

Ideas for Personalizing Social Media Assets

GET OUT THE VOTE CAMPAIGN

#GetOutTheVote

Content suggestions:

- This November, your community depends on your vote!
- Asset for each key date:
 - August 12: National Poll Worker Recruitment Day
 - September 16: National Voter Registration Day
 - October 6-10: National Voter Education Week
 - October 28: Vote Early Day
- 'What you're voting for...'
 - Your community
 - Democracy
 - Real change
 - Equality
 - Freedom

Other suggestions:

- Add your store's logo with a transparent background
- Be sure to add hashtag: #GetOutTheVote
- Add link to your voting resources or Vote411.org/ABA
- Animations in your Instagram Stories will help draw attention to your message

Instagram post example:



Instagram story example:

