Vermont Secretary of State
2026 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 your do not include endorsements of candidates, partisan statements, or similar messages.

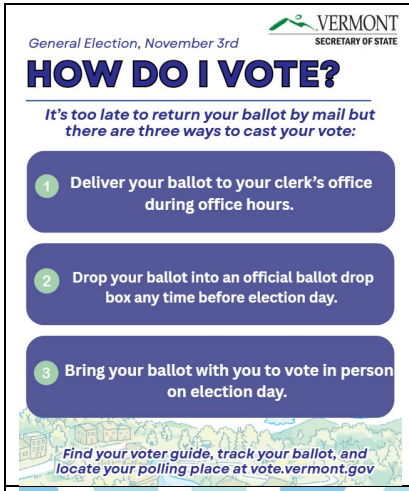
Alt text: We have included an "alt text" statement for each image. Alt text allows those who may have difficulty viewing images to understand what the image looks like through the use of audio descriptive technology, etc. We kindly ask that you include the alt text below the caption in each image you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

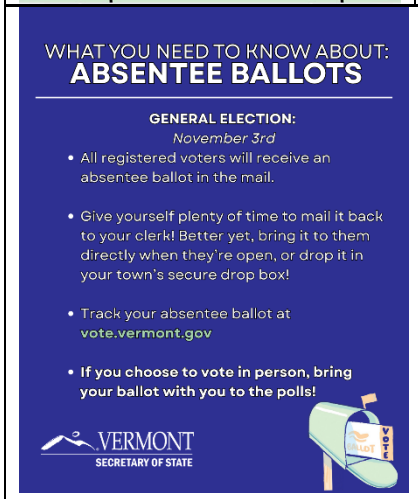
Contact information: If you have questions, please email us at SOS.CivicConnect@vermont.gov.

Image	File Name	Suggested Caption	Alt Text
	Voter guide reminder	The Online Voter Guide can help you research the candidates on your ballot and learn more about the role of each elected office!	White graphic with faint civic icons. Heading: "DO YOU KNOW WHO YOU'RE VOTING FOR ON NOVEMBER 3RD?" Text says to check your Voter Guide at vote.vermont.gov to read about the duties of each position and candidates' statements. Vermont Secretary of State logo at the bottom.
	Voter Guide Mail	Keep an eye on your mailbox! All registered voters will receive a printed copy of the Vermont Voter Guide in the coming weeks.	Heading reads “DID YOU KNOW?” Text says: “All Vermont households with registered voters will receive a Vermont Voter Guide in the mail this month. Use the guide to research the candidates on your ballot before casting your vote.” Vermont Secretary of State logo at the bottom. Background shows light illustrations of people voting and civic buildings in muted colors.

	Address reminder	Make sure your voter registration is updated before the election so your ballot can be mailed to you!	Light green graphic with an outline of Vermont behind the text. Headings ask "HAVE YOU MOVED RECENTLY?" and "DID YOU MOVE OUT OF STATE?", directing voters to update their registration at vote.vermont.gov, or to register in their new home state at vote.gov. Vermont Secretary of State logo at the bottom.
	Casting your ballot	All registered voters in Vermont will receive a ballot in the mail for the 2026 General Election. If you choose to vote in-person, make sure to bring it with you to the polls!	White graphic headed "WHAT YOU NEED TO KNOW ABOUT: CASTING YOUR BALLOT — General Election, November 3rd." Text explains that per Act 60 (2021) ballots are automatically mailed to all active registered voters, and to mail yours back as soon as you can, drop it at your clerk's office or an official drop box, or bring it with you to your polling place on November 3rd. Vermont Secretary of State logo at the top right.

	The week before Election Day	It's too late to put your ballot in the mail and ensure it is received by Election Day but there are still three options to cast your vote!	White graphic headed "HOW DO I VOTE? — General Election, November 3rd." Three numbered bars list the ways to cast your vote: deliver your ballot to your clerk's office during office hours, drop it in an official ballot drop box before election day, or bring it with you to vote in person. Bottom text points to vote.vermont.gov for your voter guide, ballot tracking, and polling place.
	General Election Reminder	Today's the day! Make sure to your voice heard and cast your vote before polls close at 7:00 pm tonight.	Blue and white graphic with radiating stripes. Heading: "TODAY IS ELECTION DAY! NOVEMBER 3RD, 2026." Text notes Vermont's same-day voter registration, directs voters to find their polling location at vote.vermont.gov, and says polls close at 7 pm. Illustration of a person holding a "VOTE" sign; Vermont Secretary of State logo at the bottom.

	General Election Reminder 2	It's Election Day! Bring your ballot to vote in person, or drop your completed ballot off at your polling location. Find yours at vote.vermont.gov.	Blue and white graphic with radiating stripes. Heading: "TODAY IS ELECTION DAY! NOVEMBER 3RD, 2026." Text: "Bring your ballot with you to vote in person, or drop your completed ballot off at your polling location. Find your polling location at vote.vermont.gov." Illustration of person holding VOTE sign in lower left; Vermont Secretary of State logo at bottom right.
	Track your ballot	Already mailed your ballot for the November 3rd General Election? Track it at vote.vermont.gov to confirm it was received.	Purple graphic headed "MAILED YOUR BALLOT? Track it at vote.vermont.gov," with a screenshot of the ballot status table in the Vermont Voter Portal. Text says you can check when it's received and fix it if there are any issues. Vermont Secretary of State logo at the bottom right.

	Election day!	Mark your calendar: November 3rd is Election Day. Add one thing to your to-do list: vote.	Calendar grid with November 3rd circled in blue. Text reads "November 3rd Election Day!" Blue sticky note says "To Do: -Vote"
	Absentee General	General Election (Nov 3): All registered Vermont voters will receive an absentee ballot by mail. You can return it early—by mail, to your town clerk, or via a secure drop box. Track it at vote.vermont.gov. If you vote in person, bring your mailed ballot with you!	Blue Vermont Secretary of State graphic titled “What you need to know about: Absentee Ballots.” Subhead: “General Election: November 3rd.” Bullets: all registered voters receive an absentee ballot in the mail; allow time to return it—mail it back, deliver to the clerk, or use a secure drop box; track your ballot at vote.vermont.gov; if voting in person, bring your ballot to the polls. Illustration of a mailbox with a ballot in the lower right; Vermont Secretary of State logo at the bottom.