



NVRD & Voter Registration Messaging Social Media + Marketing Guide

Introduction

The following toolkit is to serve as a reference for partners celebrating National Voter Registration Day and conducting events during the month of September. To promote your work and make the details/logistics known for your registration/education initiatives, it is important to effectively utilize your social media to keep your followers engaged and informed! If you have any questions, please email jbaik@apiavote.org.

Communications Checklist

- ☐ Build a narrative
- ☐ Create a social media plan
- ☐ General Tips
- ☐ [Utilize NVRD resources](#) & APIAVote resources
- ☐ Talking Points
- ☐ Social Media (for use before 9/22)
- ☐ Social Media (for use 9/22)
 - ☐ Twitter/ Facebook/ Instagram
 - ☐ WeChat/Whatsapp/Line
- ☐ Voter Registration FAQs
- ☐ Sample RAP For Voter Registration while you are on conference calls and engaged in virtual meetings

Use hashtags #AAPI2020 #NationalVoterRegistrationDay and #VoteReady

Building a Narrative

What story do you want to tell about AAPI voters?

- Link your organization's mission and activities with why AAPIs should vote

KEY PHRASES — leading with values!

- Full participation in our democracy
- Exercise your freedom to vote

DO ✓	DON'T ✗
- Talk about the growth of our electorate! - Power of AAPIs - Encourage people to vote - Talk about removing barriers	- criticize AAPIs for lack of civic engagement

Creating a Social Media Plan

Pre-NVRD	NVRD	Post-NVRD
+ Promote your event! + Use posts from the NVRD toolkit + Promote the event at community forums Find translated posters here + Send an email reminding everyone with some basic tips regarding voter registration	+ Share facts on our electorate (see our new survey here) and show the power of AAPI voters! + Tag us @APIAVote in any virtual activities you/your org. are doing so we can boost + If you don't have a preferred page to direct people towards, direct voters to apiavote.org/register.	+ Post a social media recap that summarized your event/drive and how voting impacts the work that you and your organization do. + Post photos! Send APIAVote any personal stories you'd like us to highlight and repost + Follow up with local/university newsletters and press

General Tips



- * Schedule posts through your organization's page
- * Include a photo to boost the visibility of the post



- * Include a link in your bio to early voting information in your state
- * Post live footage of events on your story!



- * Use bit.ly to shorten links
- * Use [Tweetdeck](#) to schedule tweets

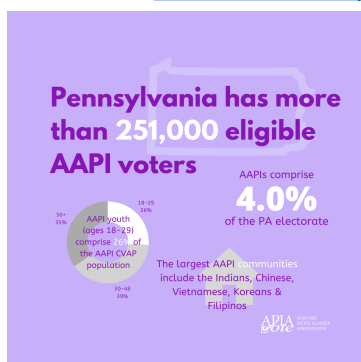
- Be sure to take photos at your events or screenshots of your online event to ensure that you have content to post

Be sure to tag APIAVote in all your posts! @apiavote
[Facebook](#) | [Instagram](#) | [Twitter](#)

- Send your photos to Julie [Youth] at jwu@apiavote.org or Jennifer [Community] (jbaik@apiavote.org) so APIAVote can repost and highlight your work!
- Tag other accounts in your posts/photos when relevant (don't forget @APIAVote!)
- Keep your posts concise! The shorter the better.
- Have your board members and community leaders like/share/repost on their individual pages to reach a wider audience!
- Use a social media manager to schedule posts & find peak times! Set it and forget it.

Resources:

- [Share our blog post](#) on checking your voter registration! Sample copy below:
 - Are you planning on voting in November? Now is a good time to check your voter registration. There's many reasons for you to check or update your registration. To make things easier, we've made a handy guide for you or someone you know this **National Voter Registration Day**.
- [NVRD Partner Tools](#) (Includes toolkits, training webinars, social media graphics, and more!)
- APIAVote's [State Voter Graphics](#)



- [See the 2020 AAPI State Factsheets](#)
- [Ask Me Why I Vote Graphics](#) (FB/Instagram/Twitter)



- [Register and Vote](#): Available in Bengali, Chamorro, Chinese, English, Hindi, Hmong, Japanese, Khmer, Korean, Lao, Nepali, Samoan, Tagalog, Thai, Tongan, Urdu, Vietnamese for FB/Instagram/Twitter



Be sure to tag APIAVote in all your posts! @apiavote

[Facebook](#) | [Instagram](#) | [Twitter](#)

- [New Citizen?](#)
- [Turning 18?](#)
- Moved Recently? [Version 1](#) or [Version 2](#)



- Register and Vote Poster in multiple languages featuring 20+ AAPI languages (Coming Soon)
- Website Banner (Coming Soon)

Voter Registration Tool for your website: If you do not have the online form on your website, embed our specific voter registration tool powered by Rock the Vote:

```
<script type="text/javascript" src="https://register.rockthevote.com/assets/rtv-iframe.js"></script>
<script type="text/javascript">
  RtvIframe.init({
    partner: 1885
  })
</script>
```

Talking Points

- In 2018, Voter turnout increased among non-Hispanic Asians by 13 percentage points, a 49 percent increase.
- Asian Americans are the fastest-growing segment of eligible voters out of the major racial and ethnic groups in the United States. More than 11 million will be able to vote this year, making up nearly 5% of the nation's eligible voters (for this analysis, U.S. citizens ages 18 and older).
- According to our 2020 AAVS, almost half of Asian American voters are more enthusiastic about the 2020 elections than previous elections.
- After registering to vote, AAPIs have comparable turnout rates compared to other communities—one of the biggest barriers to AAPI civic participation is voter registration.
- We need to take advantage of our population growth and translate that into political strength by expanding the electorate and getting our community registered.

Social Media (for use before 9/22)

Important hashtags to use: #AAPI2020 #NationalVoterRegistrationDay

Sample Twitter Posts (can also be used on Facebook)

- ★ 9/22 is [#NationalVoterRegistrationDay](#) – we'll be joining [@APIAVote](#) to make sure everyone is ready for the November elections. Have you registered yet?
- ★ Today is a great day to check your voter registration! Make sure you're [#VoteReady](#) [#AAPI2020](#)
- ★ AAPI voices need to be heard – that's why we're celebrating [#NationalVoterRegistrationDay](#) with [@APIAVote](#) on 9/22 [#AAPI2020](#)
- ★ Voter registration gives our communities access to the vote. Celebrate [#NationalVoterRegistrationDay](#) with us and [@APIAVote](#)! [#AAPIvoices](#)
- ★ We're celebrating [#NationalVoterRegistrationDay](#) with [@APIAVote](#). Register to vote today; [apiavote.org/register](#)

Social Media Posts (for use 9/22)

APIAVOTE GRAPHICS: [[State Graphics](#) | [Twitter/Facebook](#) | [Instagram](#)]

Twitter

Today is National Voter Registration Day! Join us and [@APIAVote](#) to [#CelebrateNVRD](#) by registering to vote→ [j.mp/apiaregister](#)

We're hosting a voter registration drive at [LOCATION] today at [1PM]—stop by and [#CelebrateNVRD](#) with us!

Along with [@APIAVote](#), we are celebrating National Voter Registration Day today to ensure that [#AAPIvoices](#) are heard. [#CelebrateNVRD](#)

The best person to get the people in your life registered to vote is YOU! On [#NationalVoterRegistrationDay](#), help three friends or family members registered to vote with [@APIAVote](#) at [apiavote.org/register](#))

Getting registered to vote is step one in making a plan to vote. On [#NationalVoterRegistrationDay](#) we're encouraging voters with [@APIAVote](#) to make their voting plans ASAP 🗳️.

🗳️👉 [apiavote.org/register](#)

Voting is one way to make YOUR voice heard on issues YOU care about 🗳️
Do it today on #NationalVoterRegistrationDay with @APIAVote at apiavote.org/register

On #NationalVoterRegistrationDay, confirm you're registered to vote at your current address with
@APIAVote: apiavote.org/register

Voter registration is more important than ever this year, confirm you're registered to vote at your current
address with @APIAVote: apiavote.org/register #NationalVoterRegistrationDay

Facebook

We are teaming up with [TAG: @APIAVote or Asian and Pacific Islander American Vote] to celebrate #NationalVoterRegistrationDay on September 22nd! Let's have the largest AAPI turnout in election history this November. Check to see if you're #VoteReady and register to vote now! → apiavote.org/register

Did you know that there are [# of AAPI VOTERS IN YOUR STATE] of eligible #AAPI voters in [INSERT STATE]? Let's make sure our community is #VoteReady. Check your registration today at apiavote.org/register!

- [Attach your state graphic from here.](#)

Today is National Voter Registration Day, and we're celebrating #AAPIvoices by registering to vote with [TAG: Asian Pacific Islander American Vote]! Make sure you're #VoteReady at → apiavote.org/register

Are you #VoteReady? [YOUR STATE]'s voter registration deadline is [INSERT DATE]. Make sure you check your registration today at apiavote.org/register

TODAY IS THE DAY TO BE #VoteReady. There are less than 50 days until election day and we need you to check your registration. [YOUR STATE]'s voter registration deadline is [INSERT DATE]. Visit apiavote.org/register and register today.

Did you know that there are [# of AAPI VOTERS IN YOUR STATE] of eligible #AAPI voters in [INSERT STATE]? Check your registration today at apiavote.org/register

- [\[ATTACH STATE VOTER GRAPHICS\]](#)

Instagram

- [\[STATE VOTER GRAPHICS\]](#) | [\[OFFICIAL NVRD GRAPHICS\]](#) | [APIAVOTE INSTA](#)
Make sure to tag @APIAVote in the photo AND the caption

- ❑ The best person to get the people in your life registered to vote is YOU! On #NationalVoterRegistrationDay here's **[my/our]** challenge to you: Help 3 friends or family members register to vote. Take @APIAVote's pledge: apiavote.org/register
- ❑ When we all vote, our democracy begins to reflect our communities and values. This National Voter Registration Week of Action, we're encouraging voters to make their voting plans ASAP with @APIAVote 🙌. If you're registered, tell 5 friends to do the same → @APIAVote: apiavote.org/register
- ❑ This #NationalVoterRegistrationDay, get registered and ready to vote with @APIAVote. Then, tell 5 friends to do the same → apiavote.org/register 🗳️

- ❑ Getting registered to vote is step one in making a plan to vote.
On **#NationalVoterRegistrationDay**, we're encouraging voters to make their voting plans ASAP 📦.

@APIAVote makes it super simple. Let's do this → apiavote.org/register

WeChat/Whatsapp/Line/Texting:

- Text AAPI to 788-683

"National Voter Registration Day is September 22nd and we are teaming up with APIAVote to celebrate! Let's have the largest AAPI turnout in election history this November. Check to see if you're #VoteReady and register to vote now. Text AAPI to 788-683 or visit apiavote.org/register.



Attach this QR Code to direct your friends to register to vote

Voter Registration FAQs

Q: When is the last day to register to vote?

A: [Voter registration deadlines vary in each state. Check with your state's board of elections/secretary of state's office.]

Q: Do I need to be 18 in order to register to vote?

A: [The age requirement varies by each state. Check with your state's board of elections/secretary of state's office.] • Registration requirements vary state to state, so make sure to **check your own state's rules** <https://www.fairelectionscenter.org/> A number of state even allow pre-registration before you turn 18.

Q: Do I need to be a U.S. Citizen in order to register to vote?

A: Yes. You must be a naturally born or fully naturalized U.S. citizen in order to register to vote. Registration requirements vary state to state, so make sure to **check your own state's rules** <https://www.fairelectionscenter.org/>

Q: Do I need to prove my citizenship?

A: Some states require first time registrants or those who have moved from another *county*, to include proof of citizenship or the form will be rejected. If your state does require it, be sure to check what forms count as proof of citizenship in your state so you are well-informed when approaching potential voters. **Check your own state's rules** <https://www.fairelectionscenter.org/>

Q: Do I need to re-register if I've moved?

A: Yes, if you have changed our address, changed your name, or need to change your political party, you must re-register. [Check with your state's board of elections/secretary of state's office for requirements in your state.]

Q: Do I need to show ID to register to vote?

- As of now, a total of 36 states have laws requesting or requiring voters to show some form of identification at the polls, 35 of which are in force in 2020. (North Carolina's law has a temporary injunction on it, as of Dec. 31, 2019. For more details, go to <https://www.ncsl.org/research/elections-and-campaigns/voter-id.aspx>.

- Check for changes to Early Voting, Voter ID requirements, evening or weekend voting hours, same day registration at www.apiavote.org/states

Q: I was previously convicted of a felony. Can I register to vote?

A: If you were convicted of a felony, your voting rights may vary from state to state. [Check with your state's board of elections/secretary of state's office.]

Q: I know someone who is mentally impaired/disabled. Can they vote?

A: In most states, if a person has been declared *non compos mentis*, or "mentally incompetent" by a court of law, that person is ineligible to vote. For more information on how your state defines "mental incompetence," contact your state's board of elections/secretary of state's office.

Q: I am a student. Can I register at my school address?

A: Yes! You have the right to register to vote at your school address – this includes a dorm room. Any student living in a dorm is entitled to the same rights as any other student. To imply otherwise is illegal. If you receive mail in a Post Office box you can sign an affidavit (or, in some cases, get a letter from your college's Residential Life office) asserting that you live at your dorm address.

Q: I live abroad. How do I register to vote?

A: Contact the Overseas Vote Foundation
<https://www.overseasvotefoundation.org/vote/home.htm?source=rockthevote> They develop and provide online tools to assist US citizens living anywhere in the world to register to vote and request their absentee ballot using their state's specific voter forms. This includes US citizens living within the US, living abroad or serving in the military. The rules for people in the armed forces or abroad are different than people living in the United States.

Q: I am in the armed forces. How do I register?

A: Contact the Overseas Vote Foundation
<https://www.overseasvotefoundation.org/vote/home.htm?source=rockthevote> They develop and provide online tools to assist US citizens living anywhere in the world to register to vote and request their absentee ballot using their state's specific voter forms. This includes US citizens living within the US, living abroad or serving in the military. The rules for people in the armed forces or abroad are different than people living in the United States.

Q: I just moved to a new state yesterday. Can I register to vote in that state right now?

A: [Check with your state's board of elections/secretary of state's office. There may be a certain number of days before the person can register. A state cannot require the resident to live in the state for more than 30 days in order to register.]

Q: Can I put a P.O. Box address or a school mailbox as my permanent address?

A: No. Your form will not be processed if you put a P.O. Box as your permanent address. For districting purposes you must put a physical address. There is a section of the form to put your mailing address, in addition to your physical address.

Sample RAP for Voter Registration

(For use all week while you are engaged online in virtual meetings, in class, or any other online gatherings)

Hi my name is [NAME] and I am a voter/volunteer with [ORGANIZATION]. This week the nation is celebrating #NationalVoterRegistration Day. We believe that the problems that affect the Asian American and Pacific Islander community aren't resolved by politicians because they think we don't vote. How about you? Is [Make assessment and ask about possible issue: health care, education, immigration, environment, etc.] important? (or ask in the chat room what issues weigh on your mind these days)

If more of us came out to vote, we could show our power and solve the issue you were talking about, right?

Are you #VoteReady and registered to vote?

Do we have anyone who recently turned 18 or will be 18 by November 3? You can register today.

Do we have any recent naturalized citizens? Register to vote in your first election.

Have you moved in the last few years or changed your name?

No—Okay, but did you know that the Secretary of State periodically purges names from the list? When was the last time you voted? Check your registration at apiavote.org/register

Yes—Great. I can help you register to vote.

With the election fast approaching, we have to act now. Can I count on you to register to vote today? Start here: apiavote.org/register