



COMMUNITY NOTE: Thank you so much for supporting the Yes on Prop 5 campaign! Helping grow the campaign's online brand and social networks is a huge way to support us. So please share the content below widely and watch here for new/updated content — we really appreciate it!

In this doc: [Social posts](#) | [Posts to amplify](#)

Follow us!

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- **Instagram:** [@YesOnCAProp5](#)
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[Coalition Toolkit #2 Social Posts](#)

[Coalition GOTV Toolkit Social Posts](#)

[Coalition Toolkit #4 Social Posts](#)

[ON-SITE CONTENT GUIDE](#)

[POSTS TO AMPLIFY](#)

Final Coalition Toolkit
SOCIAL POSTS

1.



■ CAP2063-PostElection-Loss-OurFight-1x1.png

FB POST COPY

Thank you so much for your hard work and dedication to Prop 5. While Prop 5 didn't pass, our fight for safe and affordable communities is far from over.

IG POST COPY

Thank you so much for your hard work and dedication to Prop 5. While Prop 5 didn't pass, our fight for safe and affordable communities is far from over.

X/TWITTER POST COPY

Thank you so much for your hard work and dedication to Prop 5. While Prop 5 didn't pass, our fight for safe and affordable communities is far from over.

LINKEDIN POST COPY

Thank you so much for your hard work and dedication to Prop 5. While Prop 5 didn't pass, our fight for safe and affordable communities is far from over.



📎 CAP2063-PostElection-Loss-TY-1x1.png

FB POST COPY

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■ CAP2063-PostElection-Loss-TYfor-1x1.png

FB POST COPY

Although Prop 5 didn't pass, our fight for affordable housing and safe communities is far from over. Thank you so much for your support in this fight.

IG POST COPY

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Coalition Toolkit #1 Social Posts

GRAPHIC



Yes On 5 Coalition Toolkit-I'm Voting Yes.png

FB POST COPY

Prop 5 gives local voters the power to address the affordable housing and public infrastructure needs in their communities. That's why I proudly support @YesOnProp5. Will you join me?

Learn more about this important initiative at YesOnProp5.org.

IG POST COPY

Prop 5 gives local voters the power to address the affordable housing and public infrastructure needs in their communities. That's why I proudly support @YesOnCAProp5. Will you join me?

Learn more about this important initiative at YesOnProp5.org.

X/TWITTER POST COPY

#CAProp5 gives local voters the power to address the affordable housing and public infrastructure needs in their communities. That's why I proudly support @YesOnCAProp5. Will you join me?

Learn more about this important initiative at YesOnProp5.org.


LINKEDIN POST COPY


Prop 5 gives local voters the power to address the affordable housing and public infrastructure needs in their communities. That's why I proudly support Yes On Prop 5. Will you join me?


Learn more about this important initiative at YesOnProp5.org.

GRAPHIC




GIF:  CAP1885-Toolkit-Endorsements-1x1-V1_10s.gif

10s MP4:  CAP1885-Toolkit-Endorsements-1x1-V1_10s.mp4

25s MP4:  CAP1885-Toolkit-Endorsements-1x1-V2_25s.mp4


FB POST COPY

[I'm/We're] proud to join the 100+ organizations who've already endorsed @YesOnProp5! Together, we'll vote YES to empower local voters to build more housing, repair aging public infrastructure, and plug gaps in the emergency and fire response in their communities.

Join us  YesOnProp5.org

IG POST COPY

[I'm/We're] proud to join the 100+ organizations who've already endorsed @YesOnCAProp5! Together, we'll vote YES to empower local voters to build more affordable housing, repair aging public infrastructure, and plug gaps in the emergency and fire response in their communities.

Join us  YesOnProp5.org

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REPLY POST:

Join us  YesOnProp5.org

LINKEDIN POST COPY

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Join us at YesOnProp5.org

GRAPHIC



📎 Yes On 5 Coalition Toolkit-Empowering Local Voters.png

📎 Yes On 5 Coalition Toolkit-Creating Affordable Housing.png

FB POST COPY

When we vote YES on Prop 5, we're making it easier for working families to stay in our communities.

Prop 5 provides the tools to build more middle-class and affordable housing while increasing renters' and first-time homebuyers' assistance.

Join [me/us] and follow Yes On CA Prop 5 to learn more.

IG POST COPY

When we vote YES on Prop 5, we're making it easier for working families to stay in our communities.

@YesOnCAProp5 provides the tools to build more middle-class and affordable housing while increasing renters' and first-time homebuyers' assistance.

Join [me/us] and learn more via the link in bio.

X/TWITTER POST COPY

Prop 5 makes it easier for working families to stay in our communities.

It provides the tools to build more middle-class and affordable housing while increasing renters' and first-time homebuyers' assistance.

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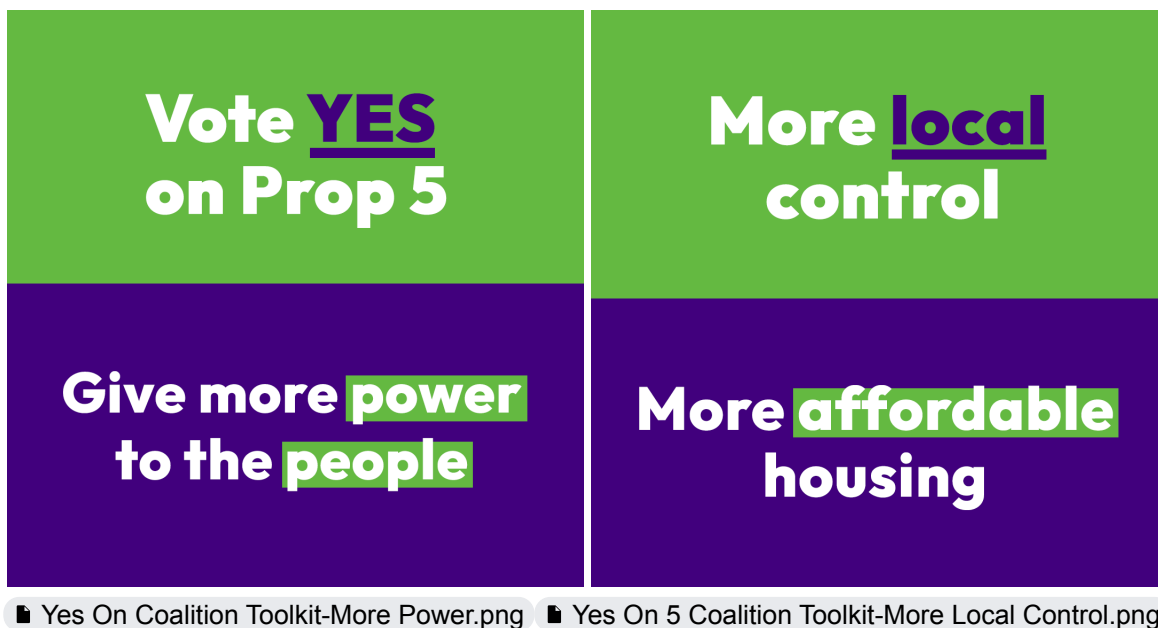
LINKEDIN POST COPY

When we vote YES on Prop 5, we're making it easier for working families to stay in our safe communities.

Prop 5 provides us with the power and resources to build more middle-class and affordable housing while increasing renters' and first-time homebuyers' assistance.

Join [me/us] and learn more at YesOnProp5.org

GRAPHIC



FB POST COPY

🚩 Hey Californians! This election, you can give YOUR local community more power to address the needs for housing, roads, and emergency & fire response in YOUR neighborhood.

Vote YES on Prop 5 and bring the power back to the people. Join us at YesOnProp5.org.

IG POST COPY

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Vote YES on #CAProp5 and bring the power back to the people. Join us at YesOnProp5.org

LINKEDIN POST COPY

 Hey Californians! This election, you can give YOUR local community more power to address the needs for affordable housing, safe roads, and emergency & fire response in YOUR neighborhood.

Prop 5 provides us with tools to build more affordable housing while increasing first-time homebuyers' assistance, making it easier for working families to stay in our safe communities.

Vote YES on Prop 5 and bring the power back to the people. Join us at YesOnProp5.org.

Coalition Toolkit #2 Social Posts



cap-1947-v1.png

FB POST COPY

The broad coalition behind @YesOnCAProp5 is rallying for affordable housing, new infrastructure, and more power to the people. Are you with us?

Learn more at YesOnProp5.org

IG POST COPY

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cap-1947-v2.gif cap-1947-v2.mp4

FB POST COPY

CA state law restricts the ability of local voters to decide how to address local issues.. Our communities should have more power to approve the solutions we want and need! 🙌
That's why we're supporting Prop 5—learn more at YesOnProp5.org

IG POST COPY

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cap-1947-v3.png

FB POST COPY

Here's the truth: Even with a massive housing shortage, our communities don't have the power to approve desperately needed affordable housing projects. Prop 5 would change that. 🙌

Follow @YesOnCAProp5 and learn more at YesOnProp5.org

IG POST COPY

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GRAPHIC



1923-v2.png

FB POST COPY

Housing advocates are voting YES on Prop 5 because they want local voters to have the power to improve vital infrastructure and systems that maintain our safe neighborhoods.



Learn more at YesOnProp5.org

IG POST COPY

Housing advocates are voting YES on Prop 5 because they want local voters to have the power to improve vital infrastructure and systems that maintain our safe neighborhoods.



Learn more at YesOnProp5.org

X/TWITTER POST COPY

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LINKEDIN POST COPY

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Learn more at YesOnProp5.org



FB POST COPY

Labor organizations representing teachers, nurses, firefighters and more are voting YES on Prop 5. 💪

Why? They know it means affordable housing for working families and vital improvements to infrastructure.

Learn more at YesOnProp5.org

IG POST COPY

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FB POST COPY

The California Democratic Party and other prominent local political organizations are supporting Prop 5. 🗳️

These orgs know that giving voters more power is a good thing and that when our local communities are strong, our democracy is strong. 💪

Learn more about @YesOnCAProp5 at YesOnProp5.org

IG POST COPY

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cap-1947-v7.gif cap-1947-v7.mp4

FB POST COPY

As California's climate changes, our water systems are aging and unsafe, and we lack the emergency and fire response we need. That's why environmental groups are voting YES on Prop 5. ❤️

Learn more at YesOnProp5.org

IG POST COPY

As California's climate changes, our water systems are aging and unsafe, and we lack the emergency and fire response we need. That's why environmental groups are voting YES on Prop 5. ❤️

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X/TWITTER POST COPY

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cap-1947-v8.png

FB POST COPY

People at [EVENT NAME] are fired up to vote YES on Prop 5 and give more power back to the people. [One sentence about how the event connects]. That's why we need to empower our communities this November.

Learn more at YesOnProp5.org

IG POST COPY

People at [EVENT NAME] are fired up to vote YES on Prop 5 and give more power back to the people. [One sentence about how the event connects]. That's why we need to empower our communities this November.

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X/TWITTER POST COPY

People at [EVENT NAME] are fired up to vote YES on Prop 5 and give more power back to the people. [One sentence about how the event connects]. That's why we need to empower our communities this November.

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Learn more at YesOnProp5.org

Coalition GOTV Toolkit Social Posts



📎 CAP1966-1080x1080-1.gif

FB POST COPY

California voters: Get ready to vote! Here are some key dates that @YesOnCAProp5 wants you to keep in mind to ensure that your vote counts.
Learn more about Prop 5 at YesOnProp5.org

IG POST COPY

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📎 CAP1966-1080x1080-2.png

FB POST COPY

California has some important issues on the ballot — including Prop 5, which gives power to local voters to address affordable housing and infrastructure. That's why we want to make sure you're ready to vote.

Make a plan to vote today at <https://www.sos.ca.gov/elections/make-plan-vote>

IG POST COPY

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Make a plan to vote today at the link in our bio!

X/TWITTER POST COPY

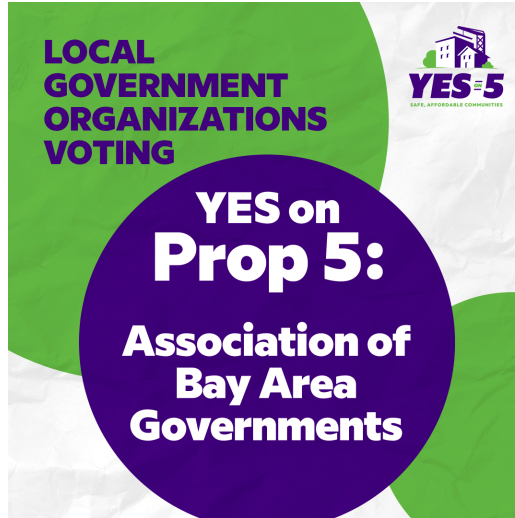
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■ CAP1966-1080x1080-3.gif

FB POST COPY

These local government organizations in California know how important this election is, and they're all supporting @YesOnCAProp5 to give more power to local voters to address housing and infrastructure needs in their communities. 🏠

Learn more at YesOnProp5.org

IG POST COPY

These local government organizations in California know how important this election is, and they're all supporting @YesOnCAProp5 to give more power to local voters to address housing and infrastructure needs in their communities. 🏠

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Learn more at YesOnProp5.org



📎 CAP1966-1080x1080-4.gif

FB POST COPY

These social justice and community advocates know how important this election is, and they're all supporting @YesOnCAProp5 to give more power to local voters to address housing and infrastructure needs in their communities. 🏠
Learn more at YesOnProp5.org

IG POST COPY

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📎 CAP1966-1080x1080-5.png

FB POST COPY

California: Are you registered to vote? 👁️ There's a lot on the ballot this fall — including Prop 5, which gives local voters the power to address affordable housing and infrastructure needs.

Check your status at <https://www.vote.org/am-i-registered-to-vote/>

IG POST COPY

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X/TWITTER POST COPY

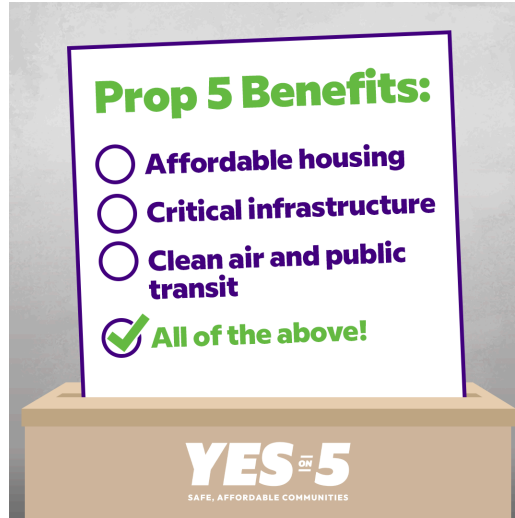
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📎 CAP1966-1080x1080-6.png

FB POST COPY

What's on the California ballot this November? 🤔

Prop 5, which addresses affordable housing, critical infrastructure, and clean air and public transit in our communities.

Learn more at YesOnProp5.org

IG POST COPY

What's on the California ballot this November? 🤔

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X/TWITTER POST COPY

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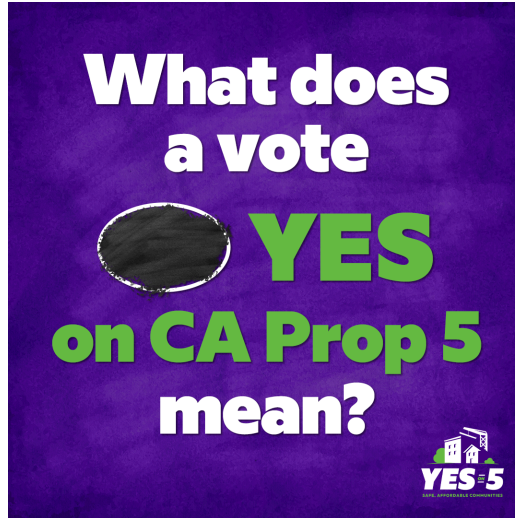
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LINKEDIN POST COPY

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📎 CAP1966-1080x1080-7.png

FB POST COPY

A vote YES on Prop 5 means [FILL-IN]. That's why this fall, we're voting YES on Prop 5. ✓
Learn more at [YesOnProp5.org](https://www.yesprop5.org)

IG POST COPY

A vote YES on Prop 5 means [FILL-IN]. That's why this fall, we're voting YES on Prop 5. ✓
Learn more: [🔗](#) in bio

X/TWITTER POST COPY

A vote YES on Prop 5 means [FILL-IN]. That's why this fall, we're voting YES on Prop 5. ✓
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LINKEDIN POST COPY

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📄 CAP2021-ToolkitGraphic-C1-1x1.gif

📺 CAP2021-ToolkitGraphic-C1-1x1-mp4.mp4

FB POST COPY

Why are we voting YES on Prop 5? We want local voters to have the power to create affordable housing, address critical infrastructure needs, and more.

Learn more about Prop 5 at YesOnProp5.org

IG POST COPY

Why are we voting YES on Prop 5? We want local voters to have the power to create affordable housing, address critical infrastructure needs, and more.

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X/TWITTER POST COPY

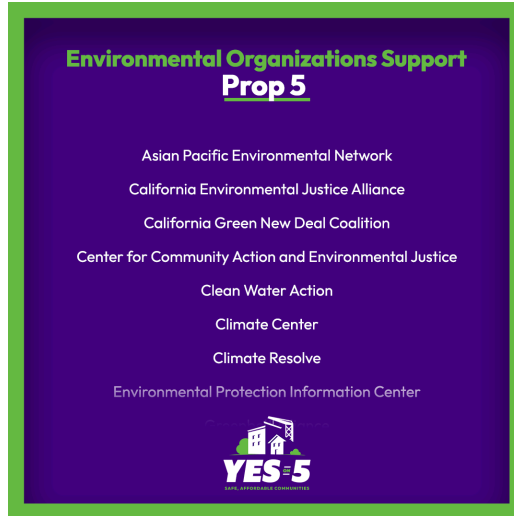
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📄 CAP2021-ToolkitGraphic-C2-1x1.gif

📺 CAP2021-ToolkitGraphic-C2-1x1.mp4

FB POST COPY

All of these environmental organizations are voting YES on Prop 5. Why? They know it will give communities more power to develop critical infrastructure like water and transit, improve disaster response and meet their climate goals.

Learn more about Prop 5 at YesOnProp5.org

IG POST COPY

All of these environmental organizations are voting YES on Prop 5. Why? They know it will give communities more power to develop critical infrastructure like water and transit, improve disaster response and meet their climate goals.

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X/TWITTER POST COPY

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We encourage you to share a picture of your own “I VOTED” sticker! If you don’t have one, feel free to use ours.



■ CAP2021-ToolkitGraphic-C3-1x1-v2.png

FB POST COPY

REMINDER: Early in-person voting begins in California on October 26! Make sure you're registered and prepared to vote so you can use your voice at the ballot boxes.

Make a plan to vote at <https://www.sos.ca.gov/elections/make-plan-vote>

IG POST COPY

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■ CAP2021-ToolkitGraphic-C4-1x1.png

FB POST COPY

Prop 5 combats the shortage of affordable housing for low- and middle-income families, providing them the ability to stay in their communities.

Learn more at YesOnProp5.org

IG POST COPY

Prop 5 combats the shortage of affordable housing for low- and middle-income families, providing them the ability to stay in their communities.

Learn more at YesOnProp5.org

X/TWITTER POST COPY

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LINKEDIN POST COPY

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■ CAP2021-ToolkitGraphic-C5-1x1.png

FB POST COPY

Public servants like teachers, nurses, and firefighters are being pushed out of their communities due to high housing costs. Prop 5 will help millions of Californians stay in the communities they love.

Learn more at YesOnProp5.org

IG POST COPY

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■ CAP2021-ToolkitGraphic-C6-1x1.png

FB POST COPY

Prop 5 gives more power to local voters to address housing and infrastructure needs in their communities. Sign up to volunteer with them today!

Join us at

<https://prop5ca2024.universe.app/volunteer/signup/6e3d2596-46d9-4c99-a670-29a340651c67>

IG POST COPY

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<https://prop5ca2024.universe.app/volunteer/signup/6e3d2596-46d9-4c99-a670-29a340651c67>

X/TWITTER POST COPY

Prop 5 gives more power to local voters to address housing and infrastructure needs in their communities. Sign up to volunteer with them today!

Join us at

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ON-SITE CONTENT GUIDE

To keep our social media accounts active throughout this election cycle, we are eager to gather content that authentically represents Prop 5. Please use [this guide](#) any time there is a natural opportunity or during an on-the-ground event in order to gather content and be featured on our social media pages.

Please add any content you gather into [this Google drive](#) or email it to caprop5@trilogyinteractive.com

POSTS TO AMPLIFY

We encourage you to like, share, and comment on these posts.

Facebook

- <https://www.facebook.com/YesOnCAProp5/posts/pfbid02ebFht4uhFUPBPSbJSkniFoc25xxdPZMgrTkwwpE14MX3ev524xbTqJWSeHyUBVpPI>
- <https://www.facebook.com/YesOnCAProp5/videos/1054893649416638>
- <https://www.facebook.com/photo?fbid=122116668896501665&set=a.122105777756501665>
- <https://www.facebook.com/photo?fbid=122115806864501665&set=a.122105777756501665>
- <https://www.facebook.com/photo/?fbid=122115001004501665&set=a.122105777756501665>

Instagram

- <https://www.instagram.com/p/DA3bZsGoW8N/?next=%2F>
- https://www.instagram.com/p/C_kxcBR5ly/
- https://www.instagram.com/reel/C_kwoRBCDmm/
- https://www.instagram.com/p/DBKbEigx_l0/?next=%2F
- <https://www.instagram.com/p/DAq-hjFNb0y/?next=%2F>
- <https://www.instagram.com/p/DAbR9VkRwzj/?next=%2F>

X/Twitter

- <https://x.com/YesOnCAProp5/status/1832025350810825039>
- <https://x.com/YesOnCAProp5/status/1832025090558443975>
- <https://x.com/YesOnCAProp5/status/1846315890108739708>
- <https://x.com/YesOnCAProp5/status/1844029340167598110>
- <https://x.com/YesOnCAProp5/status/1842199527022821721>