

2024 GOTV Social Media Toolkit

OVERVIEW:

The Poor People's Campaign: A National Call for Moral Revival is mobilizing 15 million poor and low-income infrequent voters throughout the 2024 election season and beyond. We know our votes are demands for elected officials to enact policies so that everybody rises! Over the next few weeks we will use every tool at our disposal to get the word out about voting including voter guides, voter protection resources, and information about accessing the polls.

This Social Media Toolkit includes resources to help us build power and mobilize 15 million poor and low-income infrequent voters. We encourage you to use sample posts and content to get the word out.

Social Media Resources

The Poor People's Campaign uses social media to organize, raise consciousness around key issues, pressure elected officials, and change the mainstream narrative. Our content is designed to uplift the crisis of **#DeathByPoverty** as well as other moral issues of our time, including the need for a **#3rdReconstructionAgenda**. During the GOTV season, we are also focused on educating voters about ways to access the polls using our "Everything You Need To Vote" resource; our nonpartisan voter guide; and voter protection resources.

1. To get started, follow the Poor People's Campaign on social and use movement hashtags:
 - Facebook: [@anewppc](#)
 - Twitter: [@UniteThePoor](#)
 - Instagram: [@poorpeoplescampaign](#)
 - Hashtags: **#PoorPeoplesCampaign #DeathByPoverty #3rdReconstruction #MoralMovement**
2. Retweet these posts on Twitter/X (we will continue to update, so check back often!):
 - <https://x.com/BRepairers/status/1825581439682822164>
 - <https://x.com/WashingtonDCPPC/status/1825503047012773920>
 - <https://x.com/WashingtonDCPPC/status/1822241622500704303>

- <https://x.com/UniteThePoor/status/1821523369390735442>
- <https://x.com/UniteThePoor/status/1821258997409968464>
- <https://x.com/UniteThePoor/status/1820546639200944324>
- <https://x.com/UniteThePoor/status/1819063082108215586>
- <https://x.com/UniteThePoor/status/1818678175095791663>
- <https://x.com/UniteThePoor/status/1818352499516170351>
- <https://x.com/RevDrBarber/status/1824222912452366716>
- <https://x.com/RevDrBarber/status/1821961049152929948>
- <https://x.com/RevDrBarber/status/1819063884063412319>
- <https://x.com/RevDrBarber/status/1818632195600163322>
- <https://x.com/BRepairers/status/1826252390829555990>
- <https://x.com/BRepairers/status/1821523944073310226>
- <https://x.com/BRepairers/status/1821258808079085930>
- <https://x.com/BRepairers/status/1818677844580483499>
- <https://x.com/BRepairers/status/1815829373838041178>

3. Post [graphics](#) and content to share information about voter access; nonpartisan voter guides; and voter protection resources.

1. Everything You Need To Vote Resources			
<i>Please post the social media slider and/or voter access graphic using any of the draft content below.</i>			
TIMING	SAMPLE POST COPY	SPANISH SAMPLE POST COPY	ASSETS
September - mid October	This year, we're mobilizing 15 million poor & low-wage people to the polls! Make sure you're ready. Check your voter registration and sign up for voting reminders:	Este año, movilizaremos a 15 millones de personas pobres y de bajos ingresos a las urnas. Asegúrate de estar listo. Revisa tu registro de votante y regístrate para recibir recordatorios sobre la elección:	TW/FB: vote.org/ppc IG: GRAPHIC "Everything You Need To Vote"

<p>September - mid October</p>	<p>Voter registration deadlines are coming up in every state!</p> <p>Take a moment right now to check your registration status!</p>	<p>¡Se acercan las fechas límite para registrarse como votante en todos los estados!</p> <p>¡Tómate un momento ahora mismo para verificar el estado de tu registro!</p>	<p>TW/FB: vote.org/ppc</p> <p>IG: GRAPHIC “Everything You Need To Vote”</p>
<p>September - mid October</p>	<p>Don't let voter registration deadlines sneak up on you!</p> <p>Check your registration status today (even if you vote every year!):</p>	<p>¡No dejes que las fechas límite para el registro de votantes te tomen por sorpresa!</p> <p>Consulta el estado de tu registro hoy mismo (¡incluso si votas todos los años!):</p>	<p>vote.org/ppc</p> <p>IG GRAPHIC “Everything You Need To Vote”</p> <p>TW GRAPHIC “Everything You Need To Vote”</p>
<p>September - end October</p>	<p>Whether it's voter registration, requesting a mail ballot, or voting early, there are important voting dates coming up in every state!</p> <p>Sign up for voting reminders to ensure you don't miss anything.</p>	<p>Ya sea que se trate de registrarte para votar, solicitar voto por correo o votar anticipadamente, ¡se acercan fechas electorales importantes en todos los estados!</p> <p>Regístrate para recibir recordatorios sobre la elección y no perderte de nada.</p>	<p>IG GRAPHIC “Everything You Need To Vote”</p> <p>TW GRAPHIC “Everything You Need To Vote”</p> <p>LINK: https://www.poorpeoplescampaign.org/votingrecord/</p>
<p>September - end October</p>	<p>Extremists are doing everything they can to suppress our voices and our votes. But we won't be silent! Together, we will organize and do what it</p>	<p>Los extremistas están haciendo todo lo posible para reprimir nuestras voces y nuestros votos, pero no nos</p>	<p>https://www.poorpeoplescampaign.org/votingrecord/</p>

	takes to fight back so that all our voices are heard!	quedaremos callados. ¡Juntos nos organizaremos y haremos lo que sea necesario para defendernos y que se escuchen todas nuestras voces!	
September - Election Day	Use this list to ensure you're ready to vote! P.S. sign up for voting reminders to make sure you don't miss a thing!	¡Utiliza esta lista para asegurarte de estar listo para votar! P.D.: ¡Regístrate para recibir recordatorios sobre la elección y no perderte de nada!	IG GRAPHIC "Everything You Need To Vote" TW GRAPHIC "Everything You Need To Vote" LINK: https://www.poorpeoplescampaign.org/votingrecord/
September - Election Day	Ready, set, vote! Check this list for everything you need to do to vote, and sign up to get election reminders for important dates in your state! @votedotorg	¡Preparados, listos, a votar! ¡Consulta esta lista para saber todo lo que necesitas hacer para votar y regístrate para recibir recordatorios sobre fechas electorales importantes en tu estado! @votedotorg	IG GRAPHIC "Everything You Need To Vote" TW GRAPHIC "Everything You Need To Vote" LINK: https://www.poorpeoplescampaign.org/votingrecord/
Mid-October - Election Day	Early voting in many states is right around the corner. Voting early is a great way to ensure your ballot is in	La votación anticipada en muchos estados está a la vuelta de la esquina.	TW/FB: vote.org/ppc

	<p>and counted with plenty of time to spare.</p> <p>Check your early voting locations, dates, and details @votedotorg.</p>	<p>Votar anticipadamente es una excelente manera de asegurarte de que tu voto sea contabilizado con tiempo de sobra.</p> <p>Consulta los lugares, las fechas y los detalles de la votación anticipada en @votedotorg.</p>	
Mid-October - Election Day	<p>Voting by mail means you can fill out your ballot in your own time.</p> <p>If you need that flexibility, we got you!</p> <p>Check out @votedotorg for details on how you can vote by mail or early in-person in your state.</p>	<p>Votar por correo significa que puedes llenar tu boleta electoral en tu propio tiempo.</p> <p>Si necesitas esa flexibilidad, ¡te tenemos cubierto!</p> <p>Visita @votedotorg para obtener detalles sobre cómo votar por correo o en persona de manera anticipada en tu estado.</p>	<p>TW/FB: vote.org/ppc</p>
Mid-October - Election Day	<p>Not all of us can take time to vote in-person on Election Day, but we have options.</p> <p>Check @votdotorg for how you can vote early or by mail in your state.</p>	<p>No todos tenemos el tiempo para votar en persona el día de las elecciones, pero tenemos opciones.</p> <p>Consulta @votdotorg para saber cómo puedes votar en tu estado</p>	<p>TW/FB: vote.org/ppc</p>

		anticipadamente o por correo.	
September - Election Day	Vote like your life depends on it. It often does.	Vota como si tu vida dependiera de ello. Suele ocurrir así.	TW/FB: https://www.poorpeoplescampaign.org/votingrecord/ IG: GRAPHIC "Voter Guide"
<p>2. Nonpartisan Voter Guide Resources</p> <p><i>Please post the social media slider and/or voter access graphic using any of the draft content below.</i></p>			
Sept - Nov	We have the power to shift every election up and down the ballot.	Tenemos el poder de cambiar cada una de las elecciones en la boleta electoral.	TW/FB: https://www.poorpeoplescampaign.org/votingrecord/ IG GRAPHIC "We are the swing vote"
Sept - Nov	Everybody has a right to live. Period.	Todo el mundo tiene derecho a vivir. Punto.	GRAPHIC "Everybody Has A Right To Live"
Sept - Nov	By working together, organizing together, and voting together, we can save the heart and soul of our democracy. Join the #MoralMovement and help fight for a political system that represents us all.	Si trabajamos juntos, nos organizamos juntos y votamos juntos, podemos salvar el corazón y el alma de nuestra democracia. Únete al #MovimientoMoral y ayuda a luchar por un sistema político que nos represente a todos.	TW/FB: https://www.poorpeoplescampaign.org/votingrecord/

<p>Sept - Nov</p>	<p>A working democracy is a democracy that works for everyone.</p> <p>Join the fight to build the democracy we deserve:</p>	<p>Una democracia funcional es una democracia que funciona para todos.</p> <p>Únete a la lucha para construir la democracia que merecemos:</p>	<p>TW/FB: https://www.poorpeoplescampaign.org/votingrecord/</p> <p>IG GRAPHIC “Somebody is hurting our people and it’s gone on far too long. We won’t be silent anymore.”</p>
<p>Sept - Nov</p>	<p>Many of us have to make tough choices each day: food or rent? Medical bill or car note?</p> <p>We need candidates who see us and who have the political courage to act!</p>	<p>Muchos de nosotros tenemos que tomar decisiones difíciles cada día: ¿comida o alquiler? ¿factura médica o pago del auto?</p> <p>¡Necesitamos candidatos que nos vean y que tengan el coraje político de actuar!</p>	<p>GRAPHIC: “We’re a resurrection, not an insurrection!”</p>
<p>3. Voter Protection Resources</p> <p><i>Please post the social media slider and/or voter access graphic using any of the draft content below.</i></p>			
<p>Mid October - Election Day</p>	<p>Whether you need help understanding your ballot, finding your polling place, or reporting any issues at the polls, we got you!</p> <p>Call 866-OUR-VOTE for voter protection resources.</p>	<p>Ya sea que necesites ayuda para entender tu boleta electoral, encontrar tu lugar de votación o informar sobre cualquier problema en las urnas, ¡te tenemos cubierto!</p> <p>Llama al 888-839-8682 para acceder a medios de</p>	<p>GRAPHIC “Voter Protection Resources”</p>

		protección para votantes.	
Mid October - Election Day	If you have any issues at the polls or casting your ballot, call 866-OUR-VOTE!	Si tienes algún problema en las urnas o al emitir tu voto, ¡llama al 888-839-8682!	GRAPHIC "Voter Protection Resources"
Mid October - Election Day	If you vote early in-person, by mail, or on Election Day and have ANY issues, call 866-OUR-VOTE! They will help ensure you can cast your ballot.	Si votas de manera anticipada, por correo o el día de las elecciones y tienes CUALQUIER problema, llama al 888-839-8682. Ellos te ayudarán para que puedas emitir tu voto.	GRAPHIC "Voter Protection Resources"
Mid October - Election Day	Whether you're voting early, in-person, or by mail, make sure to check your to-dos! -Check to ensure you're voter registration is active -Make sure you're going to the right voting location -If you voted by mail, make sure your ballot has been received (or go vote in person!)	Ya sea que votes anticipadamente, en persona o por correo, ¡asegúrate de revisar esta lista! -Verifica que tu registro de votante está activo -Asegúrate de acudir al lugar de votación correcto -Si votaste por correo, asegúrate de que hayan recibido tu boleta electoral (¡o ve a votar en persona!)	GRAPHIC "Election Day To-Dos"
Election Day	As long as you were in line to vote before polls close, you have a right to vote.	Siempre que hayas estado en la fila para votar antes del cierre	GRAPHIC : "If your were in line before polls"

**REPAIRERS
OF THE BREACH**



	Stay in line and cast your ballot.	de las urnas, tienes derecho a votar. Mantente en la fila y emite tu voto.	closed, STAY IN LINE”
--	------------------------------------	---	-----------------------