



The Chicano Federation

Voter Engagement Campaign Social Media Guide

Social media is a powerful tool for reaching large audiences, especially young people. This guide offers key building blocks and ready-to-use content for joining our campaign. Engaging on social media is crucial because that's where young people are, and we aim to make this campaign both fun and interactive for everyone.

Reminder: Non-Partisan Campaign

As you participate in our social media efforts, please remember that this is a non-partisan campaign. To maintain the integrity of our mission, ensure that all messaging stays neutral and does not endorse or oppose any candidates, political parties, or propositions.

Fonts and Colors

Header -

Microsoft Office - Sans Serif Bold
Canva - Bernoru SemiCondensed

Text -

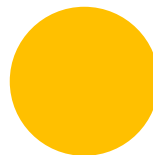
Microsoft Office - Avenir Next LT Pro
Canva - Avenir Next Arabic



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Questions? Contact:

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Social Media Essentials

In every social media post, make sure to:

Tag: **@chicanofederation** and your organization (if you're part of one engaged in this campaign).

Hashtags: Always use **#MiVozMiVoto**. Remember to capitalize the first letter of each word for accessibility.

Call to Action (CTA): Encourage people to take action, whether it's registering, sharing their stories, or getting out to vote.

Lastly: Make it fun!

Tone and Style

Keep it positive: Use an empowering and motivational tone that encourages civic participation.

Be relatable: Connect on a personal level by sharing stories, experiences, or common challenges we experience as a community.

Engage your followers: Create interactive content like polls, questions, or prompts that invite your audience to comment or share.

Sample Posts Leading Up to Registration Deadline

Instagram/Facebook:

"Don't miss your chance to make your voice heard! The last day to register to vote in the general election is October 21, 2024, in California. Make sure you're registered and ready to go. #MiVozMiVoto @chicanofederation"

Threads:

"Time to register! The deadline to register to vote in California is October 21, 2024. Make sure your voice is heard in the upcoming election. #MiVozMiVoto @chicanofederation"

Sample Post to Encourage Others to Register

"Voting is your right and your power! Take control of your future—register to vote today and be a part of the change you want to see. It only takes a few minutes! #MiVozMiVoto @chicanofederation"

Sample Post to Remind Individuals to Make a Voting Plan

"Have you made your voting plan yet? Whether it's voting by mail, early voting, or showing up on Election Day, what matters is that your voice is heard. Make your plan today! #MiVozMiVoto @chicanofederation"

Encourage Storytelling

Sharing personal stories is one of the most effective ways to connect with others:

"Why am I voting this year? Because I believe in a better future for my family and my community. Your vote can make a difference too. Share why YOU are voting this year and tag #MiVozMiVoto @chicanofederation!"

"Voting means standing up for what matters to you. I'm voting for (insert cause). What about you? Share your story with #MiVozMiVoto"

Interactive Ideas to Boost Engagement

Polls: Create polls asking followers if they've registered or whether they plan to vote early or on Election Day.

Countdowns: Use countdowns in stories leading up to the registration deadline or Election Day.

More social media examples:

Shape Your Future, Vote Today!

The 2024 elections are around the corner! Your voice matters now more than ever. Don't miss your chance to make a difference!

Register. Vote. Mobilize your community.

Learn how at: www.MiVozMiVoto.org
#MiVozMiVoto #VoteForChange

Your Vote = Your Voice

Every election counts! Make sure your voice is heard this 2024. Voting is how we shape our future, one ballot at a time.

Let's make history—together.

Check your registration at: www.MiVozMiVoto.org
#MiVozMiVoto #MyVoteCounts

It Starts with Us!

Voting is more than a right—it's our responsibility to create the future we want to see. Let's show up and vote for our community.

#MiVozMiVoto #WeAllCount

Ready to vote?

Check your status here: www.MiVozMiVoto.org

#RiseAndVote #YoVoto

Your Vote, Your Voice, Your Power!

Our community is stronger when we are informed and engaged. Voting is just one part of being civically engaged—get involved, stay informed, and take action!

Be a part of the movement for change!

Visit: www.MiVozMiVoto.org

#CivicResponsibility #EngageForChange #MyVoteMyChoice

Engaged Communities Create Change!

When we participate, we shape our future. Civic engagement means more than voting—it's about advocating, volunteering, and building a better community for all.

Get involved, get active, and make your voice heard.

Find out how you can engage at: www.MiVozMiVoto.org

#CivicDuty #VotingMatters #MiVozMiVoto

Together, We Create Change!

Civic engagement is how we protect our rights, demand equity, and fight for justice. When we come together, we can achieve great things.

Take action—because every effort counts!

Learn more at: www.MiVozMiVoto.org

#BeTheChange #CivicEngagementMatters

Our Community Thrives on Engagement!

Every action you take helps strengthen our community. From voting to organizing, we all have a role in shaping our future.

Start today—get involved and be a part of something bigger.

Explore how you can make an impact at: www.MiVozMiVoto.org

#EngageForChange #Volunteer #MakeADifference