



AAPI Voters are Growing Their Impact Nationwide

(AANHPI Heritage Month Social Media Toolkit)

Overview

- This Asian American Native Hawaiian Pacific Islander Heritage Month, **we want to highlight the growing power of our communities ahead of the 2024 elections** – one of the most important elections in our country's history for AAPIs.
- As many of you know, AAPIs have seen a dramatic increase in political power in the past decade, especially since 2020 – and people are noticing.
- Let's continue educating not just our communities, but all of our combined audiences, on just how exactly our communities are shaping the political landscape across the country.
- We encourage your organization to **use this toolkit to highlight the growing power of the AAPI electorate in *your state***. Graphics for **all 50 states** are available.

KEY INFORMATION	
Campaign Dates	Please post during the first week of May so we may flood our collective feeds with this campaign. (These graphics can also be used throughout the year.)
Social Graphics	Graphics for all 50 states found here .
State Fact Sheets	apiavote.org/factsheets (Please link to your specific state)
Voter Registration Info	apiavote.org/register
Handles to Tag	• X/Twitter: @APIAVote • Instagram: @APIAVote • Facebook: @APIAVote
Contacts for Assistance	• Kyle Van Fleet (Anti-Disinformation Project Manager): kvanfleet@apiavote.org • Ruoping Chen (Communications Director): communications@apiavote.org

General Guidance

- We encourage you to use language that is specific to your state/region, tailored to the communities you serve, and highlights specific displays of political power your audience may be most familiar with.
- We encourage you to use any of your own links and/or resources to align this campaign with your organization's goals and voice.
- Feel free to use our sample social media copy below as a starting point.

Social Media Copy

- AANHPIs in [your state] are showing up at the polls and making their voices heard! 🗣️ By looking at these demographics we can see how our community is

making an impact and also what our challenges are as voters. Learn more about the AANHPI population of [your state] at [insert link from [State Fact Sheets](#)].

- In [Your State], the AANHPI community isn't just a voice; we're a force to be reckoned with! 🦊 With our growing political power, 2024 is ours for the taking! Learn more about the AANHPI population of [your state] at [insert link from [State Fact Sheets](#)].
- AANHPIs in [your state] are changing the narrative about our communities 🗳️. We're determining elections, changing policy, and writing our own future. Our votes matter, and in 2024, we're making sure our voices are heard! Learn more about the AANHPI population of [your state] at [insert link from [State Fact Sheets](#)].
- In [Your State], the AANHPI community holds the key to change! 🔑 Let's make our mark in 2024 and show the world that our votes are our power! When you vote this year, make sure to bring along three friends or family members. When we vote together, we're stronger than ever!
- Did you know? [Insert Fact about the AANHPI Electorate Your State]. From school boards to Capitol Hill, AANHPIs in [Your State] have the power to shape our collective on our own terms. Be sure to check your registration today at apiavote.org/register – our vote is our voice – make it count!
- In [Your State], AANHPI voters are proving that every ballot counts 🗳️. Your vote matters! In one of the most important elections of our lifetime, be sure to check your registration today at apiavote.org/register. When we show up, we shape the future.
- The AANHPI community in [Your State] is claiming its place in the political arena. This election year, we have the opportunity to show [your state] and the entire country just what our political power is capable of! Be sure to check your registration today at apiavote.org/register. Voting today paves the path for tomorrow.
- This #AANHPIHeritageMonth, we're recognizing the growing impact of AAPI voters in [your state]. AAPI communities are among the fastest growing in the country; our power can no longer be ignored. We are ready to make our voices heard at the ballot box this year, from [your state capital] to Washington, DC! Learn more about the AANHPI population of [your state] at [insert link from [State Fact Sheets](#)].

- Happy #AANHPIHeritageMonth! Did you know [insert a fact about the AANHPI electorate in your state]? As our communities grow, so does our power. Don't be afraid to use it. Be sure to check your registration today at apiavote.org/register and join our movement.