

## Get Out the Vote (GOTV): Social Media Toolkit

Here are a few simple ways to gear up for Get Out the Vote Week of Action on social media.

- Follow, retweet and share our posts!
  -  @SCActionNetwork
  -  @SavetheChildrenActionNetwork
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- Use the hashtag #InvestInKids in your posts.
- Take pictures! Be sure to post content with photos of you from your Zoom parties, writing postcards, texting voters, making phone calls and of course, taking selfies. Refer to the online photo guide for additional tips.
- Tag people (@SCActionNetwork, event speakers and candidates)

Twitter posts:

- In order to ensure children have a bright future, we must elect leaders who will #InvestInKids. Children **are depending on us! That's why it's critical we use our right to vote on Election Day. This is me** reminding my friends and family to vote. *[insert photo/selfie talking on phone or texting]*
- **It's a big election season and there's a lot at stake for kids. Before going to vote, do your research and** vote for candidates who will invest in the future of our kids! #InvestInKids *[insert graphic on voting]*
- Voting is one of the most important things we can do to create positive change for children and hold leaders accountable to #InvestInKids. Here are a few things to remember before voting. *[insert graphic]*
- When we make our voices heard on the ballot, we can also hold politicians accountable for ensuring **that children aren't left behind.** On Election Day, be sure to get out and vote! Thank you to my wonderful friends and family who are committing to #InvestInKids. *[insert screenshot of online party]*

Facebook and Instagram posts:

- Elections are just around the corner. By using your vote, you can help bring about the changes we want to see, especially for children. Friends, please get out and VOTE! Here are a few things to remember before voting. *[insert graphic about things to remember]*
- **Kids can't vote, but we can! We can use our voice, and our vote, to make a difference for children. I'm ready to vote on Election Day and so are these friends of mine. We can do this! Let's VOTE!** *[insert screenshot of online party and selfies/photos writing postcards, calling, etc.]*
- **Ask me what's on my mind and I'll tell you it's the fact that Election Day is around the corner. This is** our time to make our voices heard. This is our time to encourage our family and friends to vote. This is our time to make a difference. Please join me in reminding your neighbors, friends, family and colleagues to vote in November. *[insert graphic about why voting is important or selfies/photos writing postcards, calling, etc.]*