

HEADCOUNT[®]

DIGITAL KIT FOR PARTNERS



SOCIAL MEDIA GRAPHICS, COPY + RE-SHARE LINKS

Post Date	Event/Call To Action	Assets	Copy Please tag @HeadCountOrg	Links to Reshare
10/26/21	Election Day is One Week Away	One Week Away Graphics	One week until #ElectionDay! Do you have a plan to vote? Visit HeadCount.org to learn about your local election, including info on voter ID, polling locations, and deadlines.	TWITTER FACEBOOK INSTAGRAM
11/1/21	Election Day is Tomorrow	Election Day Tomorrow Graphics	Happy #ElectionDay Eve! Get #VoteReady by visiting HeadCount.org for election, voter ID and polling place information. 🗳️ #TheFuturesVoting	TWITTER FACEBOOK INSTAGRAM
11/2/21	Election Day	Election Day Graphics	There are over 4,000 local elections happening across the country. Don't miss your chance to be heard in the races that have the biggest impact on your day to day! Visit HeadCount.org/state for election info.	TWITTER FACEBOOK INSTAGRAM
11/2/21	Election Protection Hotline	Election Protection Hotline Graphics	It's #ElectionDay! Visit HeadCount.org to confirm your polling place location and hours. Problems voting? Call or text 1-866-OUR-VOTE.	TBD
ANY DATE	Save The Vote! Campaign Launch	General Campaign Graphic	Voting rights are getting rolled back all over America. That's why we're joining @HeadCountOrg to #SaveTheVote. Check out HeadCount.org/SaveTheVote or text SAVE to 40649. Then tell your reps to stop messin' with voting!	TWITTER FACEBOOK INSTAGRAM

ANY DATE	Save The Vote!: Racism & Discrimination	Racism & Discrimination Exclamation Point Graphic	<i>You don't need a Federal court to tell you that voter ID laws "target African Americans with almost surgical precision" to know it's a problem (but they did, and we do). It's been an issue for over two centuries, and it's getting worse. We need to #SaveTheVote for all eligible voters. Learn more at HeadCount.org/SaveTheVote</i>	TWITTER FACEBOOK INSTAGRAM
ANY DATE	Save The Vote!: Criminal Justice	Criminal Justice Exclamation Point Graphic	<i>If you or anyone you care about has been convicted of a felony, you know that voting rights are one of the many freedoms that can be lost (even after completing your sentence, in some states). These laws are changing fast—that's why it's crucial that elected officials hear from you. Help us #SaveTheVote and learn more at HeadCount.org/SaveTheVote</i>	TWITTER FACEBOOK INSTAGRAM
ANY DATE	Save The Vote!: Jobs & The Economy	Jobs & The Economy Exclamation Point Graphic	<i>For many, taking time off to vote can come at too high a cost—no one should have to risk their job to vote. Did you know that voting access is directly tied to a better economy—including better jobs and working conditions? Together we're going to #SaveTheVote to ensure voting access for all eligible voters. Learn more at HeadCount.org/SaveTheVote</i>	TWITTER FACEBOOK INSTAGRAM
11/1/2021	Save The Vote!: LGBTQ+ Rights	LGBTQ+ Exclamation Point Graphic	<i>Voting can be hard, especially for the LGBTQ+ community. Difficulty getting proper ID, discrimination, youth homelessness—all of these impact access to the ballot box. With new, restrictive laws being introduced across the country, we need to speak out to #SaveTheVote. Learn more at HeadCount.org/SaveTheVote.</i>	TWITTER FACEBOOK INSTAGRAM

Check back for more content looking at voting rights through the lens of **four politically nonpartisan issues**: [LGBTQ+ rights](#), [racism & discrimination](#), [criminal justice](#), and [jobs & the economy](#).

Want quick facts and **more info on Voter Suppression**? Check out our one-sheet at: headcount.org/2021VoterSuppression

OTHER HEADCOUNT CAMPAIGNS AND ACTIONS:



“SAVE THE VOTE!” CAMPAIGN

HeadCount.org/SaveTheVote

Save The Vote is a campaign by HeadCount to create a cultural movement around voting rights. Together with musicians, entertainers and content creators, we can rally all Americans to speak out in favor of fair and accessible elections. Our goal is to generate action: 50,000 calls and emails to the state-level lawmakers who have the power to expand voter access or, sadly, roll it back.

HASHTAGS, HANDLES, & LINKS

@HeadCountOrg • www.HeadCount.org/SaveTheVote • #SaveTheVote

LEAD BY EXAMPLE! 3 WAYS TO HELP:

- **Save The Vote! on Video:** Check out options [HERE](#)
- **Save The Vote! with a Photo:** Snap a selfie of yourself holding a phone (or a friend's phone). Then post it on social media with a simple message: Call your legislators and tell them to #SaveTheVote! HeadCount.org/SaveTheVote
- **Save The Vote! with Graphics:** Please post our graphics OR reshare from @HeadCountOrg accounts! Check out the messaging calendar above.



VOTE WITH PRIDE

HeadCount's [Vote With Pride!](#) initiative connects members of the LGBTQ+ community to the tools they need to vote safely and actively engage in civic life. **Vote With Pride!'s 2021 campaign is**

Questions? E-mail info@headcount.org. Last updated 10/26/2021

#TransPeopleVote, highlighting how voter ID laws disenfranchise transgender and non-binary communities.

Visit headcount.org/pridekit for sharable resources for partners.

REGISTER TO VOTE



[\(DOWNLOAD GRAPHICS HERE\)](#)

Suggested Social Copy: *Register to vote today. It only takes 2 minutes.*

@HeadCountOrg. [HeadCount.org](https://headcount.org)

GRAPHICS, GIFS, ASSETS, AND OTHER PICTURES

- [HeadCount Assets](#) (Logos, fonts, colors and style guide)
- [HeadCount Press Kit](#)
- [More photos](#)