

Vermont Secretary of State 2024 Elections & Voting Social Media Toolkit

Instructions & Guidelines: This toolkit includes graphics that can be posted to social media. We encourage you to share this toolkit with members of your community that would like to use it. Please read the instructions and usage guidelines below.


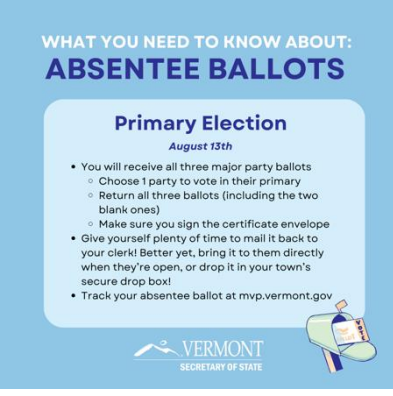

Downloading images: Use the link below each image to download the image to your device. Be mindful to save the images to a location on your device that social media apps have access to (the Photos app, etc.).


Captions: We have included suggested captions for each image. While you do not have to use the caption we have provided, we ask that you do not include endorsements of candidates, partisan statements, or similar messages.


Alt text: We have included an “alt text” statement for each image. Alt text allows those who may have difficulty viewing images to understand what the image looks like through the use of audio descriptive technology, etc. We kindly ask that you include the alt text below the caption in each image you post to expand the accessibility of this information.



Usage Guidelines: These images have been approved by the Vermont Secretary of State’s Office. All information is accurate and credible. We ask that users do not edit or change the graphics, in any way. The work of the Secretary of State’s Office is non-partisan. For that reason, we ask that you do not include any partisan statements or endorsements when sharing these images.





Contact information: If you have questions, please contact Wes Dunn, our Communications and Outreach Coordinator, at wesley.dunn@vermont.gov.

PRIMARY ELECTION (AUGUST 13 th)		
Image	Suggested Caption	Alt Text
 <p>WILL YOU BE 18 YEARS OLD BY NOVEMBER 5, 2024?</p> <p>YOU CAN VOTE</p> <p>IN THE AUGUST 13 PRIMARY!</p> <p>Did you know?</p> <p>VERMONT SECRETARY OF STATE</p> <p>Image 1</p>	<p>Make sure to register to vote if you will be eligible to vote in the November General Election!</p>	<p>Light blue background with white text that explains that anyone who is 18 by November 5th can vote in the August Primary. In the lower right corner is a graphic of a woman holding a sign that says “Did you know”.</p>
 <p>WHAT YOU NEED TO KNOW ABOUT: ABSENTEE BALLOTS</p> <p>Primary Election August 13th</p> <ul style="list-style-type: none"> You will receive all three major party ballots <ul style="list-style-type: none"> Choose 1 party to vote in their primary Return all three ballots (including the two blank ones) Make sure you sign the certificate envelope Give yourself plenty of time to mail it back to your clerk! Better yet, bring it to them directly when they're open, or drop it in your town's secure drop box! Track your absentee ballot at mvp.vermont.gov <p>VERMONT SECRETARY OF STATE</p> <p>Image 2</p>	<p>Are you voting by mail for the August 13th Primary Election? Request a ballot today to ensure there is enough time for it to be delivered to you and returned to your town clerk.</p>	<p>“What you need to know about absentee ballots” is written in white and blue text on a light blue background. Multiple bullet points describe the absentee voting process for the August Primary Election. In the bottom right corner is a small graphic of a ballot in a mailbox and at the center bottom is the Vermont Secretary of State’s Logo.</p>
 <p>AM I READY TO VOTE?</p> <p>Primary Election Day: Tuesday, August 13th</p> <ol style="list-style-type: none"> Do I need to register to vote or update my address? Do I need to request an absentee ballot? (We recommend doing this ASAP!) Do I want to see a sample ballot before casting my vote? <p>If you said yes to any of these questions, visit mvp.vermont.gov to be ready for Election Day!</p> <p>VERMONT SECRETARY OF STATE</p> <p>Image 3</p>	<p>Make sure you are ready to vote on or before election day with these quick steps!</p>	<p>Written in white letters on a blue background is a list of three questions about being ready to vote. At the bottom is a link to mvp.vermont.gov and the Vermont Secretary of State’s logo.</p>

 <p>TODAY IS ELECTION DAY! AUGUST 13TH, 2024</p> <p>Vermont has same-day voter registration. You can still register and vote today!</p> <p>Find your polling location at mvp.vermont.gov</p> <p>VERMONT SECRETARY OF STATE</p> <p>Polis close at 7pm!</p> <p>Image 4</p>	<p>Today's the day! Get out and vote!</p>	<p>"Today is election day" is written in white text on a light blue background at the top of the image. On the left side of the image is a graphic of a woman filling out a ballot. On the right side is information about polling locations written in white text. At the bottom of the graphic is the logo for the Vermont Secretary of State.</p>
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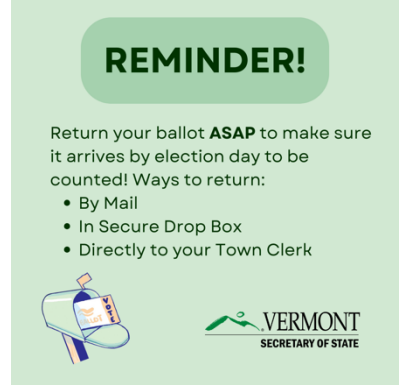




VOTER INFO (applicable for both the Primary and General Elections)		
Image	Suggested Caption	Alt Text
 <p>WHAT YOU NEED TO KNOW ABOUT: ACCESSIBLE VOTING</p> <p>Vermont has many options to make voting more accessible.</p> <ul style="list-style-type: none"> Use the Omniballot tablet accessible voting system at the polls Request a ballot to be delivered to your home by two Justices of the Peace Access your ballot online at the MyVoterPage; print it; send to your clerk Bring a person of your choice into the voting booth with you for assistance (not your employer or union representative) <p>VERMONT SECRETARY OF STATE</p> <p>WHAT YOU NEED TO KNOW ABOUT: ACCESSIBLE VOTING</p> <ul style="list-style-type: none"> Bring a magnifying glass or other devices to help you use the ballot Bring a list of candidates into the voting booth to help you Ask for another ballot (maximum of 3) if you make a mistake Ask an election official for assistance marking your ballot or to bring a ballot to your car <p>VERMONT SECRETARY OF STATE</p> <p>Image 5 Image 6</p>	<p>Everyone should be able to easily cast their vote. Learn about how voting is accessible in Vermont and get ready to cast your vote in the next election.</p>	<p>"What you need to know about accessible voting" is written in blue text on a white background. Written in black text is a list of ways the voting process is accessible to voters. In the lower left corner is the Vermont Secretary of State's logo. In the lower right corner is a graphic of a woman wearing a green sweater filling out a ballot.</p>

<p>WHAT YOU NEED TO KNOW ABOUT: MY VOTER PAGE MVP.VERMONT.GOV</p> <p>On your My Voter Page you can:</p> <ul style="list-style-type: none"> • Check your registration status • Update your address and contact info in the town you are registered. • Request an absentee ballot • Check your absentee ballot status • Find contact info for your Town Clerk • Find your polling location • View a sample ballot • Access your General Election Voter Guide this fall!   <p>Image 7</p>	<p>Have you heard about the My Voter Page? Check it out today and get ready to vote.</p>	<p>“What you need to know about My Voter Page” is written in blue and green text on a white background. In black text, a list of resources the My Voter Page offers is listed below. Centered at the bottom of the graphic is the Vermont Secretary of State’s logo. In the lower right corner is a graphic of a woman with black hair holding a sign that says “Did you know?”.</p>
<p>WHAT YOU NEED TO KNOW ABOUT REGISTERING TO VOTE:</p> <ul style="list-style-type: none"> • To be eligible to vote, you must be a citizen of the United States, a resident of Vermont, and be 18 or older on Election Day. • To register by mail or online for the first time, you will need a copy of a valid photo ID, bank statement, utility bill, or government document. • If you are already registered but recently moved, visit mvp.vermont.gov to register with your new address. <p>There are three ways to register to vote:</p> <ol style="list-style-type: none"> 1 Fill out a voter registration form and mail it to your town clerk. 2 Visit your town clerk’s office to fill out a voter registration form in person. 3 Register online by visiting olvr.vermont.gov   <p>Image 8</p>	<p>Register to vote today! It’s simple and only takes a few minutes!</p>	<p>On a white background black text lists the eligibility requirements to register to vote and the three ways to register in Vermont. In the lower right corner is a graphic of a woman wearing a green sweater filling out a ballot. Centered at the bottom of the image is the Vermont Secretary of State’s logo.</p>
<p>DID YOU KNOW?</p> <p>You can find your polling location at mvp.vermont.gov, or by calling your town clerk!</p>  <p>Image 9</p>	<p>Your polling location might not be where it was last year. Be prepared and find out where to vote by checking your My Voter Page.</p>	<p>“Did you know?” is written in dark green text on a light green background with illustrations of municipal buildings. Below is information about how to find polling locations written in dark green text.</p>
<p>Voting by Mail?</p> <p>Track your ballot at mvp.vermont.gov</p> <p>You can check when it’s received, and fix it if there are any issues!</p>   <p>Image 10</p>	<p>Did you know you can track your absentee ballot through the mail? Check it out at your My Voter Page!</p>	<p>“Voting by mail?” is written in dark green text on a light green background with illustrations of municipal buildings. Below is information about how to vote by mail written in dark green text.</p>

<p style="text-align: center;">Find the Vermont Secretary of State on social media! #TrustedInfo2024</p> <p> @vtsecretaryofstate</p> <p> Vermont Secretary of State</p> <p style="text-align: center;"> VERMONT SECRETARY OF STATE</p> <p style="text-align: center;"></p> <p style="text-align: center;">Image 11</p>	<p>Follow along with the Secretary of State's Office on social media to find all of your #TrustedInfo2024 this election season.</p>	<p>An image with a white background lists the different social media handles for the Secretary of States. At the bottom of the image is an illustration of a small Vermont town.</p>
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GENERAL ELECTION (NOVEMBER 5th)

Image	Suggested Caption	Alt Text
 <p>Do you know who you're voting for on November 5th?</p> <p>Check out your Voter Guide at mvp.vermont.gov this fall to read about the duties of each position and candidates' statements.</p> <p>VERMONT SECRETARY OF STATE</p> <p>VOTE your voice!</p>	<p>Today's the day! Make sure to your voice heard and cast your vote before polls close at 7:00 pm tonight.</p>	<p>A dark green background with white and light green text provides information about how to vote on election day. The Vermont Secretary of State's logo is centered at the bottom of the graphic.</p>
 <p>Have you moved recently?</p> <p>Vist mvp.vermont.gov to update your voter registration.</p> <p>Did you move out of state? Make sure to register to vote in your new home state. Learn how at vote.gov.</p> <p>VERMONT SECRETARY OF STATE</p>	<p>Make sure your voter registration is updated before the election so your ballot can be mailed to you!</p>	<p>A light green background with dark green text tells voters to update their voter registration if they have moved recently. At the bottom of the image, there is a green outline of a speech bubble with information about to vote in a different state. Centered at the bottom is the Vermont Secretary of State's logo.</p>
 <p>WHAT YOU NEED TO KNOW ABOUT: CASTING YOUR BALLOT</p> <p>General Election November 5th, 2024</p> <p>Ballots are automatically mailed.</p> <p>Mail your ballot back as soon as you can, or drop it off at your polling location.</p> <p>VOTING IN PERSON?</p> <p>Bring your ballot with you to your polling place on November 5th!</p> <p>VERMONT SECRETARY OF STATE</p>	<p>It takes only a few minutes to make sure your voter registration is accurate!</p>	<p>A light green square is on a dark green background has information about how to cast your ballot for the November 5th General Election. In the bottom right corner is a small graphic of a ballot in a mailbox and at the center bottom is the Vermont Secretary of State's logo.</p>

 <p>AM I READY TO VOTE?</p> <p>General Election Day: Tuesday, November 5th</p> <ol style="list-style-type: none"> 1 Do I need to register to vote or update my address? 2 Do I know where my polling place is? 3 Do I need more information on the candidates to know who I am voting for? <p>If you said yes to any of these questions, visit mvp.vermont.gov to be ready for Election Day!</p> <p></p> <p>Image 15</p>	<p>Make sure you are ready to vote on or before election day with these quick steps!</p>	<p>A numbered list of questions about being ready to vote written in white text on a green background. At the bottom is a link to mvp.vermont.gov, where voters can visit to get ready to vote. The Vermont Secretary of State's logo is centered at the bottom of the graphic.</p>
 <p>REMINDER!</p> <p>Return your ballot ASAP to make sure it arrives by election day to be counted! Ways to return:</p> <ul style="list-style-type: none"> • By Mail • In Secure Drop Box • Directly to your Town Clerk <p> </p> <p>Image 16</p>	<p>Don't forget to mail in your ballot by October 22nd or drop it off at your town clerks office by November 4th or at the polling place until 5pm on November 5th.</p>	<p>"Reminder" is written in dark green text in a light green bubble on a dark green background. Below, information about mailing in absentee ballots before October 22nd is written in light green text. In the lower left corner is a graphic of a mail in ballot in a mailbox. At the bottom of the image is the Vermont Secretary of State's logo.</p>
 <p>TODAY IS ELECTION DAY! NOVEMBER 5, 2024</p> <p>Bring your ballot with you to vote in person, or drop your completed ballot off at your polling location.</p> <p>Find your polling location at mvp.vermont.gov</p> <p><small>If you lose your absentee ballot after you receive it, or you never received an absentee ballot that was mailed to you, you will be asked to sign an affidavit for the lost or undelivered absentee ballot and the town clerk will provide you a replacement ballot.</small></p> <p></p> <p>Image 17</p>	<p>Today's the day! Make sure to your voice heard and cast your vote before polls close at 7:00 pm tonight.</p>	<p>A dark green background with white and light green text provides information about how to vote on election day. The Vermont Secretary of State's logo is centered at the bottom of the graphic.</p>