thursday, August 1	National Poll Worker Recruitment Day
Monday, September 2	Labor Day
Tuesday, September 17	National Voter Registration Day
Mon. October 7 - Fri. October 11	National Voter Education Week
Monday, October 14	Columbus Day
Tuesday, October 29	Vote Early Day
Monday, November 4	Election Hero Day
Tuesday, November 5	Election Day
Monday, November 11	Veterans Day
Thursday, November 28	Thanksgiving Day
Wednesday, December 25	Christmas Day



Items in this color have a post included in the social media toolkit.



Hashtag Guide

Hashtags are powerful tools for boosting the visibility of social media content on Twitter/X and Instagram because of their platforms' search capabilities. Users can easily search for specific hashtags to find relevant posts, discussions, and trends. By strategically using hashtags on Twitter/X and Instagram, election officials can enhance the discoverability of their content, engage with a broader audience, and amplify their message.

HASHTAGS ON INSTAGRAM

Be Mindful of the Number of Hashtags Used

On Instagram, aim for using between 3 to 5 hashtags per post. Additionally, on Instagram, you can share additional hashtags in the first comment to maximize discoverability without cluttering your post.

Use Hashtags in the First Comment

To keep captions clean and organized, consider moving some hashtags to the first comment. This can improve the visual appeal of your posts.

Find the Best Hashtags for Your Location

Begin with hashtags from this toolkit to find the ones most relevant to your post. You can then include hashtags for your specific state, county, city, town, and/or district.

Creating Hashtags for Accessibility

Capitalize the first letter of each word in a hashtag for accessibility purposes. Text reader apps may not interpret hashtags correctly otherwise, affecting accessibility for all users.

HASHTAGS ON X (FORMERLY TWITTER)

Limit the number of hashtags

While X allows for multiple hashtags in a tweet, using no more than one or two hashtags per tweet is generally recommended. Using too many hashtags can make your tweet look cluttered and may decrease engagement.

Keep it relevant

Use hashtags directly related to your content and the topics you're discussing. This ensures that your tweets are discoverable by users interested in those subjects.

Creating Hashtags for Accessibility

Capitalize the first letter of each word in a hashtag for accessibility purposes. Text reader apps may not interpret hashtags correctly otherwise, affecting accessibility for all users.

WHAT TO AVOID

To ensure your hashtags are effective, avoid the following:

Failure to research hashtags

Take the time to research popular and relevant hashtags to ensure you're using ones that will effectively connect you with your audience.

Using the same hashtags under every post

Vary your hashtag to reach a diverse audience and prevent being flagged for spam.

Hashtags NOT related to your content

Ensure your hashtags are directly related to the piece of content that you are posting.



Hashtag Guide

Here's a list of suggested hashtags for each post type.

HASHTAG SETS

Register to Vote

- #RegisterToVote
- #Vote
- #VoterRegistration
- #VoterRegistrationDeadline
- #InsertState Primary
- #InsertState

Primary Election

- #PrimaryElections
- #EveryVoteCounts
- #VoteReady
- #Vote2024
- #VoteToday
- #YourVoteMatters
- #VoteEverywhere
- #InsertStatePrimary

Election Day is Coming

- #ElectionDay
- #TimeToVote
- #ElectionDay2024
- #ElectionDayIsComing
- #PollsAreOpen
- #ElectionDay[InsertState]
- #VoteReady
- #Vote

Election Day

- #RegisterToVote
- #VoterRegistration
- #VoteByMail
- #ElectionReady
- #YourVoteMatters
- #Election2024
- #YourVoteYourVoice
- #VoterStatus
- #GetRegistered
- #VoterDeadlines
- #VoteReady
- #EarlyVoting
- #YourVoteCounts
- #Vote

Election Results

- #Election2024
- #ElectionDay
- #ElectionResults
- #VoterTurnout
- #ElectionResults2024
- #ElectionResults[InsertState]

Election Officials

- (including poll workers)
- #PollWorker
- #Election2024
- #ElectionDay
- #PollWorkers
- #HelpAmericaVote
- #YourVotelsYourVoice
- #VotingDay
- #PollWorkersNeeded
- #VotingIsPower

Local Elections

- #LocalElections
- #Election2024
- #LocalElectionsMatter
- #LocalElections2024
- #LocalElection[Insert Location]

Polling Place

- #PollingPlace
- #ElectionDay
- #EveryVoteCounts
- #YourVoiceMatters
- #Voting
- #Elections2024
- #Vote
- #StayInLine
- #VoterRights
- #VotingRights
- #ElectionDay2024
- #CastYourBallot



Hashtag Guide

HASHTAG SETS

Voting Options

#MailInVote
#Election2024
#EarlyVoting
#EarlyVoting[InsertState]
#ElectionDay2024
#CastYourBallot

Planning

#FirstTimeVoter
#VoteInformed
#VotingPlan
#VoteReady
#VotePlanReady
#ElectionReady
#ElectionPrep
#ElectionDay
#VotingMatters
#EarlyVoting
#VoteEarly
#PlanYourVote
#MakeAPlan
#VoiceYourVote
#GetOutTheVote

Education

#SampleBallot
#VoterAccessibility
#VoterRights
#ElectionDay2024
#SampleBallot2024
#VoterEducation
#SampleBallot[InsertState]
#Vote

Election Security

#ElectionSecurity
#VotingRights
#Election2024
#VoterSecurity
#VoterID
#AbsenteeBallots
#ElectionIntegrity
#SecureElections

I Voted

#IVoted
#YourVoiceIsYourVote
#YourVoteMatters
#Election2024
#Vote
#Vote2024
#Election
#Voting

Thank You

#PollWorkers
#ElectionDay
#ElectionDay2024
#Vote
#PollWorkers2024
#ElectionDay[InsertState]

Community Engagement

#Vote
#VoteTogether
#ElectionDay2024
#CastYourBallot
#YourVoiceIsYourVote



How to Post on Each Platform



This section outlines best practices for posting content on Instagram, X/Twitter, and Facebook.

As you're provided with social copy and graphics, these guidelines will help you navigate the nuances of each platform, ensuring your message reaches your audience effectively and complies with relevant rules.





FACEBOOK

Frequency: 3-5 posts per week for a balanced content mix.

Posting and Scheduling:

1. Go to Meta Business Suite from your desktop.
2. Go to Content or Planner. You can also go to Home.
3. Click Create Post.
4. Select where you want to schedule a post: Facebook Feed.
5. Enter in all of the details for your post, including text, media, and an optional link and location.
6. To publish the post later, click Schedule.
7. Preview your post on the right. You can also see how it will look on desktop compared to mobile.
8. Click Publish to publish your post immediately.

Visual Content: Emphasize visuals. Facebook favors posts with images or videos.

Event Promotion: Leverage the Events feature for any election-related activities.

Preferred Image Size: For optimized posting, we recommend using 1080 x 1080 or 1081 x 1351 graphics.

How to Insert Alt Text on Facebook:

1. At the top of your Facebook Page, click Photo/Video to add a new image.
2. Once you've uploaded an image, select Edit to access the alt text options.
3. In the edit menu, select Alternative text.
4. Here you'll have the option to choose the alt text that Facebook automatically generates or write your own alt text.
5. In the custom alt text box, insert the alt text that describes the image.
6. Click Save.



INSTAGRAM

Frequency: Aim for 2–3 posts per week to maintain a consistent presence.

Posting and Scheduling: When it's time to publish your posts, you have the option of utilizing a scheduling platform (some examples include Later, Hootsuite, Sprout Social, and others) or you can manually post and schedule through the Instagram platform.

There are two ways to manually post and schedule for Instagram:

Scheduling via Meta Business Manager

1. Go to Meta Business Suite from your desktop.
2. Go to Content or Planner. You can also go to Home.
3. Click Create Post.
4. Select where you want to schedule a post: Instagram Feed, Instagram Stories.
- If this is your first time scheduling a post, you may have to reconnect your Instagram account.
5. Enter in all of the details for your post, including text, media, and an optional link and location.
6. To publish the post later, click Schedule.
7. Preview your post on the right. You can also see how it will look on desktop compared to mobile.
8. To publish your post immediately click Publish.

How to Create and Manage Scheduled Posts on Instagram

1. You must have a professional account on Instagram.
2. Open the Instagram app, tap + to create a new post.
3. Select a photo or video and add a caption.
4. Tap Next.
5. Tap Advanced settings.
6. Tap Schedule.
7. Select a date and time up to 75 days in the future.
8. Tap Done.
9. Tap the back button.
10. Tap Schedule to schedule the post.

Hashtags: Use relevant, non-partisan hashtags to boost discoverability.

Caption Length: Keep captions concise and engaging. Utilize emojis for visual appeal.

Stories and Reels: Leverage Instagram Stories and Reels for interactive and dynamic content.

Preferred Image Size: For optimized posting, we recommend using 1080 x 1080 graphics for Instagram feed posts and 1080 x 1920 for Instagram Stories.

Add alt text to a post before it is published.

1. Start by uploading a photo to Instagram.
2. Click Next.
3. Click Accessibility, then write the alt text in the box.
4. Click Share to post.

Change the alt text to a post after it has been published.

1. Above your photo or video, click the three dots [...].
2. Click Edit.
3. Click Accessibility.
4. Add alt text.
5. Click Done to save your changes.



X (TWITTER)

Frequency: Tweet once per day to stay active and visible.

Posting and Scheduling:

1. Log into your Twitter account via Desktop.
2. Go to your profile from the left menu. Click Post.
3. Add your content, images, hashtags, and links.
4. Now, click on the small schedule icon at the bottom of the post window.
5. Select the date, time, and time zone of when you would like your post to be published.
6. Click Confirm.
7. Your post is now scheduled.

Character Limit: Maximize X's 280-character limit but aim for brevity.

Hashtags: Integrate trending and content-specific hashtags for broader reach.

Retweets and Replies: Engage with your community through retweets and thoughtful replies.

Preferred Image Size: For optimized posting, we recommend using 1080 x 1080 graphics.

How to Insert Alt Text on Twitter:

1. Click the "Post" button.
2. Upload your image.
3. Select the "+ALT" button on the image.
4. Enter a description of the image in the text box.
5. Click Done.
6. Click Post to publish the tweet.



How to Post on Each Platform

GENERAL SOCIAL MEDIA GUIDELINES

Visual Appeal

Utilize high-quality visuals to grab attention.

Maintain a cohesive aesthetic for a professional appearance, including using the same colors, fonts, and styles when possible.

Engagement Features

Leverage polls and interactive features to boost engagement.

Respond promptly to comments to foster a sense of community.

Use a conversational tone to humanize your message.

Caption Best Practices

Craft concise captions with essential information.

Encourage action using clear and direct language.

Add relevant hashtags to increase discoverability.

Frequency and Timing

Post consistently but avoid overwhelming your audience.

Utilize Insights to identify optimal posting times.

Use scheduling tools for timely and consistent posts.

Schedule posts during peak hours (typically between 11 am - 1 pm) for increased engagement.

Accessibility Considerations:

Add alt text to images for accessibility when possible.

Ensure language is clear and understandable to a broad audience.

LINK-SHARING PLATFORM

Using a link-sharing platform like Linktree allows you to create a personalized and customizable page that houses all the important links that you want to share with your audience. It's a link-in-bio solution that can be used on social platforms like Instagram, TikTok, Facebook, X, LinkedIn, and more.

With this platform, you can include a link and an image so when you leave a "call-to-action" in your social copy such as "Visit the link in our bio", users can easily access the information they are looking for. This is especially useful for Instagram, as the platform currently does not allow hyperlinks in the caption section of Instagram Feed posts.

Here are some Link-Sharing platforms that you can choose from:

Linktree

Lnk.bio

Taplink

Milkshake.app

Tap.bio



Community Management and Social Media Etiquette Best Practices

SOCIAL MEDIA ETIQUETTE

Social media etiquette refers to the guidelines individuals and companies follow to maintain their online reputation. As social media platforms have become central to daily communication, traditional social norms also apply in digital spaces.

Just as social etiquette governs behavior in face-to-face interactions, social media etiquette dictates online conduct, emphasizing the importance of professionalism, respect, and integrity. In today's digital landscape, organizations must recognize that managing their online presence requires careful consideration and adherence to etiquette to uphold their brand image and foster meaningful connections with their audience.

COMMUNITY MANAGEMENT

Community management is the proactive approach of building an inclusive digital space where social media users feel connected and heard. It fosters a sense of belonging, encourages positive interactions, and facilitates meaningful discussions within your online community. Community management is essential; it establishes transparency, trust, and increased engagement among followers. As election officials, your social media presence becomes a trusted source of information for your constituents. Below, you will find best practices to guide your community management strategy.

WHY COMMUNITY MANAGEMENT IS IMPORTANT

Community management fosters an environment where constituents feel valued, engaged, and connected. By promptly responding to questions, acknowledging feedback, and actively involving your audience in discussions, you demonstrate a commitment to open communication. This inclusive approach cultivates a sense of belonging and reinforces democratic dialogue, transforming social media platforms into interactive forums where every voice matters.

BEST PRACTICES

Respond to comments within a 24-hour timeframe

For larger questions, communicate that they can send a direct message for more assistance

Monitor comments and messages daily

Encourage engagement by asking questions, responding to comments, etc.

Create an FAQ document to ensure consistency in frequent comments

Don't engage with trolls*

*Trolls intentionally provoke or disrupt online discussions by posting inflammatory or offensive comments. To identify trolls, look for signs such as repetitive negative comments, personal attacks, or off-topic remarks aimed at inciting conflict. It's best to avoid engaging with trolls directly, as doing so may escalate the situation. Instead, focus on maintaining a positive and productive online community by responding to genuine comments and fostering meaningful interactions.



FAQ

TOOLKIT NAVIGATION & USAGE

How do I download and use the graphics in the toolkit for social media posts?

To download the image for your post, click the link below the graphic.

Additionally, if you wish to customize the image, you can edit it using the Canva template.

What are editable Canva templates, and how do I personalize them for my local office?

Editable Canva templates are pre-designed graphics or documents created using Canva, a user-friendly online design tool. These templates come with customizable elements such as text, colors, and images, allowing users to personalize them according to their needs.

To personalize Canva templates for your local office, follow the step-by-step directions in the Canva 101 toolkit section.

Where do I find hashtags to use?

You can find suggested hashtags in the Hashtag Guide of the toolkit. This guide will provide you with best practices surrounding hashtag usage and lists of suggested hashtags to use in your posts.

Having trouble accessing a Canva file?

If you're experiencing difficulty accessing a Canva file, here are some troubleshooting steps:

Log out and log back in

Sometimes, logging out of your Canva account and logging back in can resolve access issues. This can help refresh your session and reconnect with Canva's servers.

Ensure you have an account

Double-check that you have a Canva account and are logged in with the correct credentials. If you don't have an account, you'll need to sign up for one to access and edit Canva files.



FAQ

GENERAL SOCIAL MEDIA

How often should I post on social media to keep the audience engaged without being overwhelming?

Aim for consistency rather than frequency. Posting 3–5 times weekly can maintain engagement without overwhelming your audience. [Learn more here.](#)

What are the character limitations for each platform?

Twitter/X: 280 characters for each post, but aim for concise messaging for optimal engagement.

Facebook: 63,206 characters for each post, but aim to keep your posts to a few sentences for better engagement.

Instagram: 2,200 characters for each post. However, the caption is cut off within users' feeds after the first three lines. The cut-off character limit is about 125 characters.

Are there specific image and video requirements for Instagram posts?

Twitter/X

Image: Recommended dimensions are 1200px by 675px. File size should be 5MB for photos and 15MB for GIFs.

Video: Formats include MP4 with a 2-minute and 20-second maximum video length.

Facebook

Image: Recommended dimensions are 1200px by 630px. The file size should be under 8MB.

Video: Preferred formats include MP4 and MOV. Maximum video length is 240 minutes, with maximum file size of 4GB. The aspect ratio should be between 9:16 to 16:9, with a resolution of 720p or higher. Videos should have a minimum frame rate of 30 FPS (frames per second).

Instagram

Image: Square (1080px by 1080px)

Video: MP4 or MOV format, maximum length of 60 seconds, and maximum file size of 4GB. Resolution 1080px by 1080px.



FAQ

GENERAL SOCIAL MEDIA

What is the best time to post on each platform?

Remember that the best posting times can vary based on your specific audience, content type, and time zones. While industry research provides general guidelines, monitoring your analytics and experimenting with posting times is crucial to finding what works best for your audience.

Consider factors like when your audience is most active and engaged, and adjust your posting schedule accordingly for optimal results. Consistency in content and active engagement with your audience are key. Ensure you interact with your audience when you post content, fostering relationships and maximizing the impact of your posts.

Why do Instagram posts say "link in bio" and how can I update my link-in-bio?

Instagram posts frequently include the phrase "link in bio" because Instagram doesn't permit clickable links within post captions. This restriction poses a challenge for users aiming to drive traffic to external websites directly from their captions. Instead, users can guide their audience to the "Link in bio" section of their profile to access external links.

Various tools, such as Linktree, Taplink, Tap.bio, Lnk.bio, and Milkshake.app, offer solutions to this limitation. Detailed information on these tools can be found in the "How to Post On Each Platform" section of the toolkit.

How can I update a link in my Instagram bio?

1. Go to your Instagram profile: Tap on your profile picture or tap on your profile icon at the screen's bottom right corner.

2. Access your profile settings: Tap on the "Edit Profile" button.

3. Update your website URL: In the "Website" field, enter the URL to which you want to direct your followers. This could be a link to your website, blog, online store, or other external resource.

4. Save your changes: After entering the desired URL, tap "Done" or "Save" to save your updated profile information.

Whenever you refer to "link in bio" in your Instagram posts, your followers can easily access the external URL you've shared by visiting your profile and clicking on the link. Ensure you frequently update this link to direct your followers to pertinent content or resources. Moreover, consider utilizing platforms like Linktree, Taplink, Tap.bio, Lnk.bio, and Milkshake.app. Further details on these tools can be found in the "How to Post On Each Platform" section of the toolkit.



FAQ

TECHNICAL ISSUES ON SOCIAL PLATFORMS

What should I do if I encounter technical issues using social media platforms?

If you encounter technical issues, consult the platform-specific help center for guidance. They offer comprehensive resources and troubleshooting tips to address common problems. If necessary, contact platform support for further assistance, but be prepared for potentially lengthy response times.

Facebook Help Center – facebook.com/help

Twitter/X Help Center – help.twitter.com

Instagram Help Center – help.instagram.com

COMMUNITY MANAGEMENT & ENGAGEMENT

How can I handle negative or misleading comments on social media?

Respond promptly with accurate information or direct users to trusted sources. Consider addressing concerns publicly to maintain transparency and credibility. If comments violate platform guidelines, use moderation tools to hide or remove them respectfully.

For more information, see this toolkit's Community Management and Social Media Etiquette section.

How often should we be checking and responding to comments?

Regularly monitor comments throughout the day, especially during peak engagement times or when posts are published. Aim at least once every few hours to ensure timely responses and maintain community engagement.

For more information, see this toolkit's Community Management and Social Media Etiquette section.



FAQ

HASHTAG USAGE

What platforms should I include hashtags on?

Hashtags can boost visibility and engagement on social media platforms, but their impact varies across platforms.

On Twitter, they categorize tweets and enhance discoverability, but it's best to use fewer hashtags than on Instagram.

On Instagram, they're highly effective for discovery and engagement.

For more information, see the Hashtag Guide section of this toolkit.

How many hashtags should I use on Twitter/X and Instagram?

When you use a hashtag in a post on a public account, anyone searching for that hashtag may come across your post.

For X, we suggest limiting your hashtags to a maximum of 2 per post.

On Instagram, we advise using between 3 to 5 hashtags per post.



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