WHERE'S MY BALLOT?

Social Media Toolkit

CLICK HERE FOR IMAGE DOWNLOADS
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INTRODUCTION

California voters can now sign up for the Secretary of State’s “Where’s My Ballot?” tool to receive automatic updates on the status of their vote-by-mail ballots. Voters can sign-up at WheresMyBallot.sos.ca.gov to receive notifications about their vote-by-mail ballots by email, SMS (text), or voice call.

Voters who sign up for the “Where’s My Ballot?” tool receive automatic updates when:

- The county elections office mails the voter's ballot
- The county has received the voter’s ballot
- The county has counted the voter’s ballot
- If there are any issues with the voter’s ballot

Voters signed up for “Where’s My Ballot?” will also receive communications from the their County Elections office about important election deadlines and critical updates such as polling place closures.

The Secretary of State’s office contracted with BallotTrax to adapt a ballot tracking tool for California. BallotTrax has successfully deployed a similar tool in jurisdictions across the United States.
DIRECTIONS

1. Click on an image/video to be taken to the Google Drive for that image.

2. Download the image/video file.

3. Copy text from the list of sample messaging.

4. Post the content (image/video and text) on your platform.

For branding reasons please only use WheresMyBallot.sos.ca.gov when posting online. We have created a URL that is easy for individuals to remember – utilizing https://california.ballottrax.net/voter/ is off brand.

@CASOSVOTE

@CALIFORNIA_SOS

WWW.FACEBOOK/CALIFORNIA_SOS
SOCIAL MEDIA MESSAGES

Twitter/Instagram:

Post 1
Introducing “Where's My Ballot?” a new tool for tracking your vote-by-mail ballot. Sign up at WheresMyBallot.sos.ca.gov to receive automatic email, SMS (text), or voice call notifications about your ballot—when it is mailed, received, and counted.

Post 2
Do you vote-by-mail? Now you can get automatic updates on the status of your ballot—when it is mailed, received, and counted. Sign up at WheresMyBallot.sos.ca.gov to receive automatic email, SMS (text), or voice call notifications on your ballot.

Post 3
Today, we’re launching “Where’s My Ballot?” statewide! Now every Californian can sign up to receive automatic text message (SMS), voice call, and email alerts on the status of their ballot. Sign up now at https://WheresMyBallot.sos.ca.gov #VoteSafeCA #VoteCalifornia

Facebook:

Post 1
Do you ever ask: Where’s My Ballot?
Now tracking your vote-by-mail ballot has never been easier. <Insert County Name> County voters can sign up at WheresMyBallot.sos.ca.gov to receive automatic email, SMS (text), or voice call notifications when their ballot is mailed, received by the county, and counted.

Signing up is easy and can be done in minutes!

Post 2
Do you vote-by-mail? Now you can get automatic updates on the status of your ballot—when it is mailed to you, received by the county elections, and counted. Sign up at WheresMyBallot.sos.ca.gov to receive automatic email, SMS (text), or voice call notifications on your ballot.

Post 3
Today, we’re launching “Where’s My Ballot?” statewide! Now every Californian can sign up to receive automatic text message (SMS), voice call, and email alerts on the status of their ballot.
Sign up now at https://WheresMyBallot.sos.ca.gov #VoteSafeCA #VoteCalifornia
SOCIAL MEDIA POSTS

Download Instagram Graphic [Here]

Download Twitter Graphic [Here]

Download Facebook Graphic [Here]
SOCIAL MEDIA POSTS CONT.

Hey, California!
You can sign up to track your ballot at

whereismyballot.sos.ca.gov

Download Instagram Graphic [Here]

Download Twitter Graphic [Here]

Download Facebook Graphic [Here]
Where's My Ballot? Social Media Toolkit

8.5 X 11 INCH FLYER

The California Secretary of State is now offering voters a new way to track and receive notifications on the status of their vote-by-mail ballot. Powered by BallotTrax, Where’s My Ballot? lets voters know where their ballot is, and its status, every step of the way.

Sign-up at WheresMyBallot.sos.ca.gov to receive automatic email, SMS (text), and voice notifications about your ballot.

Tracking your ballot—when it is mailed, received, and counted—has never been easier.

WheresMyBallot.sos.ca.gov

*Where's My Ballot? is only available to voters if their county elections office has adopted the tool.

Download PDF [Here]
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Also available in other languages!
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