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.

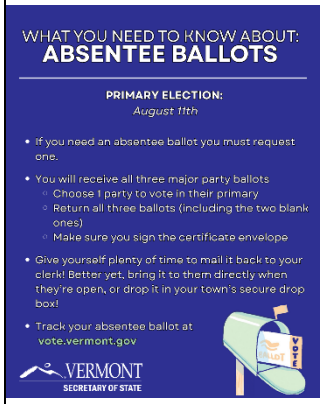
Downloading images: Use the link below each image to download the image to your device. Be mindful to save the images to a location on your device that social media apps have access to (the Photos app, etc.).

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.

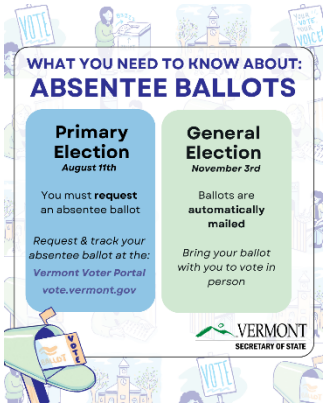
Alt text: We have included an "alt text" statement for each image. Alt text allows those who may have difficulty viewing images to understand what the image looks like through the use of audio descriptive technology, etc. We kindly ask that you include the alt text below the caption in each image you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

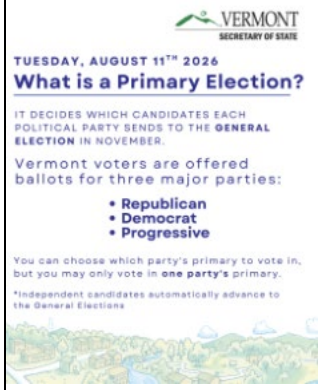
Contact information: If you have questions, please contact Wes Dunn, our Communications and Outreach Coordinator, at wesley.dunn@vermont.gov.

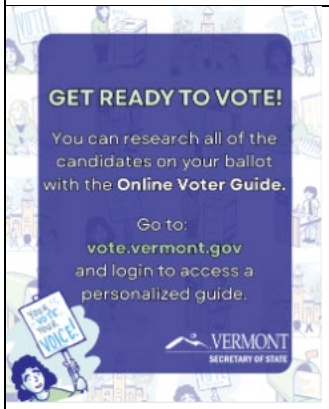
PRIMARY ELECTION (AUGUST 11th)			
Image	**File Name**	**Suggested Caption**	**Alt Text**
	Turning 18	Make sure to register to vote if you will be eligible to vote in the November General Election!	Light blue background with white text that explains that anyone who is 18 by November 3th can vote in the August Primary. In the lower right corner is a graphic of a woman holding a sign that says “Did you know”.
	Absentee Primary	Are you voting by mail for the August 11th 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.	Blue Vermont Secretary of State graphic titled “What you need to know about: Absentee Ballots.” Subhead: “Primary Election: August 11th.” Bullets say: request an absentee ballot; you’ll receive all three major party ballots—choose one party to vote in, return all three ballots (including the two blank ones), and sign the certificate envelope; allow time to return it by mail or deliver to the clerk or a secure drop box; track your absentee ballot at vote.vermont.gov. Bottom right shows an illustration of a mailbox with a ballot; Vermont Secretary of State logo at the bottom.

	Primary Mail Reminder 1	Planning to vote by mail in the August 11th Primary? Request your absentee ballot today at vote.vermont.gov so there's time for it to reach you and get back to your clerk.	Purple illustrated graphic from the Vermont Secretary of State. Large heading "REMINDER!" Text reads: "Are you voting by mail for the August 11th Primary? Request your absentee ballot today at vote.vermont.gov." Bottom right shows the Vermont Secretary of State logo; bottom left is an illustration of a mailbox with a ballot.
	Primary Mail Reminder 2	Already mailed your ballot for the August 11th Primary? Track it at vote.vermont.gov to confirm your clerk received it.	Purple illustrated Vermont Secretary of State graphic with large heading "REMINDER!" Text: "Did you mail in your ballot for the August 11th Primary? Track your ballot at vote.vermont.gov." Bottom shows a mailbox with a ballot and the Vermont Secretary of State logo.

	Absentee Ballots Difference	Absentee ballots work differently in each election. For the August 11th Primary you must request a ballot; for the November 3rd General Election, ballots are mailed automatically. Learn more at vote.vermont.gov!	White and blue Vermont Secretary of State graphic titled “What you need to know about: Absentee Ballots.” Two panels: • Primary Election (August 11th): “You must request an absentee ballot. Request & track your absentee ballot at the Vermont Voter Portal, vote.vermont.gov.” • General Election (November 3rd): “Ballots are automatically mailed. Bring your ballot with you to vote in person.” Illustration of a mailbox with a ballot in the lower left; Vermont Secretary of State logo at the bottom.
	Get Ready Primary	Make sure you are ready to vote on or before election day with these quick steps!	Written in white letters on a blue background is a list of three steps for being ready to vote: Confirm your registration & update your address; Verify your polling place; Research candidates in the Online Voter Guide. All available at vote.vermont.gov. Vermont Secretary of State’s logo at bottom right.

	Primary Election Day 1	Today's the day! Get out and vote!	White and blue Vermont Secretary of State graphic with radiating stripes. Headline: "Today is Election Day! August 11th, 2026." Text: "Vermont has same-day voter registration. You can still register and vote today! Find your polling location at vote.vermont.gov. Polls close at 7 pm." Illustration of a person holding a "VOTE" sign at the bottom left; Vermont Secretary of State logo at the bottom.
	Primary Election Day 2	It's Primary Election Day! Bring your mailed ballot to vote in person, or drop your completed ballot at your polling place. Find your location at vote.vermont.gov. If you lost or didn't receive your ballot, you can sign an affidavit and get a replacement from your town clerk.	White-and-blue Vermont Secretary of State graphic with radiating stripes. Large heading: "Today is Election Day! August 11th, 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." Small note: if you lost or never received your mailed ballot, you can sign an affidavit and the town clerk will provide a replacement. Illustration of a person holding a "VOTE" sign in the lower left; Vermont Secretary of State logo at the bottom.

	Primary Election Day 3	Mark your calendar—August 11 is Election Day! Don't forget to vote!	Illustrated calendar page with the number 11 circled in blue. Text reads "August 11th Election Day!" A blue sticky note says "To Do: -Vote."
	Primary Explainer	What is a primary? It's the election that decides which candidates each party sends to the November General Election. Make sure your voice is heard!	White Vermont Secretary of State graphic titled "Tuesday, August 11th 2026 — What is a Primary Election?" Text explains that primaries determine which candidates each political party sends to the General Election in November. Vermont voters are offered ballots for three major parties: Republican, Democrat, Progressive. Voters may choose only one party's primary. Note: Independent candidates automatically advance to the General Election. Vermont SOS logo at top; decorative town landscape at the bottom.

	Primary Vote Early	Want to vote early in the August 11th Primary? Request your absentee ballot at vote.vermont.gov, or vote at your town clerk's office during business hours.	Purple Vermont Secretary of State graphic. Text reads: “The primary is August 11th. Want to vote early? Request your absentee ballot today at vote.vermont.gov OR vote at your town clerk’s office during business hours.” Illustration of a person filling out a ballot in the lower left; Vermont Secretary of State logo at the bottom.
	Get Ready Voter Guide	Get ready to vote! Research every candidate on your ballot with the Online Voter Guide.	Purple Vermont Secretary of State graphic. Headline: “Get Ready to Vote!” Text: “You can research all of the candidates on your ballot with the Online Voter Guide. Go to vote.vermont.gov and log in to access a personalized guide.” Illustration of a person holding a sign that says “Your vote, your voice!” in the lower left; Vermont Secretary of State logo at the bottom.