

Vote Our Future Social Media Toolkit

Welcome to the Vote Our Future Social Media Toolkit! This resource is designed to help you engage in our 2024 nonpartisan voter education work, whether you're a seasoned advocate or new to social media advocacy. With these tools, you'll help educate and inspire voters in your online networks. Let's work together to take action for a just, inclusive, and thriving democracy for everyone—no exceptions!

Introduction to the Campaign

NETWORK's 2024 nonpartisan voter engagement and education campaign, **Vote Our Future**, gives justice-seekers the resources, training, and messaging needed to take action for social justice and protect the freedoms essential to a multiracial, multi-faith democracy this election year and beyond. Our campaign promotes multi-issue voting and educates voters about the equally sacred issues central to Catholic Social Teaching. Together, we will build a more just and equitable future where everyone thrives, no exceptions!

Multi-Issue Voter Messaging

Be a Multi-Issue Voter: As Catholics, we are called to consider the full spectrum of life and justice issues when we vote. From protecting the environment to ensuring economic justice, our votes should reflect our values and our commitment to the common good

Equally Sacred Issues: Pope Francis reminds us that issues such as poverty, violence, the environment, and human rights are all interconnected and equally important. When we vote, we must consider these equally sacred issues and advocate for policies that uphold the dignity of every person. We cannot allow many social sins plaguing our society to go unchecked by focusing only on a single issue.

Key Messages

- **Empowerment:** "Your vote is powerful. Use it to advocate for justice and the common good."
- **Inclusion:** "The only future worth building includes everyone. Todos, Todos, Todos!"
- **Awareness:** "Stay informed about the issues that matter to you. Be a multi-issue voter."

Everyone Thrives. No Exceptions!

Introduction to the Campaign (cont.)

Nuns on the Bus & Friends

This fall, NETWORK's Nuns on the Bus is hitting the road for our first in-person tour in six years, and we're bringing our multi-faith and secular partners with us! On this two-and-a-half-week, nationwide **"Vote Our Future"** tour, the **Nuns on the Bus & Friends** will call on Catholics and all people of goodwill to be multi-issue voters and to protect the freedoms that promote a future of flourishing for all of us.

From Philadelphia to San Francisco, we will lift up the freedoms that are essential for an inclusive, multiracial, multi-faith democracy, and equip and mobilize everyone to exercise their right to vote—and make sure that their friends and family are voting, too!

As Pope Francis says, "The only future worth building includes everyone." Together, we will build our future by **voting our future so everyone thrives—no exceptions!**

Nuns on the Bus & Friends is a project of NETWORK Advocates, a 501(c)(3) non-profit under the IRS Code dedicated to advocating policies that advance Catholic Social Justice. Our work is nonpartisan, and we neither endorse nor oppose any particular candidate or party in the upcoming elections

Key Messages

- **Nuns on the Bus is back on the road—this time, with friends!**—to call Catholics and all people of goodwill to be **multi-issue voters for the common good!**
- As Pope Francis says, "The only future worth building includes everyone."
Together, we will vote our future, so everyone thrives—no exceptions!
- **Nuns on the Bus is back—with friends!**—to talk about the freedoms that **help our communities thrive** — like the freedom to vote, to be healthy, to care for ourselves and our loved ones, and to live in a safe, healthy, and welcoming country.
- **Join the Nuns and Friends in your city!** (post schedule)

Sample Social Media Posts

Accounts to tag:

X (f.k.a. Twitter): [@networklobby](https://twitter.com/networklobby)

Facebook: [NETWORK Lobby](https://www.facebook.com/NETWORKLobby)

Instagram: [@network_lobby](https://www.instagram.com/network_lobby)

Sample X (formerly known as Twitter) posts

1. **Be a Multi-Issue Voter!** Consider the full spectrum of life and justice issues when you vote. Learn more with NETWORK's #VoteOurFuture campaign. <https://networkadvocates.org/> #CatholicSocialJustice
2. Pope Francis calls us to uphold equally sacred issues. Let's ensure our votes reflect our commitment to human dignity and the common good. <https://networkadvocates.org/> #VoteOurFuture
3. Your vote can make a difference! Stay informed and advocate for a future where everyone thrives with NETWORK's #VoteOurFuture voter education campaign. <https://networkadvocates.org/> #MultilssueVoter
4. This fall, NETWORK's Nuns on the Bus are back with multi-faith and secular partners! 🚌✨ Be a multi-issue voter and protect our future. Learn more and join us! <https://nunsonthebus.org/> #VoteOurFuture #NunsOnTheBus
5. From Philly to SF, Nuns on the Bus & Friends lift up freedoms for an inclusive democracy. Vote and make sure your friends and family do too! 🗳️🌍 Learn more and join us! <http://nunsonthebus.org> #VoteOurFuture #NunsOnTheBus

Sample Facebook Posts

1. **Vote Our Future:** Join us in our mission to empower voters with the knowledge and tools they need for the 2024 elections. Be a multi-issue voter and make a difference! Learn more: <https://networkadvocates.org/> #VoteOurFuture #CatholicSocialJustice
2. **Equally Sacred Issues:** As Catholics, we believe in the interconnectedness of issues such as poverty, violence, the environment, and human rights. When you vote, consider these equally sacred issues. Find out more with NETWORK's voter education campaign: <https://networkadvocates.org/> #VoteOurFuture #MultilssueVoter

Everyone Thrives. No Exceptions!

3. **Empower Your Vote:** Your vote is a powerful tool for advocating justice and the common good. Stay informed and ensure a future where everyone thrives with NETWORK's #VoteOurFuture campaign. <https://networkadvocates.org/#Election2024>
4. **Nuns on the Bus & Friends:** This fall, NETWORK's Nuns on the Bus are hitting the road for the first time in six years with multi-faith and secular partners! 🚌✨

Join the "Vote Our Future" tour and be a multi-issue voter to protect the freedoms essential for a flourishing future. From Philly to SF, let's build an inclusive democracy where everyone thrives. 🌍🗳️ <https://nunsonthebus.org/>

Nuns on the Bus & Friends is a non-partisan project of NETWORK Advocates.
#VoteOurFuture #NunsOnTheBus

Sample Instagram Posts

1. **Image 1: Multi-Issue Voter Caption:** Be a Multi-Issue Voter! Consider the full spectrum of life and justice issues when you vote. Learn more with our #VoteOurFuture campaign. [Add link to your profile bio: <https://networkadvocates.org/>] #CatholicSocialJustice #Election2024
2. **Image 2: Equally Sacred Issues Caption:** Pope Francis calls us to uphold equally sacred issues. Let's ensure our votes reflect our commitment to human dignity and the common good. The only future worth building includes everyone, no exceptions! [Add link to your profile bio: <https://networkadvocates.org/>] #VoteOurFuture #MultiIssueVoter
3. **Image 3: Empower Your Vote Caption:** Your vote can make a difference! Stay informed and advocate for justice with NETWORK's #VoteOurFuture voter education campaign. [Add link to your profile bio: <https://networkadvocates.org/>] #Election2024
4. **[Image]** 🌍🗳️ This fall, Nuns on the Bus is back with multi-faith and secular friends! 🚌✨

Join the "Vote Our Future" tour and be a multi-issue voter. From Philly to SF, let's build a future where everyone thrives. 🌍🗳️

Check the tour schedule in our bio. #VoteOurFuture #NunsOnTheBus

Social Media Graphics

Please find attached graphics for Facebook, X (formerly known as Twitter), and Instagram to enhance your posts. These visuals highlight key aspects of our Vote Our Future and Nuns on the Bus and Friends campaigns and are designed to be easily shareable.

[Graphics Folder](#)

Everyone Thrives. No Exceptions!

501(C)(3) GUIDELINES AND CONSIDERATIONS

As you work with us, please keep in mind that we are a Section 501(c)(3) non-profit under the IRS Code and must ensure that all of our activities are “nonpartisan.” this means that we must not “expressly advocate the election or defeat of a clearly identified candidate,” or even “signal support” for a candidate indirectly.

Throughout the full range of NETWORK-sponsored voter education activities, the IRS rules allow us to:

- Inform potential voters and advocate for the issues that are part of NETWORK’s mission, especially the issues included in the Equally Sacred Checklist.
- Distribute and discuss any materials provided by NETWORK (These have all already been approved in compliance with IRS rules).
- Encourage participants to learn about the issues to become multi-issue voters.
- Help participants take the actions that they need to be able to vote in the upcoming election.

To be sure that we stay within the IRS limits in our NETWORK activities, it is important that we all avoid talking about specific candidates and be especially careful not to:

- Express support for or opposition to any candidate by name or other identifying characteristics.
- State whether a particular candidate’s position supports NETWORK priorities.
- Give advice to potential voters on whom they should support or oppose in the elections.
- Turn away anyone who wants to participate in NETWORK events/opportunities because they appear to oppose NETWORK’s priorities or your own political opinions.

If you have any questions or concerns about these rules, please contact Colin Martinez Longmore at clongmore@networklobby.org for answers.

Thank you for your commitment to promoting justice and empowering voters to *Vote Our Future*. Together, we can make a significant impact in the 2024 elections.