



2024

SOCIAL MEDIA TOOLKIT

NATIONAL VOTER REGISTRATION DAY



Developed by **Nonprofit VOTE**
Managing Partner of National Voter Registration Day

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INTRO— DUCTION

INTRO— DUCTION

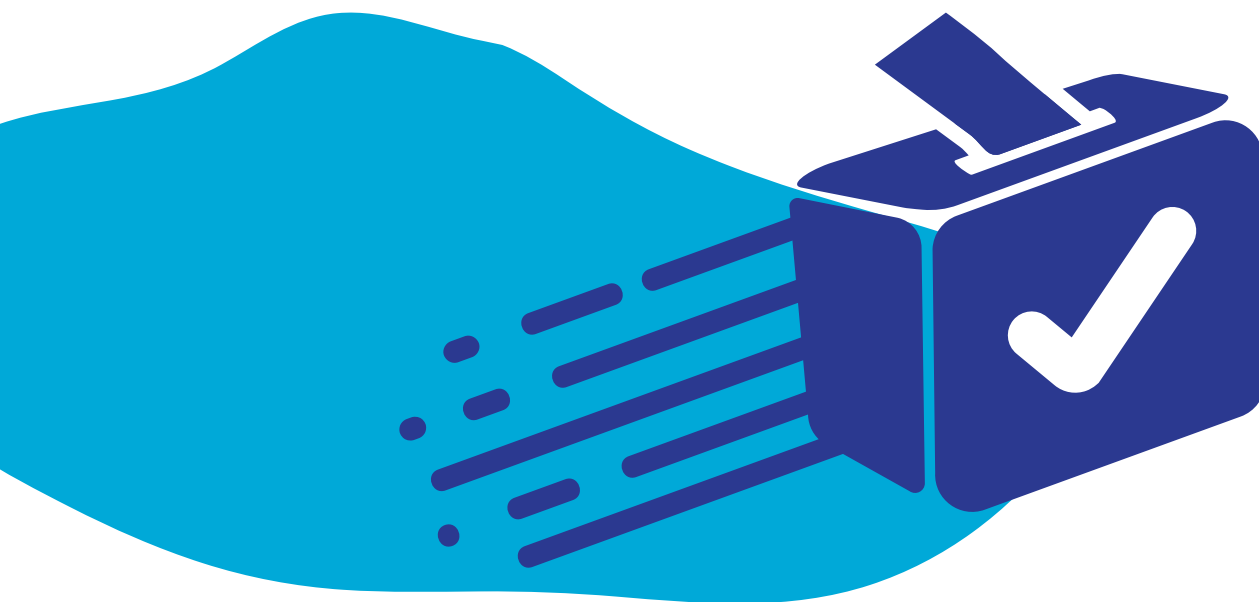
WELCOME TO THE NATIONAL VOTER REGISTRATION DAY TEAM, PARTNER!

On **September 17, 2024**, our thousands strong coalition of Partners will celebrate our democracy by participating in a 24-hour, star-spangled-awesome day of coordinated field, digital, and media action that aims to get every eligible American registered to vote in time for November. As part of that nationwide democracy blitz, we aim to blanket the social media sphere with infographics, memes, and other content that carries voter registration info and resources far and wide to screens and feeds across the country.

THAT'S WHERE THIS SOCIAL MEDIA TOOLKIT COMES IN.

In this PDF toolkit and in our larger [online Social Media Toolkit](#), you'll find a collection of ready-made graphics and posts that promote this year's celebration of democracy from a variety of angles. From straightforward reminders about the need to register to vote to graphics that emphasize the unique messages of NVRD 2024, our Social Media Toolkit offers a broad spectrum of content that makes it easy to lend your voice to the massive online chorus of Partners, volunteers, and others looking to promote and celebrate the National Voter Registration Day.

And while these posts are a great starting point, we always encourage Partners to use their own unique voice and creativity to create and share social media content that reflects how you celebrate the annual nonpartisan celebration of democracy that is National Voter Registration Day.



HOW TO USE THE CONTENT & BEST PRACTICES

We've taken the liberty of breaking out the different social media posts into 4 categories:

- ◆ **Voter Registration Reminder Graphics:** Use to highlight the evergreen pillars of the holiday (Ex. how many Americans aren't registered to vote, the need to update a voter registration after a major life change like a move, name change, etc.)
- ◆ **2024 Specific Graphics:** Use to highlight the 2024-specific features of this year's holiday (Ex. the need to vote up and down the ballot, reminders of the changed landscape of voting laws since 2020, when many Americans last voted)
- ◆ **Weekly Countdown:** Use to amp up the excitement in the run-up to September 17 by counting down the weeks and days before the holiday
- ◆ **Partner Graphics:** Customizable graphics you can add your name or logo to using Canva in order to announce to the world that you're a participating Partner in National Voter Registration Day 2024

GET MORE CONTENT:

Additionally, our online Social Media Toolkit contains additional varieties of graphics you might find useful.

Each graphic is accompanied by suggested sample text, including **1) the official holiday hashtags [#NationalVoterRegistrationDay](#) and [#VoteReady](#)** and **2) a link to our website's voter registration tool**. While you're free to customize the text of these posts, we ask that you continue to include the hashtags and voter registration link.

IMPORTANT

While it might seem easier to abbreviate the holiday with "NVRD," this is not an official hashtag and will fly under the radar for supporters and Partners looking to signal boost voter registration content for the holiday. Since 2018, **[#NationalVoterRegistrationDay](#)** has been the #1 trending hashtag on X (Twitter) on the holiday, and **[#VoteReady](#)** has also trended high. Help us make that happen again this year!



All Partners are encouraged to use the official hashtags frequently, as it increases the likelihood that the official National Voter Registration Day social media accounts and/or the official accounts belonging to other Partners will see, engage with, and re-share your content. Additionally, each graphic includes alt text we ask that you use in order to make your content more accessible.



WHAT IS ALT TEXT?

Alt text (alternative text) is a brief description of an image that is added to the HTML code of a webpage, body of an email, or social media graphic that provides descriptive information about the image for people who may have difficulties with vision and/or those using screen readers.

HOW TO CREATE ALT TEXT:

1. **Describe the Image:** Write a concise description that clearly explains what the image shows.
2. **Be Specific:** Mention important details, especially if they are crucial for understanding the content.
3. **Keep it Short:** Aim for about 125 characters or less.
4. **Avoid Redundancy:** Don't start with "Image of" or "Picture of" since screen readers already indicate it's an image.
5. **Contextual Relevance:** Make sure the description fits the context in which the image is used.

Each image has a square version (1280 px by 1280 px) that's best suited for Facebook, Instagram, and LinkedIn as well as a full width version (1600 px by 900 px) that's best suited for X (Twitter). To access an image, simply click on either the blue "SQUARE" button for the Facebook/Instagram/LinkedIn sized graphics or the blue "FULL WIDTH" button for X (Twitter) sized graphics. You'll then be brought to a screen where you can download the image and copy the suggested text.

Additional sample text for social posts can also be found page 19 of this toolkit.





#VOTEREADY
POSTS

PARTNER

As a National Voter Registration Day partner, it's time to celebrate with flair on social media! Showcase your involvement by adding your logo to these customizable partner announcements, and let everyone know you're part of one of the nation's premier celebrations of democracy!



Premier Partner Announcement (insert your logo)

Join us as proud Premier Partners of [#NationalVoterRegistrationDay](#) on 9/17 to help celebrate democracy by getting every eligible American registered & [#VoteReady](#) for 2024! bit.ly/VoteReady2024

Alt Text:

[Your logo] in the center of the sun above the horizon on a blue background. Text reads "National Voter Registration Day, Premier Partner Sept 17, 2024 Rise Up and Register"

SQUARE  

FULL-WIDTH 

EDIT ON *Canva*



Community Partner Announcement (insert your logo)

Join us as a Community Partner of [#NationalVoterRegistrationDay](#) on 9/17 to help celebrate democracy by getting every eligible American registered & [#VoteReady](#) for 2024! bit.ly/VoteReady2024

Alt Text:

[Your logo] in the center of the sun above the horizon on a blue background. Text reads "National Voter Registration Day, Community Partner Sept 17, 2024 Rise Up and Register"

SQUARE  

FULL-WIDTH 

EDIT ON *Canva*



WEEKLY COUNTDOWN

National Voter Registration Day is just around the corner, and you don't want your community to miss it! Remind your network of this major celebration of democracy by using our countdown posts leading up to September 17th!



Countdown - 1 Month

Just one month to go until we get America [#VoteReady](#) on 9/17 with [#NationalVoterRegistrationDay](#)! Sign up as a Partner to join in on this certified celebration of democracy! bit.ly/VoteReady2024

Alt Text:

A sunrise on a dark blue background. Text reads "1 month until National Voter Registration Day Sept 17 2024"

SQUARE  

FULL-WIDTH 



Countdown - 3 Weeks

We're down to just a few weeks until we hit the streets on 9/17 with [#NationalVoterRegistrationDay](#)! Help us get hundreds of thousands of Americans [#VoteReady](#) by signing up a Partner TODAY! bit.ly/VoteReady2024

Alt Text:

A sunrise on a blue background. Text reads "3 weeks until National Voter Registration Day Sept 17 2024"

SQUARE  

FULL-WIDTH 





Countdown - 2 Weeks

Two weeks left until we get America registered to vote with [#NationalVoterRegistrationDay](#) on 9/17! Sign up as a Partner to help us reach the millions of Americans left out of democracy! bit.ly/VoteReady2024



Alt Text:

A sunrise on a blue background. Text reads "2 weeks until National Voter Registration Day Sept 17 2024"



Countdown - 1 Week

We're in the homestretch with ONE WEEK to go until we get America [#VoteReady](#) on 9/17 for [#NationalVoterRegistrationDay](#) 2024! Join up as a Partner & celebrate our democracy! bit.ly/VoteReady2024



Alt Text:

A sunrise on a blue background. Text reads "1 weeks until National Voter Registration Day Sept 17 2024"



Countdown - 6 Days

We're counting the run up to [#NationalVoterRegistrationDay](#) 2024 in just DAYS! 9/17 is approaching but there's still time to become a Partner, print some posters, and throw together a great voter registration event. Sign up today to learn how! bit.ly/VoteReady2024



Alt Text:

A sun above the horizon in front of a blue background. Text reads "National Voter Registration Day 6 Days Away Sept 17 2024"





Countdown - 5 Days

You can officially count the days until [#NationalVoterRegistrationDay](#) on just one hand - but that doesn't mean you still can't throw together an excellent voter registration event! Partner today to see how you can get America [#VoteReady](#) on 9/17! bit.ly/VoteReady2024

Alt Text:

A sun above the horizon in front of a blue background. Text reads "National Voter Registration Day 5 Days Away Sept 17 2024"



Countdown - 4 Days

The FINAL 4! The clock is running out on the chance to get millions of Americans [#VoteReady](#) before Election 2024. Sign up as a [#NationalVoterRegistrationDay](#) Partner today & make use of all our FREE resources that make voter registration events quick & easy! bit.ly/VoteReady2024

Alt Text:

A sun above the horizon in front of a blue background. Text reads "National Voter Registration Day 4 Days Away Sept 17 2024"



Countdown - 3 Days

The "3 ... 2 ... 1" countdown to [#NationalVoterRegistrationDay](#) starts now! But there's still more than enough time to use our exclusive Partner resources to get your event together for 9/17! Sign up to help get America [#VoteReady](#) for 2024 & beyond: bit.ly/VoteReady2024

Alt Text:

A sun above the horizon in front of a blue background. Text reads "National Voter Registration Day 3 Days Away Sept 17 2024"





Countdown - 2 Days

We're in the final 48 hours before [#NationalVoterRegistrationDay](#) but the coalition of Partners prepping to get America [#VoteReady](#) on 9/17 can always use one more! Sign up today & see just how easy we make it for our Partners to register some voters! bit.ly/VoteReady2024

Alt Text:

A sun above the horizon in front of a blue background. Text reads "National Voter Registration Day 2 Days Away Sept 17 2024"



Countdown - 1 Days

TOMORROW thousands of Partners hit the streets for a 24 hour democracy bonanza with [#NationalVoterRegistrationDay](#)! Sign up as a Partner to print some posters, get sample social media, & contribute your very own registration event to the [#VoteReady](#) party! bit.ly/VoteReady2024

Alt Text:

A sun above the horizon in front of a blue background. Text reads "National Voter Registration Day 1 Day Away Sept 17 2024"



REMINDERS

IMPORTANT

While our toolkit includes a handy bit.ly link for ease of use, we encourage you to personalize your outreach by substituting this with your own URL or the URL of your local state Online Voter Registration site. This will ensure your network has direct access to the resources they need.

Hey, we know times are busy, and it's easy to forget when there is so much going on. So use these posts to remind your community that they should remember to register to vote if they have changed their name, moved, became a citizen, or just turned 18.

1 in 4 people
Aren't registered to vote
or
Aren't sure they're registered



1 in 4 Reminder

As many as 1 in 4 eligible Americans are not registered to vote or don't know if they are registered. Be part of the solution and get your community [#VoteReady](#) today on [#NationalVoterRegistrationDay](#) bit.ly/2024nvrddreg

SQUARE



FULL-WIDTH X

Alt Text:

Person holding up two question marks. Text reads "1 in 4 people Aren't registered to vote or aren't sure they're registered"

Change your name
since the last election?
It's time to update your
voter registration



Name Change Reminder 1

Have you changed your name since last Election Day? 🗳️ Make sure you're registered to vote with your new one! [#NationalVoterRegistrationDay](#) [#VoteReady](#) bit.ly/2024nvrddreg

SQUARE



FULL-WIDTH X

Alt Text:

Married couple, one with megaphone yelling at the other who is covering their ears. Text reads "Changed your name since the last election? It's time to update you voter registration"



Change your name
since the last election?
It's time to **update your**
voter registration



Name Change Reminder 2

Have you changed your name since last Election Day? 🗳️ Make sure you're registered to vote with your new one! [#NationalVoterRegistrationDay](#) [#VoteReady](#) bit.ly/2024nvrdreg

SQUARE  

FULL-WIDTH 

Alt Text:

Married couple, one with megaphone yelling at the other who is covering their ears. Text reads "Changed your name since the last election? Its time to update you voter registration"

Change your name
since the last election?
It's time to **update your**
voter registration



Name Change Reminder 3

Have you changed your name since last Election Day? 🗳️ Make sure you're registered to vote with your new one! [#NationalVoterRegistrationDay](#) [#VoteReady](#) bit.ly/2024nvrdreg

SQUARE  

FULL-WIDTH 

Alt Text:

Married couple, one with megaphone yelling at the other who is covering their ears. Text reads "Changed your name since the last election? Its time to update you voter registration"



Moving Reminder

Move across town or across the country since last Election Day? 🚚 Make sure you're registered to vote with your new address! [#NationalVoterRegistrationDay](#) [#VoteReady](#) bit.ly/2024nvrdreg

SQUARE  

FULL-WIDTH 

Alt Text:

Person carrying three cardboard boxes. On the boxes, text says, "Update your voter registration" Further text reads "Moved since the last election? Get #Voteready"



New US Citizen? Register to VOTE



New Citizen Reminder

Become a US citizen since the last election? Congratulations! 🇺🇸🌟 Next stop? Making sure you're #VoteReady to take part in democracy at the ballot box as a registered voter! [#NationalVoterRegistrationDay](https://bit.ly/2024nvrdreg) bit.ly/2024nvrdreg

SQUARE  

FULL-WIDTH 

Alt Text:

Group of diverse people holding up US Flags. text reads "New US Citizen? Register to Vote"

How to turn 18:

1. Inhale
2. Blow out candles
3. Register to VOTE



18th Birthday Reminder 1

Turn 18 since the last election? 🎂 Congrats! Buuuut are you #VoteReady? 😬 Make sure you are by getting registered this [#NationalVoterRegistrationDay!](https://bit.ly/2024nvrdreg) bit.ly/2024nvrdreg

SQUARE  

FULL-WIDTH 

Alt Text:

Person blowing out 18th birthday candle. Text reads "How to turn 18: 1. Inhale 2. Blow out candle 3. Register to Vote"

How to turn 18:

1. Inhale
2. Blow out candles
3. Register to VOTE



18th Birthday Reminder 2

Turn 18 since the last election? 🎂 Congrats! Buuuut are you #VoteReady? 😬 Make sure you are by getting registered this [#NationalVoterRegistrationDay!](https://bit.ly/2024nvrdreg) bit.ly/2024nvrdreg

SQUARE  

FULL-WIDTH 

Alt Text:

Person blowing out 18th birthday candle. Text reads "How to turn 18: 1. Inhale 2. Blow out candle 3. Register to Vote"



2024 SPECIFIC

Time flies, but don't let the 2024 election pass you by. Use these 2024-specific posts to remind your community that this year's election is just around the corner. It's your right—and your community's right—to vote!



Flew

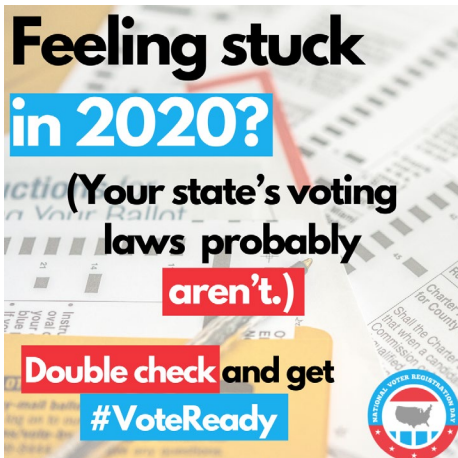
Time flies when you're having... nevermind. But Election Season is definitely here! Don't miss the chance to cast your vote this year. Just register or update your registration - it only takes two minutes. [#VoteReady](#) [#NationalVoterRegistrationDay](#) bit.ly/2024nvrereg

Alt Text:

Person with mask pointing at watch and later shocked to see time has passed. Text reads "The last 4 years flew right by. Don't let the chance to vote in Election 2024 pass you by too."

SQUARE  

FULL-WIDTH 



Stuck

It may still feel like 2020 but trust us: times have changed. Many states have altered voting laws since the last Presidential election. Double check your state's rules, register, or update your voter registration! [#VoteReady](#) [#NationalVoterRegistrationDay](#) bit.ly/2024nvrereg

Alt Text:

Image of ballots in the background. Text reads "Feeling stuck in 2020? (Your states' voting laws probably aren't.) Double check and get #VoteReady"

SQUARE  

FULL-WIDTH 



There's probably a few things
you haven't thought about
since 2020.



Thought About

Can't remember the last time you checked your registration? We know, it's been a minute. Take two to update it so you can be [#VoteReady](#) come November. [#NationalVoterRegistrationDay](#) bit.ly/2024nvrereg

SQUARE  

FULL-WIDTH 

Alt Text:

Person thinking about events surround 2020. Text reads "There's probably a few things you haven't thought about since 2020. Especially your voter registration."

This US Constitution
says you have the right
to vote.



Constitution Day

Want to have a say in our country's future? The Constitution's got you covered. The best way to celebrate [#ConstitutionDay](#) is to be [#VoteReady](#). [#NationalVoterRegistrationDay](#) bit.ly/2024nvrereg

SQUARE  

FULL-WIDTH 

Alt Text:

Hand pointing to the US constitution. Text reads "This US Constitution says you have the right to vote. Register & use it."

Voting in EVERY race on
your 2024 ballot is like
eating EVERY slice of
pizza:

You don't have to.



Slice

Not thrilled with a particular race? Don't force yourself. You can still vote for all of the other important races that'll make the difference for the issues you and your community care about. Register and make an impact! [#NationalVoterRegistrationDay](#) bit.ly/2024nvrereg

SQUARE  

FULL-WIDTH 

Alt Text:

A single slice of pizza left in the box. Text reads "Voting in every race on your 2024 ballot is like eating every slice of pizza: You don't have to."



You have lots of options in 2024

“the couch” isn’t one of them.



The Couch

So many important issues are on the ballot this year—so don't sit this one out! Get [#VoteReady](#) so you can make your voice heard in your community [#NationalVoterRegistrationDay](#) bit.ly/2024nvrereg

SQUARE  

FULL-WIDTH 

Alt Text:

A well used couch with a few pillows jostled around. Text reads “You have lots of options in 2024 “the couch” isn’t one of them.”

Spoiler Alert: You have more than “2 choices”



Two Choices

Elections are about a whole lot more than just the Presidency. They decide everything from your US Rep down to your local school board. Learn about the races in your community & get [#VoteReady](#) so you can vote all the way down! [#NationalVoterRegistrationDay](#) bit.ly/2024nvrereg

SQUARE  

FULL-WIDTH 

Alt Text:

A joyous person looking at sticky notes with a variety of government positions. Text reads “Spoiler Alert: You have more than ‘2 choices’ ”



SAMPLE TEXT POSTS

Here, you'll find sample social media posts to share in the lead-up to and immediately following **National Voter Registration Day**. You can also access our expanding library of ready-made digital graphics in our Social Media Toolkit, all available for you to use on your social media feeds.

Posts can absolutely be modified and customized to fit your organization's needs. Still, we recommend always providing a link to your preferred voter registration site or [the voter registration page of the NVRD website](#) and/or this shortened link (bit.ly/2024nvrddreg) to our website, and including the hashtags #NationalVoterRegistrationDay and/or #VoteReady.

Please contact info@nationalvoterregistrationday.org with any questions or direct message us via any of our social media platforms.

SAMPLE SOCIAL MEDIA POSTS LEADING UP TO SEPTEMBER 17

Celebrate democracy in the United States by registering to vote on September 17 at bit.ly/2024nvrddreg
#NationalVoterRegistrationDay
#VoteReady.

Are You #VoteReady? Make sure you are by getting registered on #NationalVoterRegistrationDay on 9/17!
bit.ly/2024nvrddreg

National Voter Registration Day is in just **[insert amount of time]**!
Find a voter registration event near you at bit.ly/2024nvrddreg
#NationalVoterRegistrationDay.

What are you doing on September 17? Join us at a #NationalVoterRegistrationDay event near you or a virtual event! **[INSERT LINK TO FB RSVP LISTING]** #VoteReady

Have you moved since the last election? Make sure you're registered to vote with your new address! bit.ly/2024nvrddreg
#NationalVoterRegistrationDay
#VoteReady

It's beginning to feel a lot like Election Day out there! Make sure you, your friends, and family are #VoteReady to hit the polls by registering at bit.ly/2024nvrddreg



SAMPLE SOCIAL MEDIA POSTS FOR SEPTEMBER 17

Already registered and wondering how you can celebrate #NationalVoterRegistrationDay today? Tag a friend or 10 and tell them to pass it on! Or get #VoteReady yourself! Look into options available in your state for voting by mail, voting early, and more here: bit.ly/2024nvrddreg

If you've recently moved, turned 18, or changed your name, you may not be #VoteReady! Take this opportunity to update your voter registration at bit.ly/2024nvrddreg *[feel free to substitute your organization's registration tool here]*
#NationalVoterRegistrationDay

It's National Voter Registration Day! Take 30 seconds to register to vote, check your registration status, or find a registration event on or offline near you! bit.ly/2024nvrddreg
#NationalVoterRegistrationDay
#VoteReady.

As many as 1 in 4 eligible Americans are not registered to vote. Be part of the solution and get your community #VoteReady today on #NationalVoterRegistrationDay
bit.ly/2024nvrddreg

Want to vote this year? Make sure you're #VoteReady NOW at bit.ly/2024nvrddreg
#NationalVoterRegistrationDay.

Did you know **[ORGANIZATION NAME]** is helping register voters in our community today? We're taking part in #NationalVoterRegistrationDay.
bit.ly/2024nvrddreg



MORE RESOURCES

ENGAGEMENT DOESN'T STOP HERE

CHECK OUT MORE SOCIAL MEDIA RESOURCES FROM OUR PARTNERS!

KEY DATES FOR ELECTION FOCUSED SOCIAL MEDIA

Party to the Polls: Purple Tour - September 12 - November 5, 2024

A series of high energy mid-morning dance parties designed to mobilize young voters to get registered and vote early as part of a nonpartisan initiative with [Daybreaker](#).

Find a Party to the Polls: Purple Tour event near you [here](#).

National Voter Education Week - October 7-11, 2024

Voters should have the tools, information, and confidence they need to cast their ballots. This is where National Voter Education Week comes in!

Get NVEW social media assets [here](#).

Vote Early Day - October 29, 2024

Vote Early Day helps all eligible voters understand their voting options while celebrating the act of voting early.

Get Vote Early Day social media assets [here](#).

Election Hero Day - November 4, 2024

Celebrate the election administration teams, poll workers, and others around the country who help ensure voters can cast their ballots.

Get Election Hero Day social media assets [here](#).

Election Day 2024 - November 5, 2025

From the Presidency to state and local races, Election 2024 encompasses a slew of contests up and down the ballot. Find out what races are going on in your neck of the woods with voter tools like [Electionline](#), [BallotReady](#), or [VOTE411](#).



SOCIAL ASSETS FROM OTHER PARTNERS AND ELECTION INFORMATION SOURCES

Campus Takeover

A nationwide effort organized by the [Alliance for Youth Organizing](#) and the [Students Learn Students Vote Coalition](#) to mobilize students around elections and to create a culture of civic engagement on college campuses during the Civic Holidays.

Get Campus Takeover social media sets [here](#).

The Civics Center

A nonpartisan, nonprofit organization dedicated to empowering the youth vote by helping high school students of America get registered to vote.

Get Civics Center social media assets [here](#).

Election Protection

Have questions about voter registration deadlines, requesting absentee or mail-in ballots, or how to vote in-person during early voting or on Election Day? Call the dedicated, nonpartisan election experts at 866-OUR VOTE.

Get Election Protection social media assets [here](#).

VoteRiders

A nonpartisan organization on a mission to make sure that no one is blocked from voting because they don't have the right ID.

Get VoteRiders social media assets [here](#).



nationalvoterregistrationday.org



SEPTEMBER 17, 2024

ARE YOU #VOTEREADY?



@natlvoterregday

info@nationalvoterregistrationday.org