

2020 Civic Engagement and GOTV: A Social Media Action Plan for Public Charities

This Social Media Action Plan makes it easy for public charities to use their own social media accounts to safely engage in the 2020 election cycle. It is a companion to Bolder Advocacy's [Rules of the Game](#).

This engagement plan offers three steps:

- Step One: Weekly/daily tweets that include links to information that provide voters with information and resources they need to be ready and able to cast their vote.
 - Organizations that want to engage but have limited time can limit their activities to Step One.
- Step Two: A menu of tweets categorized by voter encouragement, get-out-the-vote (GOTV) and voter-education efforts, designed to build knowledge and confidence in the voting system.
- Step Three: A list of 501(c)(3)-friendly hashtags. This section also includes a list of nonpartisan Twitter accounts that focus on GOTV and voter engagement. These accounts are safe for public charities to follow and retweet from their accounts.

Step One

Step One of the Social Media Action Plan consists of a campaign of Democracy Moments, with at least one quick and easy action per week (although these could be re-used at almost daily intervals).

Democracy Moments are messages that encourage voter participation. This Action Plan is directed at registered voters and is designed to encourage them to participate in the election and ensure their votes count.

Below is a sample plan. Of course, each organization should use whatever frequency and dates that fit with their social media calendar, location, and trending events.

OCTOBER 6:

Are you a college student looking for information on how you can vote? Check out this great resource that will help you add your vote to the count: <https://andrewgoodman.org/myvoteeverywhere/> #VoteReady

OCTOBER 13

Will you be voting by mail? It is time to make your plan. Here is a fun resource that looks at the rules in all 50 states: <https://www.nbcnews.com/specials/plan-your-vote-state-by-state-guide-voting-by-mail-early-in-person-voting-election/> #VoteReady

OCTOBER 20

Make sure your vote counts! If you are voting by mail this would be a good day to mail your ballot. This US Postal Service tool can help you find the closest post office: <https://tools.usps.com/find-location.htm> #VoteReady

OCTOBER 27

Voting procedures may have changed because of COVID. Click here for information on what your state is doing to keep you safe — and don't forget: wear your mask. <https://www.vote411.org/coronavirus> #VoteReady

NOVEMBER 3

Election day is here! If you haven't voted yet, head to the polls early. Pro tip: take a snack and water — and wear your mask. Put the voter protection hotline into your phone just in case: 1-866-OUR-VOTE (1-866-687-8683) #GOTV #VotingTuesday

Step Two

Bolder Advocacy has created a series of tweets that an organization can choose from to supplement the Step One messages.

We divided these tweets into two categories: messages that encourage voters to cast their votes and messages designed to educate people about the voting process, including expectations that an increase in absentee or mail-in voting will cause delays in election results.

It's important that voters understand that a delay in results is expected and is not an indication that the election has been rigged. Organizations may want to be prepared to send messages out after Election Day if results are not final, to provide information and create confidence that efforts are underway to ensure all eligible ballots are counted. If you write your own tweet, or want to re-tweet, remember that some messages are riskier than others. Messages that simply encourage the act of voting or remind people of when and how to vote are entirely permissible because the focus is on democracy and civic participation, not on issues.

However, messages that link particular issues to the act of voting may be seen as having a bias for or against certain parties or candidates. Messages that suggest it is time for a change or that include a partisan tilt may also be seen as signaling the way a person should vote. And messages that implicitly or explicitly encourage a vote for a particular candidate or political party are not allowed. If your organization follows any 501(c)(4)s you should make sure their messages are nonpartisan before retweeting or sharing. For more information see: [Rules of the Game](#).

CIVIC ENGAGEMENT/GOTV MESSAGES

- Our theory of change: Voting.
- Planning to vote this year? Make sure you have a plan for how and when you will cast your ballot.
- Have you made your voting plan yet?
- Stand up for your rights. Use your vote.
- No one looks out for your rights more than you do. Get out and vote.
- Protect your rights by using your rights. Use your vote.
- Participation is the first step to a more equitable society. Today is the day.
- Show your power: Vote!
- We are all equal in the voting booth, but we all need to vote to see real equality.
- The first step in addressing systematic inequality is participation in decision-making by all. You take that first step by voting.
- Do you care about our democracy? You know what to do: Vote.
- Don't miss your chance to make a difference. Vote.
- Voting is the foundation of democracy. Participate in democracy and vote.
- Voting is your power. Show your strength by voting.
- You matter. Your vote matters.
- Vote for your future.
- There are so many reasons to vote: your children, your family, your neighbors, your town, your state, your country, your world. Vote.
- Don't be fooled. The political choice is all yours if you vote.
- Politicians work for us. Who do you want on your payroll?
- Silence is not golden. Vote!
- Democracy takes work. Vote.
- Vote for those who can't.
- Vote early if possible. Don't wait until Nov. 3rd.
- Today is the day! It's finally here: You get to vote today!
- Some moments matter more than others. Today matters more than anything. Vote!

- Today is your last chance to vote—grab your mask and head out to vote.
- Voting checklist: charged phone, mask, water, sandwich and, most important, your vote.
- Strong Voters = Strong Communities. Don't miss out. Today is voting day.
- One easy step to strengthen our democracy: voting. Today is the day.
- 100 years ago, women won the right to vote. Go exercise that right today.
- There are many things you can't control in life. But you can vote.
- 2020 isn't over yet...go vote!
- You represent the power of one vote.
- If you encounter any problems voting call the voter protection hotline at 1-866-OUR-VOTE (1-866-687-8683) #GOTV

VOTING PROCESS MESSAGES

- Trust the process. A delay in results this year is expected.
- It takes time to open vote-by-mail ballots. Be patient and let the process work.
- This will be an election night like no other—and not because we will be surprised by who wins, but because we may not know who wins. It's ok. Fair processes take time.
- Counting mail-in ballots will take time and results may change as ballots are opened. This is part of the process.

Step Three

Now you can choose a hashtag to add to your tweet. When using Twitter, you can increase the impact of your tweets by using a hashtag, a simple step that helps amplify messages. Remember, a hashtag is a communication, so don't use a hashtag with a partisan message or the hashtag of a candidate or political party. The following are all 501(c)(3)-friendly hashtags:

- #VoteReady
- #Vote
- #GOTV
- #GetOutTheVote
- #VoteByMail
- #Vote2020
- #2020Election
- #Election2020
- #WearAMask
- #VotingTuesday

Voting Resource Websites

These websites provide a wealth of information and resources to assist voters in all U.S. jurisdictions, and can be safely used and shared by foundations.

866OURVOTE

The national election protection coalition, which is a coordinated, nonpartisan effort to ensure that all voters have an equal opportunity to vote and have that vote counted.

www.866ourvote.org

THE NATIONAL ASSOCIATION OF SECRETARIES OF STATE

State election officials have a Can I Vote Project that was created to direct eligible voters to information on how and where to vote.

<https://www.nass.org/can-i-vote>

US ELECTION ASSISTANCE COMMISSION

The EAC is an independent, bipartisan commission that was created by the Help America Vote Act (HAVA). Its website contains information on voting in all U.S. jurisdictions.

<https://www.eac.gov/voters/register-and-vote-in-your-state>

Public Charity-Friendly Social Media Accounts

Looking for other inspiration? Here are Twitter accounts of 501(c)(3) organizations that are focused on ensuring full civic participation this election year. Any message that encourages citizens to vote or provides information about the process, including how, when, and where to vote is safe to retweet. It could be moderately risky to retweet information with links to voter registration pages as the law is unclear on which activities would constitute a voter registration drive.

- Nonprofit VOTE: @NpVOTE
- Election Protection: @866OURVOTE
- Campus Vote Project: @CampusVote
- Fair Elections Center: @fairelections
- Vote 411: @VOTE411
- Spread the Vote: @SpreadTheVoteUS
- When We All Vote: @WhenWeAllVote
- League of Women Voters of the US: @LWV
- Andrew Goodman Foundation: @AndrewGoodmanF
- Campus Vote Project: @CampusVote
- Campus Election Engagement Project: @CampusElect
- Election Assistance Commission: @EACgov



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