



Election Official Social Media Toolkit

Version 2.1 – Spring 2026





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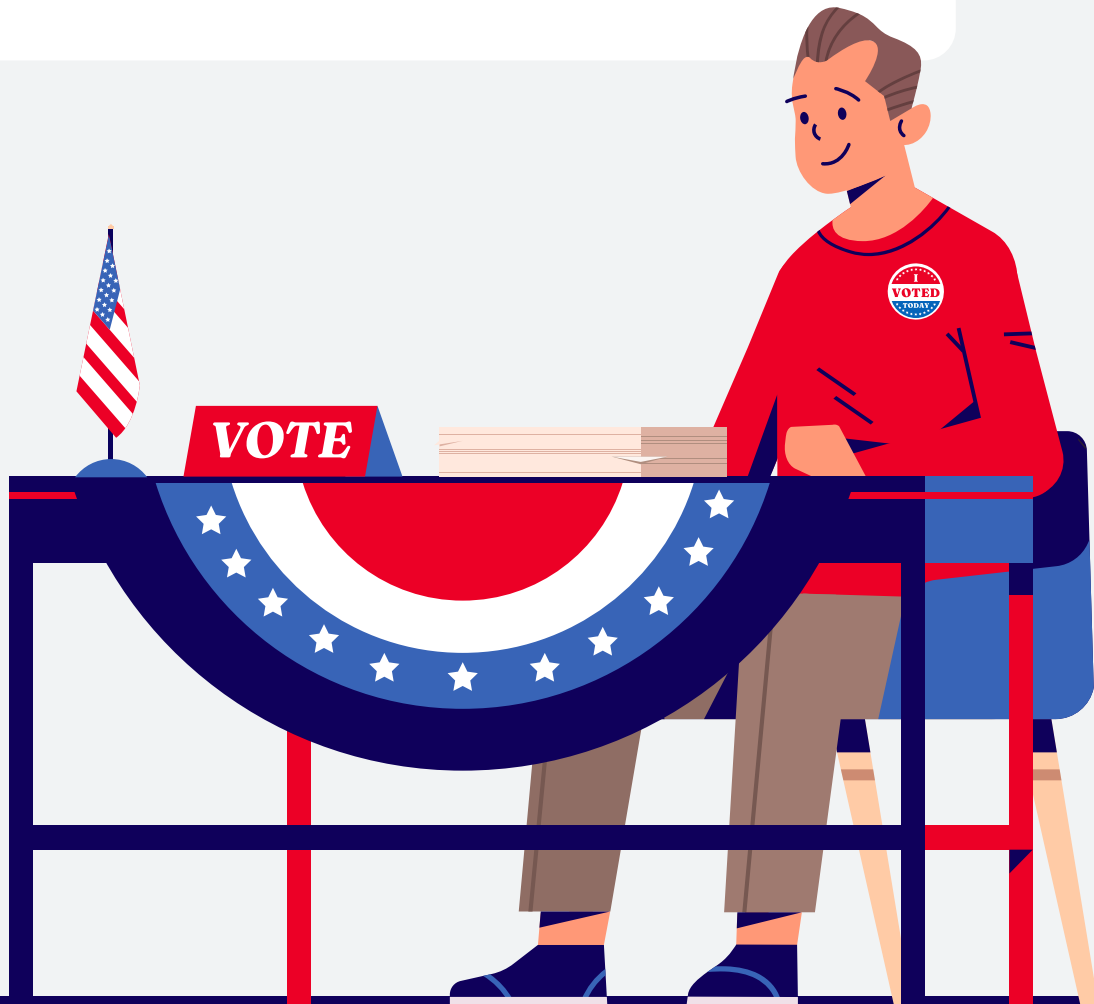


Introduction

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 election cycle complexities 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 this 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 graphics 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.



Accessibility Matters

Ensure your content is inclusive by utilizing the accessibility resources provided. We have included alt text for every graphic in this toolkit to help you reach all users. Simply copy and paste the provided descriptions when uploading your visuals to ensure your posts are fully accessible.



Future Use

The content provided in this toolkit can be in this election cycle and future election cycles.



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.

Vertical Template →

Horizontal Template →

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.”

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



1080 x 540 px

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.

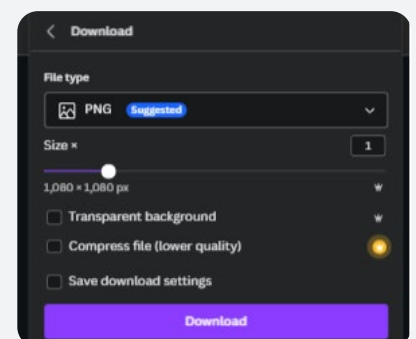
It is important to note that any change you make to the file will be saved only to your Canva library. It will not affect the original graphic, and others will not be able to see the updates made unless you choose to share the file with them.



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.





Post Topics Table of Contents



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Election Officials



Post 1 | Election Officials

Canva

Vertical Template →

Horizontal Template →

SOCIAL COPY

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

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 2 | Election Officials

Canva

Vertical Template →

Horizontal Template →

SOCIAL COPY

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

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 3 | Election Officials

Canva

Vertical Template →

Horizontal Template →

SOCIAL COPY

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

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 4 | Election Officials

Canva

Vertical Template →

Horizontal Template →

SOCIAL COPY

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

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 5 | Election Officials

Canva

Vertical Template →

Horizontal Template →

SOCIAL COPY

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]

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 6 | Election Officials

Canva

Vertical Template →

Horizontal Template →

SOCIAL COPY

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

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

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 7 | Election Officials

Canva

Vertical Template →

Horizontal Template →

SOCIAL COPY

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

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 8 | Election Officials

Canva

Vertical Template →

Horizontal Template →

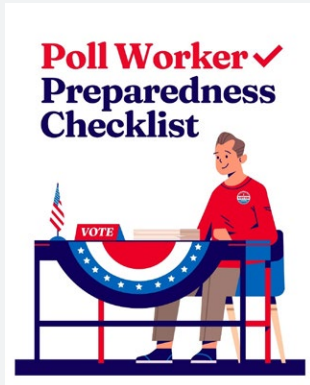
SOCIAL COPY

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

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

ALT TEXT

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



Post 9 | Election Officials

Canva

Vertical Template →

Horizontal Template →

SOCIAL COPY

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/npwrdr/Poll_Worker_Checklist_Final_508.pdf

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.'



Planning



Post 1 | Planning



Vertical Template →

Horizontal Template →

SOCIAL COPY

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

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 2 | Planning



Vertical Template →

Horizontal Template →

SOCIAL COPY

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]

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 3 | Planning

Canva

Vertical Template →

Horizontal Template →

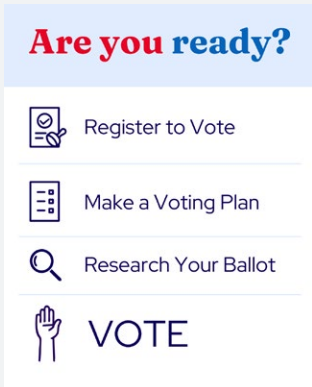
SOCIAL COPY

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

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!'.



Post 4 | Planning

Canva

Vertical Template →

Horizontal Template →

SOCIAL COPY

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

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.

Planning



Post 5 | Planning

Canva

Vertical Template →

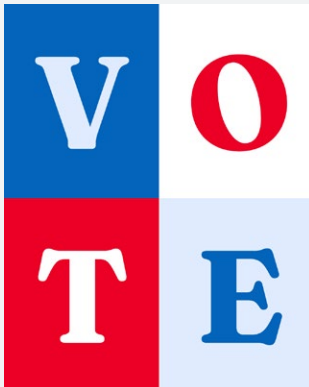
Horizontal Template →

SOCIAL COPY

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

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 6 | Planning

Canva

Vertical Template →

Horizontal Template →

SOCIAL COPY

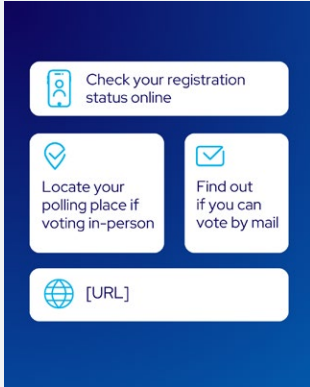
Change starts with you and your vote.
Create your voting plan: www.eac.gov/vote

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'.



Planning



URL's on graphics can be customized inside of Canva

Post 7 | Planning



SOCIAL COPY

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]

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'



Post 8 | Planning



SOCIAL COPY

Find all the information you need to create your voting plan: [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.

Planning



Post 9 | Planning

Canva

Vertical Template →

Horizontal Template →

SOCIAL COPY

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

Check online to view your info: [Insert link]

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 10 | Planning

Canva

Vertical Template →

Horizontal Template →

SOCIAL COPY

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]

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.



How To Register



Post 1 | How To Register

Canva

Vertical Template →

Horizontal Template →

SOCIAL COPY

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

www.eac.gov/vote

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 2 | How To Register

Canva

Vertical Template →

Horizontal Template →

SOCIAL COPY

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

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.



Post 3 | How To Register

Canva

Vertical Template →

Horizontal Template →

SOCIAL COPY

📣 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]

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 4 | How To Register

Canva

Vertical Template →

Horizontal Template →

SOCIAL COPY

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

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.

How To Register



Post 5 | How To Register

Canva

Vertical Template

Horizontal Template

SOCIAL COPY

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

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

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 6 | How To Register

Canva

Vertical Template

Horizontal Template

SOCIAL COPY

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]

ALT TEXT

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

Aa Graphic copy can be updated in Canva

How To Register



Post 7 | How To Register

Canva

Vertical Template →

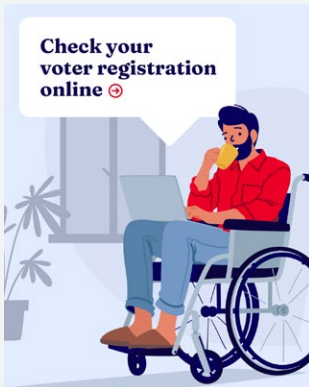
Horizontal Template →

SOCIAL COPY

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

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 8 | How To Register

Canva

Vertical Template →

Horizontal Template →

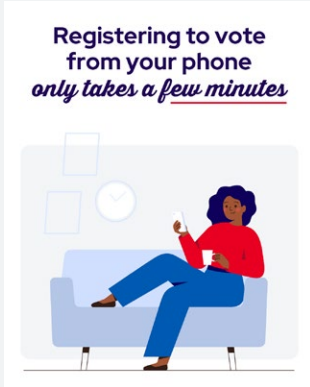
SOCIAL COPY

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

How To Register



Post 9 | How To Register



Vertical Template

Horizontal Template

SOCIAL COPY

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

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 10 | How To Register



Vertical Template

Horizontal Template

SOCIAL COPY

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

How To Register



Post 11 | How To Register

Canva

Vertical Template →

Horizontal Template →

SOCIAL COPY

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]

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 12 | How To Register

Canva

Vertical Template →

Horizontal Template →

SOCIAL COPY

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]

ALT TEXT

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

How To Register



Post 13 | How To Register

Canva

Vertical Template →

Horizontal Template →

SOCIAL COPY

Did you know you can pre-register to vote?

Find out how: [Insert link]

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.



Voter Registration Deadlines



Post 1 | Voter Registration Deadlines

Canva

Vertical Template →

Horizontal Template →

SOCIAL COPY

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

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 2 | Voter Registration Deadlines

Canva

Vertical Template →

Horizontal Template →

SOCIAL COPY

Do you know your voter registration deadline?

Find it online: www.vote.gov

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 www.vote.gov"

[URL's on graphics can be customized inside of Canva](#)

Voter Registration Deadlines



Post 3 | Voter Registration Deadlines

Canva

Vertical Template →

Horizontal Template →

SOCIAL COPY

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

[Insert link]

ALT TEXT

Image with a white top half and red bottom half. Blue text at the top reads, "Check your voter registration today!" The bottom half features a hand holding a silver stopwatch next to blue and white text that reads, "It only takes seconds."



Post 4 | Voter Registration Deadlines

Canva

Vertical Template →

Horizontal Template →

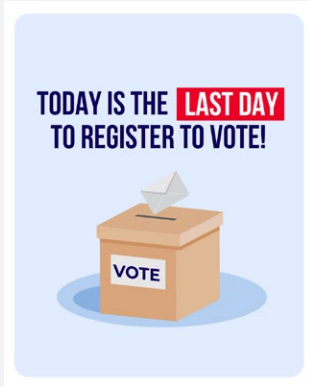
SOCIAL COPY

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

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.

Voter Registration Deadlines



Post 5 | Voter Registration Deadlines

Canva

Vertical Template →

Horizontal Template →

SOCIAL COPY

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

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 6 | Voter Registration Deadlines

Canva

Vertical Template →

Horizontal Template →

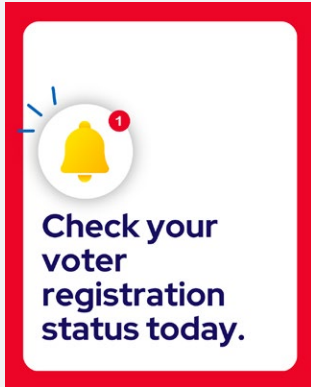
SOCIAL COPY

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

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."

Voter Registration Deadlines



Post 7 | Voter Registration Deadlines

Canva

Vertical Template →

Horizontal Template →

SOCIAL COPY

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

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.



Election Day is Coming



Aa Date and Election text can be changed in Canva

Post 1 | Election Day is Coming



Vertical Template →

Horizontal Template →

SOCIAL COPY

Mark your calendars for [INSERT DATE] - it's [INSERT ELECTION]! 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

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.



Aa Date and Election text can be changed in Canva

Post 2 | Election Day is Coming



Vertical Template →

Horizontal Template →

SOCIAL COPY

The [INSERT ELECTION] is on [INSERT DATE], and your vote matters! 🇺🇸

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

ALT TEXT

Image of a hand dropping a ballot into a ballot box. The image is accompanied by text that reads '[INSERT DATE]; Vote in your [INSERT ELECTION],' indicating an important date for the primary election and encouraging voter participation.

Election Day is Coming



Aa Election text can be changed in Canva

Post 3 | Election Day is Coming

Canva

Vertical Template →

Horizontal Template →

SOCIAL COPY

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

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.



Aa Date and Election text can be changed in Canva

Post 4 | Election Day is Coming

Canva

Vertical Template →

Horizontal Template →

SOCIAL COPY

Don't let your voice go unheard!

The [INSERT ELECTION] Election is on [INSERT DATE].

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

ALT TEXT

Graphic for [INSERT ELECTION] 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.

Election Day is Coming



Aa Election text can be changed in Canva

Post 5 | Election Day is Coming

Canva

Vertical Template →

Horizontal Template →

SOCIAL COPY

There are only 200 days until election day! Make your voting plan! Today start with registering to vote and checking your voter registration status.

www.eac.gov

ALT TEXT

A navy background at the top with white text that reads “200 days until election day”. 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.’



Aa Election date can be updated in Canva

Post 6 | Election Day is Coming

Canva

Vertical Template →

Horizontal Template →

SOCIAL COPY

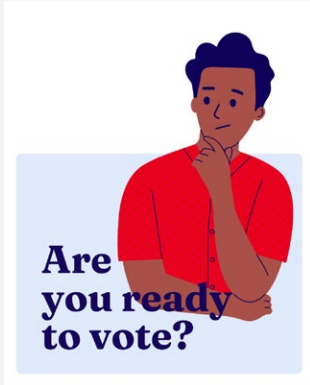
Election day will be here before you know it. Mark your calendars and start making your voting plan.

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

ALT TEXT

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

Election Day is Coming



Post 7 | Election Day is Coming



Vertical Template →

Horizontal Template →

SOCIAL COPY

Election Day will be here before you know it! Are you ready? Take the first step & register to vote now. [Insert link]

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?"

Both layouts are available in the same Canva link.



Post 8 | Election Day is Coming



Vertical Template →

Horizontal Template →

SOCIAL COPY

Election Day is coming up! Visit www.eac.gov/vote

ALT TEXT

Text at the top and bottom in red and blue, saying 'Tomorrow,' with text in the middle that reads 'Election Day is tomorrow.' The image serves as a visual reminder of the upcoming election.



Aa Graphic copy can be updated in Canva

Election Day is Coming



Post 9 | Election Day is Coming



Vertical Template

Horizontal Template

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

Mark your calendars for key election dates:

✓ Voter Registration Deadline: _____

✓ Vote-by-Mail Ballot Request Deadline: _____

✓ Election Day: _____

Get the details on our website: _____

A



ALT TEXT

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

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

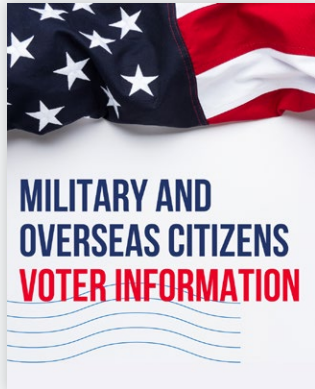


ALT TEXT

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



Voting Options



Post 1 | Voting Options

Canva

Vertical Template →

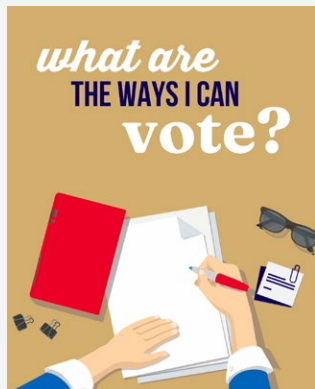
Horizontal Template →

SOCIAL COPY

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

ALT TEXT

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



Post 2 | Voting Options

Canva

Vertical Template →

Horizontal Template →

SOCIAL COPY

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]

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?'

Voting Options



Post 3 | Voting Options

Canva

Vertical Template

Horizontal Template

SOCIAL COPY

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

[Insert link]

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 4 | Voting Options

Canva

Vertical Template

Horizontal Template

SOCIAL COPY

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]

ALT TEXT

A split white and blue 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?'

Voting Options



Post 5 | Voting Options

Canva

Vertical Template →

Horizontal Template →

SOCIAL COPY

When it comes to voting, you have options. Whether you vote early in person, by mail, with an absentee ballot, or you hit the polls on Election Day your vote matters.

Learn more about your voting options: [insert link]

ALT TEXT

An infographic on a light blue background titled "When it comes to voting, you always have options." Four circular illustrations show different ways to vote: "Early In Person" shows a hand holding a marked ballot; "By Mail" shows a hand holding a stamped envelope; "Absentee" shows a hand holding a plain white envelope; and "In person on election day" shows a hand dropping a ballot into a blue ballot box.



Vote By Mail



Post 1 | Vote By Mail

Canva

Vertical Template →

Horizontal Template →

SOCIAL COPY

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

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 2 | Vote By Mail


Canva

Vertical Template →

Horizontal Template →

SOCIAL COPY

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]

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.

Vote By Mail



Post 3 | Vote By Mail

Canva

Vertical Template →

Horizontal Template →

SOCIAL COPY

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.

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 4 | Vote By Mail

Canva

Vertical Template →

Horizontal Template →

SOCIAL COPY

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]

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?"



Vote By Mail



Post 5 | Vote By Mail

Canva

Vertical Template →

Horizontal Template →

SOCIAL COPY

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

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 6 | Vote By Mail

Canva

Vertical Template →

Horizontal Template →

SOCIAL COPY

Did you know that you can track your mail-in ballot? Learn how: [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'

Vote By Mail



Post 7 | Vote By Mail

Canva

Vertical Template →

Horizontal Template →

SOCIAL COPY

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]

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 8 | Vote By Mail

Canva

Vertical Template →

Horizontal Template →

SOCIAL COPY

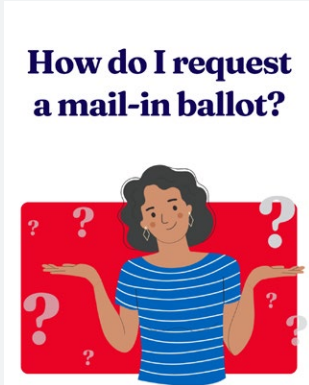
Curious about signature curing? It's a crucial step that safeguards your vote, prevents fraud, and upholds the integrity of the entire voting system. 📄 Learn more: [Insert link]

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.



Vote By Mail



Post 9 | Vote By Mail

Canva

Vertical Template →

Horizontal Template →

SOCIAL COPY

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]

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 10 | Vote By Mail

Canva

Vertical Template →

Horizontal Template →

SOCIAL COPY

Don't wait until the last minute. Drop off your mail in ballot as soon as you can to make sure your voice is heard 🇺🇸

Track your ballot and stay informed about its status: [insert link]

ALT TEXT

An illustrated graphic with a light blue background featuring various types of red and blue mailboxes and a post office box unit. Large blue text in the center reads, "No reason to wait until the last minute." Below it, red text says, "MAIL IN YOUR BALLOT TODAY!" A "Vote by Mail" logo with a red checkmark appears at the bottom.

Vote By Mail



Post 11 | Vote By Mail

Canva

Vertical Template →

Horizontal Template →

SOCIAL COPY

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

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 12 | Vote By Mail

Canva

Vertical Template →

Horizontal Template →

SOCIAL COPY

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

[Insert link]

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!'.

Vote By Mail



Post 13 | Vote By Mail

Canva

Vertical Template →

Horizontal Template →

SOCIAL COPY

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

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

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 14 | Vote By Mail

Canva

Vertical Template →

Horizontal Template →

SOCIAL COPY

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

Find out more about early voting: [Insert link]

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 15 | Vote By Mail

Canva

Vertical Template →

Horizontal Template →

SOCIAL COPY

Voting by mail?

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

ALT TEXT

A blue background with an illustration of a blue postbox on the top right side. A mail ballot envelope is flying inside. The text on the left reads 'Return your mail ballot today'.



Vote Early



Post 1 | Vote Early

Canva

Vertical Template →

Horizontal Template →

SOCIAL COPY

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

Find your early voting locations: [Insert link]

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 2 | Vote Early

Canva

Vertical Template →

Horizontal Template →

SOCIAL COPY

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

Learn more about how you can vote early at [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 3 | Vote Early

Canva

Vertical Template →

Horizontal Template →

SOCIAL COPY

Early voting starts today! 🗳️

Find voting locations: [Insert link]

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 4 | Vote Early

Canva

Vertical Template →

Horizontal Template →

SOCIAL COPY

Today is your last chance to vote early! Find a voting location and cast your ballot today: [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.'

Vote Early



Post 5 | Vote Early

Canva

Vertical Template →

Horizontal Template →

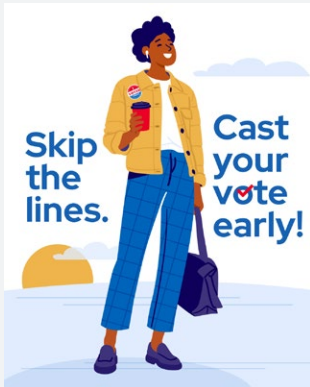
SOCIAL COPY

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

Learn more about early voting: [Insert link]

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 6 | Vote Early

Canva

Vertical Template →

Horizontal Template →

SOCIAL COPY

Skip the lines and cast your vote early!

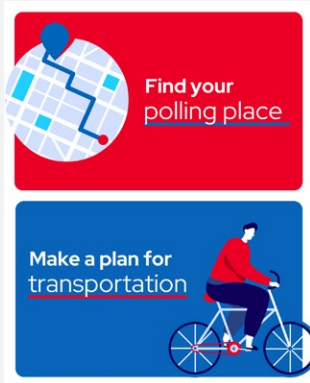
Find your early voting locations: [link]

ALT TEXT

Illustration of a person wearing an "I Voted" sticker, holding a coffee and a bag. Large blue text reads: "Skip the lines. Cast your vote early!"



Polling Place



Post 1 | Polling Place

Canva

Vertical Template →

Horizontal Template →

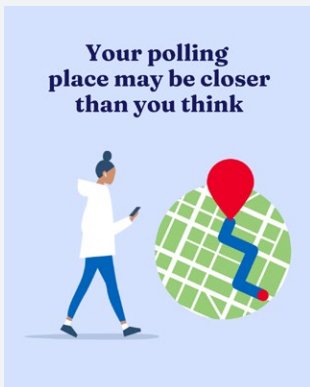
SOCIAL COPY

Do you know where to vote?

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

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 2 | Polling Place

Canva

Vertical Template →

Horizontal Template →

SOCIAL COPY

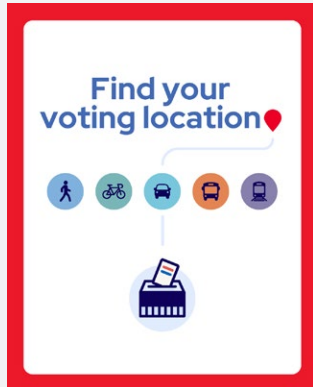
Do you know where your polling place is? It might be closer than you think.

Find your polling place: [Insert link]

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



Post 3 | Polling Place

Canva

Vertical Template →

Horizontal Template →

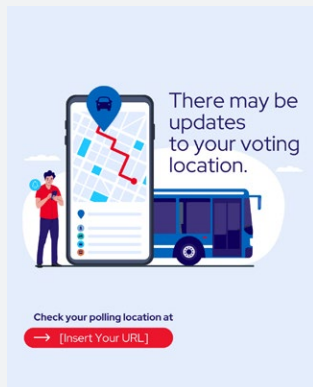
SOCIAL COPY

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

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 4 | Polling Place

Canva

Vertical Template →

Horizontal Template →

SOCIAL COPY

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

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.



URL's on graphics can be customized inside of Canva

Polling Place



Post 5 | Polling Place

Canva

Vertical Template →

Horizontal Template →

SOCIAL COPY

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

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

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 6 | Polling Place

Canva

Vertical Template →

Horizontal Template →

SOCIAL COPY

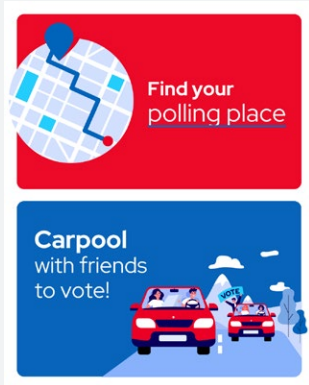
On Election Day, don't leave anything to chance. Use our polling place locator to find your designated polling place. 📍

[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.'

Polling Place



Post 7 | Polling Place

Canva

Vertical Template →

Horizontal Template →

SOCIAL COPY

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

[Insert link]

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 8 | Polling Place

Canva

Vertical Template →

Horizontal Template →

SOCIAL COPY

Don't wait until Election Day, find your polling place and make your plan to vote today. 🗳️

www.eac.gov/vote

ALT TEXT

An illustration of a person with an "I Voted" sticker, standing next to a blue voting booth. To their left is a circular map icon with a red pin. Large text at the top reads: "Don't wait until Election Day to find your polling place."

Polling Place



URL's on graphics can be customized inside of Canva

Post 9 | Polling Place

Canva

Vertical Template →

Horizontal Template →

SOCIAL COPY

Unsure where to go on Election Day?

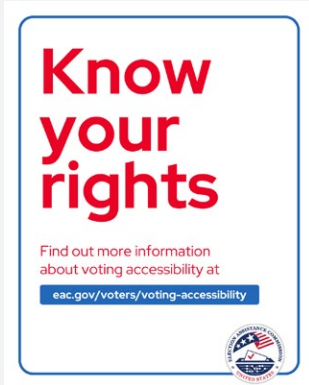
Find your polling place: [Insert link]

ALT TEXT

Graphic with the headline, “Unsure of where to go on Election Day?” Illustrations show two people, one standing and one using a wheelchair, at blue voting booths. Below, the Election Assistance Commission seal appears next to the text, “Find your polling place at [LINK].”



Education



 URL's on graphics can be customized inside of Canva

Post 1 | Education





Canva

Vertical Template 

Horizontal Template 

SOCIAL COPY

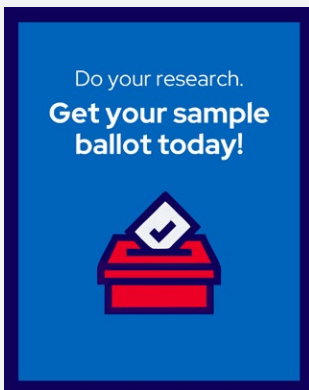
Every voice matters, and we're committed to ensuring voter accessibility for all. If you're a voter with a disability, remember you have the right to:

-  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

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 2 | Education




Canva

Vertical Template 

Horizontal Template 

SOCIAL COPY

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

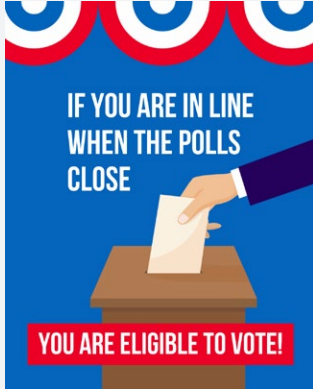
-  Do your research
-  Mark your sample ballot
-  Be ready to vote

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

[Insert link]

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 3 | Education

Canva

Vertical Template →

Horizontal Template →

SOCIAL COPY

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

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 4 | Education

Canva

Vertical Template →

Horizontal Template →

SOCIAL COPY

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

Check out the voting guide: [Insert link]

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.'



URL's on graphics can be customized inside of Canva

Post 5 | Education

Canva

Vertical Template →

Horizontal Template →

SOCIAL COPY

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

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 6 | Education

Canva

Vertical Template →

Horizontal Template →

SOCIAL COPY

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

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 7 | Education

Canva

Vertical Template

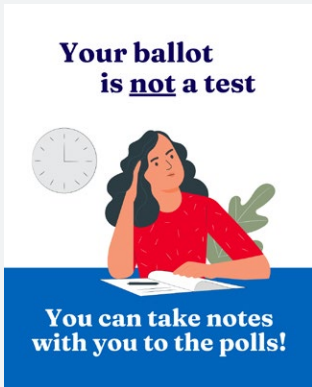
Horizontal Template

SOCIAL COPY

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

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 8 | Education

Canva

Vertical Template

Horizontal Template

SOCIAL COPY

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

Find your voting guide: [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 9 | Education

Canva

Vertical Template →

Horizontal Template →

SOCIAL COPY

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

www.eac.gov/voters/voter-faqs

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 10 | Education

Canva

Vertical Template →

Horizontal Template →

SOCIAL COPY

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

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 11 | Education

Canva

Vertical Template →

Horizontal Template →

SOCIAL COPY

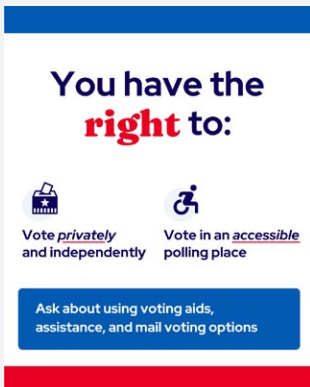
Take the time to research your ballot.

- 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.

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 12 | Education

Canva

Vertical Template →

Horizontal Template →

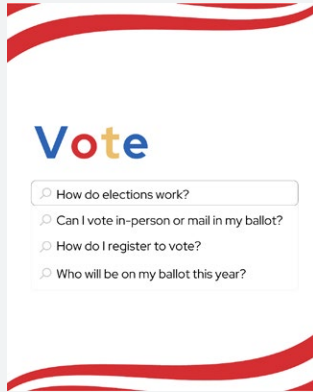
SOCIAL COPY

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.



Post 13 | Education

Canva

Vertical Template →

Horizontal Template →

SOCIAL COPY

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

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 14 | Education

Canva

Vertical Template →

Horizontal Template →

SOCIAL COPY

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

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 15 | Education

Canva

Vertical Template →

Horizontal Template →

SOCIAL COPY

Do you have questions about voting accessibility?

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

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 16 | Education

Canva

Vertical Template →

Horizontal Template →

SOCIAL COPY

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-canvassing-and-certification

ALT TEXT

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



Post 17 | Education

Canva

Vertical Template →

Horizontal Template →

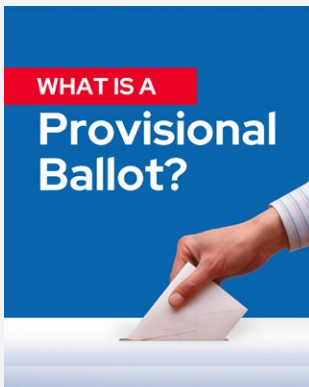
SOCIAL COPY

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

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

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 18 | Education

Canva

Vertical Template →

Horizontal Template →

SOCIAL COPY

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/document_library/files/EAC-Best-Practices-on-Provisional-Voting.pdf

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 19 | Education

Canva

Vertical Template →

Horizontal Template →

SOCIAL COPY

📅 Today is the LAST day to file your candidacy. Take advantage of the opportunity to make a difference in your community. 🗳️

Learn more: [Insert link]

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 20 | Education

Canva

Vertical Template →

Horizontal Template →

SOCIAL COPY

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. 🗳️

Learn more at [Insert link]

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 21 | Education

Canva

Vertical Template →

Horizontal Template →

SOCIAL COPY

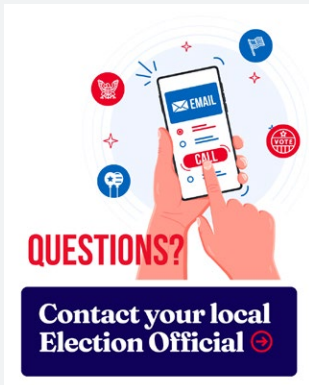
Local elections are a driving force behind:

- 🚗 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 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 22 | Education

Canva

Vertical Template →

Horizontal Template →

SOCIAL COPY

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

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 23 | Education

Canva

Vertical Template →

Horizontal Template →

SOCIAL COPY

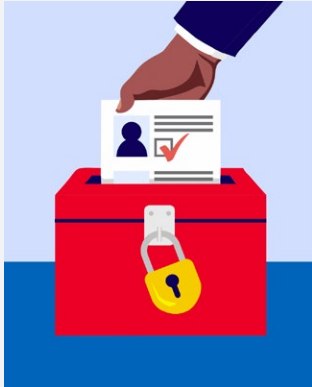
Your vote is your voice, and it's worth sharing! Share a selfie with your "I Voted" sticker. 🇺🇸

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.



Voting Security



Post 1 | Voting Security

Canva

Vertical Template →

Horizontal Template →

SOCIAL COPY

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

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 2 | Voting Security

Canva

Vertical Template →

Horizontal Template →

SOCIAL COPY

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=pcZf4hgA9j0&t=205s

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.

Voting Security



Post 3 | Voting Security

Canva

Vertical Template →

Horizontal Template →

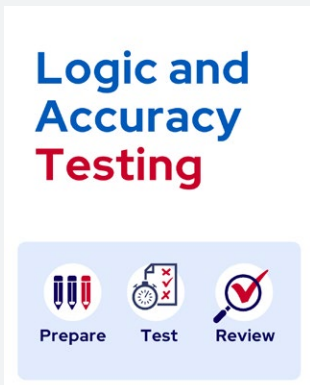
SOCIAL COPY

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

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 4 | Voting Security

Canva

Vertical Template →

Horizontal Template →

SOCIAL COPY

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

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.

Voting Security



Post 5 | Voting Security

Canva

Vertical Template →

Horizontal Template →

SOCIAL COPY

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

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 6 | Voting Security

Canva

Vertical Template →

Horizontal Template →

SOCIAL COPY

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

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.



Voting Security



Post 7 | Voting Security

Canva

Vertical Template →

Horizontal Template →

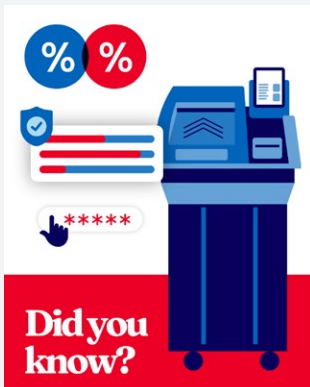
SOCIAL COPY

Election officials secure voting systems at every stage of the process, including using tamper evident seals.

Learn more about how election officials secure voting systems at every stage of the process, [link].

ALT TEXT

A hand holds a dark blue “Official Elections Seal” with a barcode and a “Tamper Evident Label.” The headline reads: “Votes are secured at every stage of the process.”



Post 8 | Voting Security

Canva

Vertical Template →

Horizontal Template →

SOCIAL COPY

Did you know?

Before voting even begins, equipment is put through rigorous pre-election testing to ensure ballots will be counted correctly.

Learn more about the types of security measures in place to safeguard your vote, [LINK]

ALT TEXT

Illustration of a blue voting machine with a ballot being inserted. A shield icon with a checkmark appears beside security progress bars, and a password field with hidden characters is displayed above. Two overlapping circles with percentage symbols are shown above. Text at the bottom reads, “Did you know?”



Community Engagement



Post 1 | Community Engagement

Canva

Vertical Template →

Horizontal Template →

SOCIAL COPY

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! 🍷

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 2 | Community Engagement

Canva

Vertical Template →

Horizontal Template →

SOCIAL COPY

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

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 3 | Community Engagement

Canva

Vertical Template →

Horizontal Template →

SOCIAL COPY

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

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.



Primary Elections



Aa Election text can be changed in Canva

Post 1 | Primary Elections

Canva

Vertical Template →

Horizontal Template →

SOCIAL COPY

Today's the day! Cast your ballot and let your voice be heard. 🗳️

ALT TEXT

A light blue background with a block of text at the bottom in a darker blue box that reads, [INSERT ELECTION] 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."



Aa Election text can be changed in Canva

Post 2 | Primary Elections

Canva

Vertical Template →

Horizontal Template →

SOCIAL COPY

Mark your calendars for [INSERT DATE] - it's [INSERT ELECTION] 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

ALT TEXT

Image featuring the text '[INSERT ELECTION] 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.

Primary Elections



Aa Date and Election text can be changed in Canva

Post 3 | Primary Elections

Canva

Vertical Template →

Horizontal Template →

SOCIAL COPY

The [INSERT ELECTION] Election is on [INSERT DATE], and your vote matters! 🇺🇸

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

ALT TEXT

Image of a hand dropping a ballot into a ballot box. The image is accompanied by text that reads [INSERT DATE]; Vote in your [INSERT ELECTION], indicating an important date for the primary election and encouraging voter participation.



Post 4 | Primary Elections

Canva

Vertical Template →

Horizontal Template →

SOCIAL COPY

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

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

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.

Primary Elections



Aa Election text can be changed in Canva

Post 5 | Primary Elections

Canva

Vertical Template →

Horizontal Template →

SOCIAL COPY

The [INSERT 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

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.



Aa Election text can be changed in Canva

Post 6 | Primary Elections

Canva

Vertical Template →

Horizontal Template →

SOCIAL COPY

Don't let your voice go unheard!

The [INSERT ELECTION] Election is on [INSERT DATE].
Find out how to vote: www.eac.gov/vote

ALT TEXT

Graphic for '[INSERT ELECTION] 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

Vertical Template →

Horizontal Template →

SOCIAL COPY

Voters, let your voice be heard! We'll see you at the polls! 🗳️

ALT TEXT

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



Election Day



Post 1 | Election Day

Canva

Vertical Template →

Horizontal Template →

SOCIAL COPY

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

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 2 | Election Day

Canva

Vertical Template →

Horizontal Template →

SOCIAL COPY

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]

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.

Election Day



Post 3 | Election Day

Canva

Vertical Template →

Horizontal Template →

SOCIAL COPY

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

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 4 | Election Day

Canva

Vertical Template →

Horizontal Template →

SOCIAL COPY

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

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.

Election Day



Post 5 | Election Day

Canva

Vertical Template →

Horizontal Template →

SOCIAL COPY

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]

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 6 | Election Day

Canva

Vertical Template →

Horizontal Template →

SOCIAL COPY

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

[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.

Election Day



Post 7 | Election Day

Canva

Vertical Template →

Horizontal Template →

SOCIAL COPY

The clock is ticking and polls are closing soon! 🕒

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

ALT TEXT

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



Post 8 | Election Day

Canva

Vertical Template →

Horizontal Template →

SOCIAL COPY

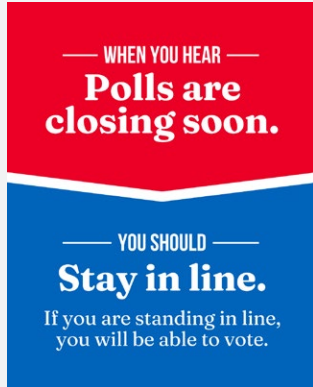
Today's the day! 🗳️

Find your polling place: [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.'

Election Day



Post 9 | Election Day

Canva

Vertical Template →

Horizontal Template →

SOCIAL COPY

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

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 10 | Election Day

Canva

Vertical Template →

Horizontal Template →

SOCIAL COPY

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

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.'

Election Day



Post 11 | Election Day

Canva

Vertical Template →

Horizontal Template →

SOCIAL COPY

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

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

ALT TEXT

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



Post 12 | Election Day

Canva

Vertical Template →

Horizontal Template →

SOCIAL COPY

Election Day is here! Have you cast your vote? 🗳️

ALT TEXT

A celebratory graphic with large red and blue text reading "VOTE." The headline says, "ELECTION DAY IS HERE! Have you cast your vote?" Simple line drawings show a hand checking a box on a ballot and another hand dropping a ballot into a box.



Election Results



Post 1 | Election Results

Canva

Vertical Template →

Horizontal Template →

SOCIAL COPY

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

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

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 2 | Election Results

Canva

Vertical Template →

Horizontal Template →

SOCIAL COPY

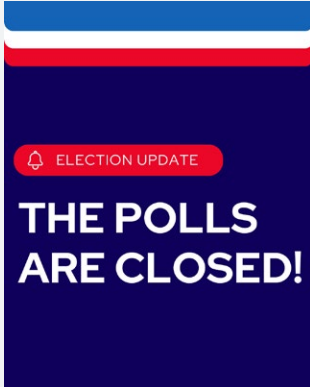
That's a wrap for the [YEAR] elections! Thank you, election volunteers and voters. 🎉

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, [YEAR].'

Year can be customized inside of Canva

Election Results



Post 3 | Election Results

Canva

Vertical Template →

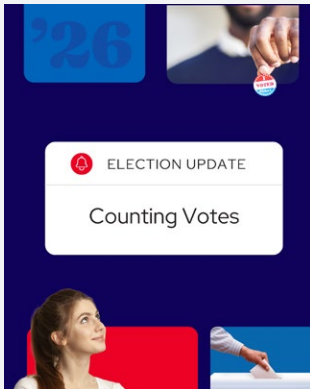
Horizontal Template →

SOCIAL COPY

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

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 4 | Election Results

Canva

Vertical Template →

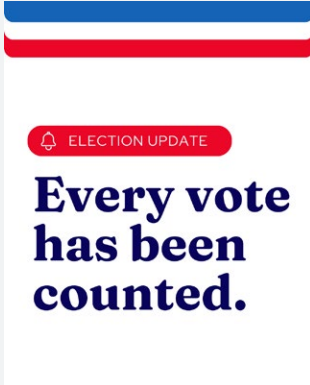
Horizontal Template →

SOCIAL COPY

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

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 5 | Election Results

Canva

Vertical Template →

Horizontal Template →

SOCIAL COPY

The votes have been counted and certified. 🇺🇸

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 6 | Election Results

Canva

Vertical Template →

Horizontal Template →

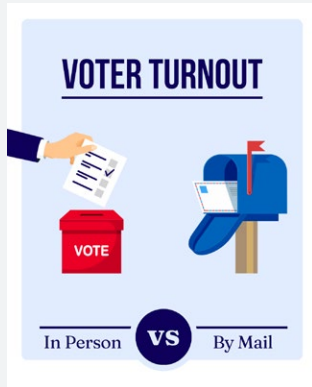
SOCIAL COPY

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!

ALT TEXT

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

Election Results



Post 7 | Election Results

Canva

Vertical Template →

Horizontal Template →

SOCIAL COPY

The numbers are in!

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

Thank you for voting. 🇺🇸

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.



Aa Year and election text can be changed in Canva

Post 8 | Election Results

Canva

Vertical Template →

Horizontal Template →

SOCIAL COPY

The final election results are in and certified.

[Insert link to election results]

ALT TEXT

A graphic design announcing the election results for the year [INSERT YEAR]. 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 9 | Election Results

Canva

Vertical Template →

Horizontal Template →

SOCIAL COPY

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

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'

i Unofficial results are available on our website!



Post 10 | Election Results

Canva

Vertical Template →

Horizontal Template →

SOCIAL COPY

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

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?'



Thank You



Post 1 | Thank You

Canva

Vertical Template →

Horizontal Template →

SOCIAL COPY

Thank you everyone who exercised their right to vote! We couldn't have done it without 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 2 | Thank You

Canva

Vertical Template →

Horizontal Template →

SOCIAL COPY

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. ❤️

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!'

Thank You



Post 3 | Thank You

Canva

Vertical Template →

Horizontal Template →

SOCIAL COPY

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.

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 4 | Thank You

Canva

Vertical Template →

Horizontal Template →

SOCIAL COPY

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

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!'.

Thank You



Post 5 | Thank You

Canva

Vertical Template →

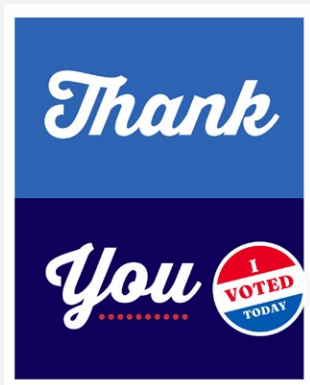
Horizontal Template →

SOCIAL COPY

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

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 6 | Thank You

Canva

Vertical Template →

Horizontal Template →

SOCIAL COPY

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

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 7 | Thank You

Canva

Vertical Template →

Horizontal Template →

SOCIAL COPY

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

ALT TEXT

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



Holidays



National Be Heard Day | March 7

Canva

Vertical Template →

Horizontal Template →

SOCIAL COPY

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

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.



Women's History Month | March

Canva

Vertical Template →

Horizontal Template →

SOCIAL COPY

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. ❤️

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.



#NationalVolunteer Month | April

Canva

Vertical Template →

Horizontal Template →

SOCIAL COPY

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

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.



National Voter Registration Day | Fourth Tuesday in September

Canva

Vertical Template →

Horizontal Template →

SOCIAL COPY

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]

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].'



URL's on graphics can be customized inside of Canva

Holidays



Both layouts are available
in the same Canva link.



Veterans Day | November 11

Canva

Vertical Template →

Horizontal Template →

SOCIAL COPY

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

ALT TEXT

Top Image: A graphic featuring the American flag draped in the upper-left corner against a dark blue background. To the right, bold white text reads, "Honoring Veterans Day."

Bottom Image: Illustration of a female service member in camouflage fatigues with an American flag patch on her shoulder, standing with arms crossed and a slight smile. To her right, a dark blue text box contains the words "Honoring Veterans Day" in white capital letters.



National Poll Worker Recruitment Day | August 1

Canva

Vertical Template →

Horizontal Template →

SOCIAL COPY

Join us in celebrating National Poll Worker Recruitment Day!

Poll workers are vital to all elections this season.

Discover how to become a poll worker: helpamericavote.gov

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.'

Holidays



Military Appreciation Month | May

Canva

Vertical Template

Horizontal Template

SOCIAL COPY

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

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.'



Anniversary of the National Voter Registration Act | May 20th

Canva

Vertical Template

Horizontal Template

SOCIAL COPY

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

ALT TEXT

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

Aa Year text can be changed in Canva

- NOTE:**
- 2026 is 33 years

 - 2027 is 34 years

 - 2028 is 35 years



Memorial Day | Last Monday in May

Canva

Vertical Template →

Horizontal Template →

SOCIAL COPY

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

ALT TEXT

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



Juneteenth | June 19

Canva

Vertical Template →

Horizontal Template →

SOCIAL COPY

Today, we celebrate the hardwon 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!

ALT TEXT

A graphic celebrating Juneteenth. The word "JUNETEENTH" is written in large white letters across a background of vertical green, yellow, and red stripes. Above the main text, smaller words read, "CELEBRATE."



Independence Day | July 4

Canva

Vertical Template →

Horizontal Template →

SOCIAL COPY

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.

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.



Americans with Disabilities Act Anniversary | July 26

Canva

Vertical Template →

Horizontal Template →

SOCIAL COPY

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

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

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.'



National Poll Worker Recruitment Day | August 1

Canva

Vertical Template →

Horizontal Template →

SOCIAL COPY

Celebrate National Poll Worker Recruitment Day by signing up to serve as a poll worker and #HelpAmericaVote 🇺🇸

[insert link]

ALT TEXT

An illustration of a person using a wheelchair, wearing a red jacket and blue pants, waving with one hand. The headline reads, "Poll Worker Recruitment Day". At the bottom, a call to action says, "Sign up to help America vote."



Editorial Calendar

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.

New Years Day	January 1st
Martin Luther King Jr. Day	Third Monday in January
Help America Vote Day	January 27th
Black History Month	February
Presidents Day	Third Monday in February
Women's History Month	March
Memorial Day	Last Monday in May
Juneteenth	June 19th
Independence Day	July 4th
National Poll Worker Recruitment Day	August 4th
Labor Day	First Monday in September
National Voter Registration Day	Fourth Tuesday in September
National Voter Education Week	First Full Week in October (Mon-Fri)
Columbus Day	Second Monday in October
Vote Early Day	October 24th
Election Hero Day	November 2nd
Election Day	First Tuesday After the First Monday in November
Veterans Day	November 11th
Thanksgiving	Fourth Thursday in November
Christmas Day	December 25th



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.

Users can easily search for specific hashtags to find relevant posts, discussions, and trends. By strategically using hashtags, election officials can enhance the discoverability of their content, engage with a broader audience, and amplify their message.

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

#Vote[InsertYear]

#VoteToday

#YourVoteMatters

#VoteEverywhere

#[InsertState]Primary

Election Day is Coming

#ElectionDay

#TimeToVote

#ElectionDay[InsertYear]

#ElectionDayIsComing

#PollsAreOpen

#ElectionDay[InsertState]

#VoteReady

#Vote

Election Day

#RegisterToVote

#VoterRegistration

#VoteByMail

#ElectionReady

#YourVoteMatters

#Election[InsertYear]

#YourVoteYourVoice

#VoterStatus

#GetRegistered

#VoterDeadlines

#VoteReady

#EarlyVoting

#YourVoteCounts

#Vote

Election Results

#Election[InsertYear]

#ElectionDay

#ElectionResults

#VoterTurnout

#ElectionResults[InsertYear]

#ElectionResults[InsertState]

Election Officials

(including poll workers)

#PollWorker

#Election[InsertYear]

#ElectionDay

#PollWorkers

#HelpAmericaVote

#YourVoteIsYourVoice

#VotingDay

#PollWorkersNeeded

#VotingIsPower

Local Elections

#LocalElections

#Election[InsertYear]

#LocalElectionsMatter

#LocalElections[InsertYear]

#LocalElection[Insert Location]

Polling Place

#PollingPlace

#ElectionDay

#EveryVoteCounts

#YourVoiceMatters

#Voting

#Elections[InsertYear]

#Vote

#StayInLine

#VoterRights

#VotingRights

#ElectionDay[InsertYear]

#CastYourBallot



Hashtag Guide

HASHTAG SETS

Voting Options

#MailInVote

#Election[InsertYear]

#EarlyVoting

#EarlyVoting[InsertState]

#ElectionDay[InsertYear]

#CastYourBallot

Planning

#FirstTimeVoter

#VoteInformed

#VotingPlan

#VoteReady

#VotePlanReady

#ElectionReady

#ElectionPrep

#ElectionDay

#VotingMatters

#EarlyVoting

#VoteEarly

#PlanYourVote

#MakeAPlan

#VoiceYourVote

#GetOutTheVote

Education

#SampleBallot

#VoterAccessibility

#VoterRights

#ElectionDay[InsertYear]

#SampleBallot[InsertYear]

#VoterEducation

#SampleBallot[InsertState]

#Vote

Election Security

#ElectionSecurity

#VotingRights

#Election[InsertYear]

#VoterSecurity

#VoterID

#AbsenteeBallots

#ElectionIntegrity

#SecureElections

I Voted

#IVoted

#YourVoicelsYourVote

#YourVoteMatters

#Election[InsertYear]

#Vote

#Vote[InsertYear]

#Election

#Voting

Thank You

#PollWorkers

#ElectionDay

#ElectionDay[InsertYear]

#Vote

#PollWorkers[InsertYear]

#ElectionDay[InsertState]

Community Engagement

#Vote

#VoteTogether

#ElectionDay[InsertYear]

#CastYourBallot

#YourVoicelsYourVote



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 on either the Vertical Template or Horizontal Template button located next to the Canva logo. This will open the template in Canva, where you can make any desired revisions. Once you have finished customizing the graphic, you can download the final image directly from Canva to post on your social media accounts.

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.

Are there specific image requirements for posts?

To ensure your posts look great across different social media platforms, this toolkit provides ready-to-use graphics in two standard dimensions:

Horizontal: 1600 x 900 px

Vertical: 1350 x 1080 px



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.

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.



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