

## Florida Vote-by-Mail Reset Social Media Toolkit (2023)

### Graphics

- Editable/customizable graphics can be accessed, edited & downloaded here:  
[https://www.canva.com/design/DAFYsTjwjOk/x-XzLW7lacZ1ltXvAGLfpQ/edit?utm\\_content=DAFYsTjwjOk&utm\\_campaign=designshare&utm\\_medium=link2&utm\\_source=sharebutton](https://www.canva.com/design/DAFYsTjwjOk/x-XzLW7lacZ1ltXvAGLfpQ/edit?utm_content=DAFYsTjwjOk&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton)
  - (Knowledge of Canva may be required – Contact [info@lwvfl.org](mailto:info@lwvfl.org) for help with the program if need be)
- High quality, non-customizable graphics can be accessed and downloaded here:  
<https://drive.google.com/drive/folders/1ZP-aMDKYeHJqiyBAo18eCThBktWk8OSA?usp=sharing>



### Videos

<https://drive.google.com/drive/folders/1565gG3rHo5fMn4MQHIVd4P2xphpB0UBs?usp=sharing>

### Captions:

- All Florida voters who want to vote by mail in 2023 & 2024 need to submit a NEW vote-by-mail ballot request to their county Supervisor of Elections! Request your mail ballot today: [allvoting.org/FLVoteByMail](https://allvoting.org/FLVoteByMail)
- All [INSERT COUNTY] voters who want to vote by mail in 2023 & 2024 need to submit a NEW vote-by-mail ballot request to their county Supervisor of Elections! Request your mail ballot today: \*INSERT COUNTY SPECIFIC VBM REQUEST LINK\*
- ALERT! All Florida voters who want to vote by mail in 2023 & 2024 must submit a NEW vote-by-mail ballot request to their county Supervisor of Elections! If you have any questions, call the nonpartisan voter assistance hotline at 866-OUR-VOTE!
- Many disabled and older voters have no choice but to vote-by-mail. Ensure everyone in your life who may vote via mail ballot submits a NEW vote-by-mail ballot request to their county Supervisor of Elections.
- Hey Florida Voters! Planning to vote by mail this year? Re-request your mail ballot from your county Supervisor of Elections today! Find info for your county here: [allvoting.org/FLVoteByMail](https://allvoting.org/FLVoteByMail)
- Did you know you can check your vote-by-mail request and track your ballot online? There are new rules this year for vote-by-mail ballots, so double check your status and info today: [bit.ly/3JuslvR](https://bit.ly/3JuslvR)
- There are new voting rules in Florida! Double check your vote-by-mail ballot request and your voting precinct now! Visit your county Supervisor of Elections website to check your info: [bit.ly/3JuslvR](https://bit.ly/3JuslvR)

### **Partner Toolkits/Resources**

- **FL Election Protection Coalition:**
  - [Vote-by-Mail Reset FAQ for Partners](#) (NOT FOR PUBLIC SHARING - ONLY TO HELP LEAGUE MEMBERS UNDERSTAND CHANGE)
- **All Voting Is Local:**
  - [Florida Vote-by-Mail Reset Mini-Toolkit](#)
  - [Voter-facing one-pager \(English and Spanish\)](#)

### **Language to Avoid**

Be careful about using the word “registration” in any posts or materials created. The vote-by-mail reset **does not affect a voter’s voter registration**, and we don’t want voters to think this affects their ability to vote in person.

### **Other Links to Share**

- To find their county SOE website: <https://dos.elections.myflorida.com/supervisors/>
- To go directly to their county VBM sign-up page: [allvoting.org/FLVoteByMail](http://allvoting.org/FLVoteByMail)
- To go directly to their county page for tracking their mail ballot:  
<https://dos.myflorida.com/elections/for-voters/check-your-voter-status-and-polling-place/vote-by-mail-ballot-information-and-status-lookup/>
  - SHORTENED: [bit.ly/3JuslvR](http://bit.ly/3JuslvR)

### **ALT Text**

LWVFL encourages using ALT Text where applicable. Twitter offers an easy way to add custom ALT Text. Facebook & Instagram are programmed to generate their own but can be edited/customized if deemed necessary.

One of the most important reasons to use ALT text is for the use of accessibility programs designed for audio and visually impaired individuals. These programs offer alternative methods of website browsing but require descriptive titles and captions that can be scanned and processed. For example, an individual with a visual disability or impairment may use a program that reads text aloud as they browse a webpage. With descriptive text, the program reads the description of the image, inferring the contents and the location of the image within the text. Without descriptive text, the program may skip the image altogether or offer a notice to the user that no description is offered.

- Image 1 & 3: *An image primarily made up of text depicting the following: FLORIDA VOTERS, IT'S TIME TO RE-REQUEST YOUR VOTE-BY-MAIL BALLOT!*
- Image 2 & 4: *An image primarily made up of text depicting the following: [BLANK] COUNTY VOTERS, IT'S TIME TO RE-REQUEST YOUR VOTE-BY-MAIL BALLOT.*
- Image 5 & 6: *An image primarily made up of text depicting the following: RE-REQUEST YOUR BALLOT – Due to a change in law, all Florida voters who vote-by-mail must submit a NEW mail ballot request to their county Supervisor of Elections.*
- Image 7 & 8: *An image primarily made up of text depicting the following: FLORIDA VOTERS MUST RE-REQUEST VOTE-BY-MAIL BALLOTS*

- *Image 9: An image primarily made up of text depicting the following: HOW DO I REQUEST A MAIL BALLOT? All Floridians are eligible to vote-by-mail. A mail ballot can be requested from your local Supervisor of Elections online, by phone, by mail or in person. Previous requests for mail ballots have likely been canceled due to change in Florida law. Make a new request today!*
- *Image 10: An image primarily made up of text depicting the following: RE-REQUEST YOUR BALLOT NOW – Ensure your voice is heard, no matter the circumstance.*
- *Image 11: An image primarily made up of text depicting the following: VOTE-BY-MAIL BALLOT REQUESTS – A vote-by-mail ballot can be requested from your local Supervisor of Elections online, by phone or by mail. Request yours today!*
- *Image 12: An image primarily made up of text depicting the following: VOTE FROM HOME – Re-request your vote-by-mail ballot now to ensure your voice is heard.*

### **Public Service Announcement Language**

- Hey, Florida voter! Are you planning on voting by mail in this year’s election? How about in the 2024 general election? If you answered yes to either of these questions then you'll need to submit a NEW vote by mail ballot request. Florida law now requires every voter to request a new vote-by-mail ballot after each election cycle. That means every voter, whether you voted by mail before or not, must submit a new request this year. Don’t miss the deadline! Make your voice count and request your ballot today by visiting [allvoting.org/FLVoteByMail](https://allvoting.org/FLVoteByMail). For questions, call the nonpartisan voter assistance hotline at 866-OUR-VOTE!

*Run time: Approx. 30 seconds – Local Leagues are permitted to reach out to a local radio stations and record with them directly. If a cost is involved, LWVFL may be able to cover it. Send a note to [blake@lwwfl.org](mailto:blake@lwwfl.org).*