



The San Diego County Registrar of Voters created this social media toolkit to support voter education and outreach in the community.

This toolkit contains content to inform San Diego County registered voters of everything they need to know about participating in an upcoming election.

Please take advantage of the relevant messaging and materials provided below. Simply copy and paste the sample messaging on your social media platforms and use the hashtag #SDVOTE.

Please note, this toolkit is **not** for a specific election. Click [here](#) for important dates and information on an upcoming election.

For official election information in San Diego County, visit sdvote.com and follow [@sdvote](https://twitter.com/sdvote) on Twitter.

SAMPLE MESSAGING

Proactive Messages

- Be an informed voter! The County of San Diego Registrar of Voters is the official source for election information. Visit sdvote.com to learn more. #SDVOTE

Voter Registration Messages

- Your voice matters. That's why it's important to register to vote! It's easy, register online at sdvote.com. #SDVOTE
- Recently moved or changed your name? If so, you will need to re-register to vote. It's easy! Complete a new voter registration online at sdvote.com. #SDVOTE

Voting by Mail Messages (starting 29 days before Election Day)

- Voting by mail? Did you know that you can track your ballot every step of the way? Sign up for "Where's My Ballot?" to get notifications by text, voice call, or email. Sign up today: www.sos.ca.gov/elections/ballot-status/wheres-my-ballot
- Voting in the upcoming election? You have more days and more ways to vote! Every active registered voter will receive a ballot in the mail nearly a month before Election Day. Learn more about your voting options at sdvote.com. #SDVOTE

- Don't delay! You can mark and return your ballot as soon as you receive it in the mail. Return your ballot by mail, postage free, or to one of the Registrar's official ballot drop box locations. Visit sdvote.com to find a location near you.

In-Person Voting Messaging (starting 10 days before Election Day)

- Not registered to vote? Visit any vote center to register and cast your ballot today! Find a location near you at sdvote.com. #SDVOTE
- You don't have to wait until Election Day to vote. Vote early and visit any vote center to vote in person or drop off your voted ballot. Find a location near you at sdvote.com. #SDVOTE

Election Day Messages (voting hours on Election Day are from 7 a.m. to 8 p.m.)

- Today is Election Day! Not registered to vote? Visit any vote center to register and cast your ballot today! Deadline is 8 p.m. Learn more at sdvote.com. #SDVOTE
- It's Election Day! Make your voice heard. Be sure to vote by 8 p.m. tonight. Find a vote center or ballot drop box location near you at sdvote.com. #SDVOTE