



2018 Nationwide Voter Guide // Social Media Toolkit

Thank you so much for being a #VOTEPROCHOICE Voter Guide Partner!

Our national voter guide is the largest, most comprehensive, progressive, prochoice voter guide in the country. On Wednesday, October 24, the voter guide launches nationwide.

This year we've included:

- Every election in 50 states + DC and 100 ballot initiatives
- 10,000+ endorsements from over 100 national, state and local progressive organizations using reproductive freedom in their endorsement criteria.
- Endorsements and recommendations include leading progressive organizations in the nation — NARAL Pro-choice America, EMILY's List, The LGBTQ Victory Fund, The Collective PAC, MoveOn, Latino Victory Fund, The Working Families Party, Run for Something, and many, many more.
- Thousands of antichoice endorsements - i.e. National Right To Life, the Susan B. Anthony List, and NRA-Political Victory Fund - providing critical counterpoints on candidate's position.

#VOTEPROCHOICE Voter Guide link: www.vpc.guide

Please help us get the #VOTEPROCHOICE Voter Guide into the hands of every prochoice voter in the country. Together we can save democracy.

SAVE THE DATE: Tweetstorms

- **FRIDAY, OCTOBER 26 - #FlipItFriday Day Of Action** - #VOTEPROCHOICE, UniteBlue will host an extended "tweetstorm" to highlight the voter guide and prochoice champions running for office. Please join us between **9:00 AM - 8:00 PM** (your local time) by adding the hashtag **#FlipItFriday** to the sample tweets below, or to those in the toolkit in your calendar invite!
- **FRIDAY, NOVEMBER 2 - GOTV and Voter Guide Tweetstorm** - stay tuned for toolkits!

SHARING TOOLS

Handles & Hashtag:

Instagram: @VOTEPROCHOICE

Twitter: @VoteChoice

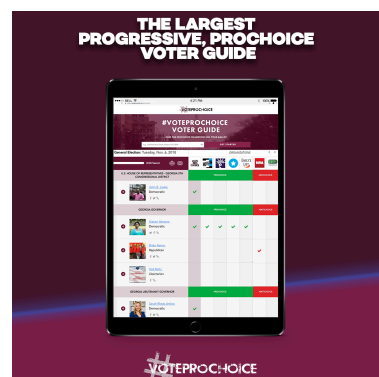
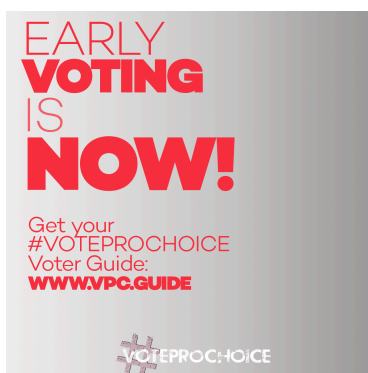
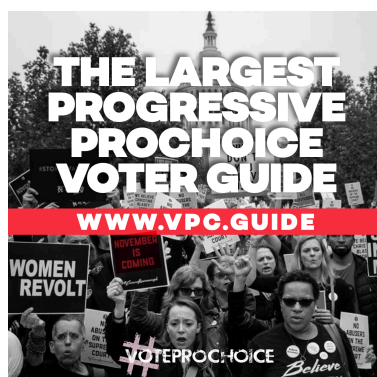
#VOTEPROCHOICE

#BlueWaveVoters

- Tag [@VoteChoice](#) or [@VOTEPROCHOICE](#) in your posts and photos and use the hashtag **#VOTEPROCHOICE** so we can support your participation.
- #VOTEPROCHOICE is officially spelled **ALL CAPS** with a hashtag.
- Please attach a graphic to your post, and feel free to adapt or write your own copy!

SHARING GRAPHICS

[GRAPHICS FOR TWITTER HERE](#) // [GRAPHICS FOR FACEBOOK & INSTAGRAM HERE](#)



VOTER GUIDE POSTS:

🗳️ WE CAN SAVE DEMOCRACY: Bring on the #BlueWave. Elect progressive, prochoice candidates with the #VOTEPROCHOICE Voter Guide ➡️ www.vpc.guide

Roe v. Wade is truly on the line. We MUST elect progressive, prochoice champions in every election. Use #VOTEPROCHOICE Voter Guide to find the best candidates on your ballot ➡️ www.vpc.guide


⚡ The #VOTEPROCHOICE Voter Guide is the *largest* progressive, prochoice guide in the country!

⚡ Find endorsements from #VOTEPROCHOICE, NARAL, MoveOn, Emily's List, Collective PAC, Victory Fund & more! This is how we save democracy ➡️ www.vpc.guide

State and local elections are more important than ever! Vote for prochoice, progressive candidates in every election on the ballot with the #VOTEPROCHOICE Voter Guide ➡️ www.vpc.guide

SAMPLE POSTS

EARLY VOTING:

 Early voting is happening NOW in [STATE NAME]! #VOTEPROCHOICE and elect the progressive, prochoice champions on your ballot with this free Voter Guide ➡ www.vpc.guide


REPRODUCTIVE JUSTICE:

We #VOTEPROCHOICE for reproductive justice and the freedom to have healthy, thriving families. Elect progressive, prochoice champions who will fight for justice in [STATE NAME] using this prochoice voter guide ➡ www.vpc.guide

Communities of color are disproportionately affected by restrictions on reproductive freedom — that's why we #VOTEPROCHOICE! Elect prochoice, progressive champions who will fight for reproductive justice with this voter guide ➡ www.vpc.guide

We MUST elect progressive, prochoice champions in the #BlueWave to protect LGBTQ rights. This voter guide helps you find the candidates on your ballot who will fight for our justice and freedom ➡ www.vpc.guide

ESPAÑOL:

 ¡Votación adelantada ha comenzado en [STATE]! Vota para candidatos progresistas con esta guía hecha por #VOTEPROCHOICE. Tiene instrucciones en Español ➡ www.vpc.guide

VOTER ID STATES:

! [STATE] has Voter ID laws! The #VOTEPROCHOICE Voter Guide helps you elect the prochoice, progressive champions on your ballot & tells you exactly what you need to bring to the polls. Let's WIN the midterms ➡ www.vpc.guide

YOUR PARTNERSHIP MEANS EVERYTHING!

THANK YOU!

Questions? Comments? Information?

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