



Social Media Kit

2016 #SignVote #GOTV Campaign

September 1, 2016 — November 15, 2016



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2016 Elections Social Media Kit

Purpose

This social media kit provides guidelines on posting and hashtag use, sample Facebook and Twitter posts, and graphics to use in connection with SignVote's 2016 voter mobilization efforts.

You and SignVote

SignVote is a digitally focused effort to Get Out the Vote (GOTV) among Deaf and Hard of Hearing Americans. The U.S. historically has had low voter registration and turnout rates, which are even lower among marginalized groups. SignVote is a community effort to increase these rates, bringing together major Deaf and Hard of Hearing advocacy and support organizations as well as individual community members to take action.

The common thread is the hashtag *#SignVote*, which will be used across multiple social media platforms, and a centralized website where information and calls-to-action can be launched. The *#SignVote* hashtag is meant to create solidarity for Deaf and Hard of Hearing voter awareness and empowerment at both the state and national levels. This is as much an informational as an action-oriented campaign, and we need you to be a part of it leading up to Election Day on Tuesday, November 8, 2016. Come join us!

Why is SignVote important?

Deaf and Hard of Hearing Americans everywhere should be able to participate in all levels of their government. The Deaf community is one of many underrepresented communities that deserve to have their needs and issues made aware of through elected representatives that demonstrate caring and concern. These representatives are selected through local, state, and national elections. Elections are one way to ensure your and your community's voice is recognized. There is power in the individual to make change, and there is also power in our group, whose members can be found across all demographics. Deaf, DeafBlind, and Hard of Hearing people are also people with multiple identities that intersect,



and together, we share many of the same concerns as well as many differing viewpoints. One issue we all may agree on is that as U.S. citizens, we have the right to fully participate in the “American experience” and to become actively involved in all areas of society, including voting. Let's unite our community to reach its full potential in America!

Hashtags

Use the below hashtags for your online activism starting today! Hashtags create solidarity on an issue across the social media world, allowing people to generate conversations. Follow these hashtags as well as use them in your posts. Share, interact, participate!



#SignVote (our official hashtag for Deaf and Hard of Hearing voter mobilization)

#GOTV (the standard Get Out The Vote hashtag)

#CripTheVote (the disability-related voter mobilization hashtag)

#REVUP (the disability-related voter mobilization hashtag)

#Elections2016 (the hashtag used for this year's elections)

Follow Our Social Media Platforms



Facebook: <https://www.facebook.com/SignVote/>



Twitter: @SignVote



Instagram: @SignVote



SnapChat: @SignVote



How You Can Get Involved!

Download SignVote collateral: <http://bit.ly/2blwGg1>. Grab a sticker or logo. Post them on your own account, or add it to your profile picture or background. **Be sure to include the hashtag #SignVote in all of your posts!**

Share pictures, infographics, or stories that make an impact with you that encourage people to register to vote or to head to the polls on Election Day!

Tell your friends and family you registered or voted. Are your family members and friends all registered to vote? Tag your friends and family, or nominate them for a challenge to register or vote. Tag your favorite Deaf and Hard of Hearing organizations so they're aware you're involved.

Make a vlog explaining why you registered to vote and why you are voting this November 8! For some tips on making effective video, see the Vlogs and Video section on page 8.

Tips on Effective Facebook Posts

Posts with video, pictures, or links are shared more widely and are generally more successful than text-only posts. Please visit <http://bit.ly/2blwGg1> and download any pictures you'd like to share on your Facebook account!

Make sure:

- your sharing settings are set to “Public” so we can share your posts on [our Facebook account!](#)
- you include the hashtag #SignVote in **every post** you make on Facebook!

Sample Posts For Facebook

- [Insert why you are getting out the vote this November 8, e.g. “[I/We] want access to online videos and want representatives to pass laws to help us all!”]
Why are you voting? #SignVote



- Staying home is not an option. The disability movement is now gaining traction in our media, but is it just a fluke? Prove everybody it's not: show up at the voting booth. Learn the location of your polling place and what you'll find on your ballot: [\[\[LINK\]\]](#) #SignVote
- Do you want people who represent your interests in Congress? It's time to speak up! Your voice is your vote: give them a sign! Don't forget to vote November 8th. #SignVote

Tips on Effective Twitter Use

On Twitter, if you start with “@SignVote” in your tweet be sure to put a “.” before the @ symbol. This ensures that your tweets will be seen by a wider audience.

Example tweet: .@SignVote celebrates and supports efforts to register Deaf and Hard of Hearing Americans to their right to vote. Join us! #SignVote

Again, you want to be sure to include the hashtag #SignVote in your tweet. One way to do this is to have the hashtag #SignVote to take the place of our @SignVote account name to save valuable character space. This hashtag will connect you to the greater conversation happening on #SignVote.

Example tweet: #SignVote celebrates and supports efforts to register Deaf and Hard of Hearing Americans to their right to vote. Join us!

Sample Posts For Twitter

- Deaf representation in #Election2016 depends on you. Are you registered to vote? Head to <https://signvote.org/> for more info! #SignVote
- Voting information, now in ASL! <https://signvote.org/> has all the information you need to get registered. Tell your friends! #SignVote
- Silence is the last thing you will hear from Deaf and Hard of Hearing people. Make some noise at the voting booth! #SignVote
- Show the world that you care about equal representation. Vote your values! #SignVote



- Show the world you're proud to be a participant in American society! #SignVote
- Do you know if you're registered to vote? Make sure you're signed up! Head over to: <https://signvote.org/> #SignVote
- Hey #SignVote people, do you know what's on your ballot? More importantly, are you registered to vote? Go to: <https://signvote.org/>
- Do you know if your voting registration is up to date? Check to see if you are still registered: <https://signvote.org/> #SignVote
- This November, help grow the power of Deaf and Hard of Hearing people in the USA. Be sure to vote! #SignVote
- Vote this November to support equal access and communication, education, and employment for all Deaf and Hard of Hearing people! #SignVote
- You gain power when you register, and you create change when you vote! Register at: <https://signvote.org/> #SignVote

SignVote on Instagram

If you are on Instagram, you can support the #SignVote effort by posting pictures of anything related to the election season! Whether it's a selfie of you filling out a voter registration form, a picture of you in line to vote on Election Day, or a group picture of you and fellow voter friends and family. You can even take a picture of you with local officials, or of you attending rallies, or watching debates on television; anything goes! Just be sure to include the hashtag #SignVote on every post you make! You can also tag the [@SignVote](#) account on Instagram!

SignVote on Snapchat

On Snapchat, we will be offering unique geofilters closer to the election date in select major cities! You will want to be around for these! Be sure to sign up for email updates at: <https://signvote.org/> to get information and updates about when



and where these filters will appear! Or you can follow our other SM accounts at [@SignVote on Twitter](#) and [SignVote on Facebook](#)!

Making Vlogs and Videos

Planning on making a vlog about the importance of voting? Want to make your video more effective and easier for others to watch? Take a look at these tips on [how to use your smartphone to record great video from CSD Creative team!](#)



Follow Us



Facebook: <https://www.facebook.com/SignVote/>



Twitter: [@SignVote](#)



Instagram: [@SignVote](#)



SnapChat: [@SignVote](#)