Vermont Secretary of State
2026 Voting 101 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.

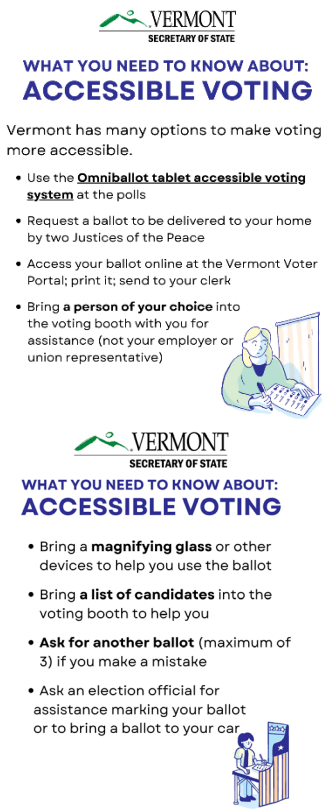
Downloading images: Use the link below each image to download the image to your device. Be mindful to save the images to a location on your device that social media apps have access to (the Photos app, etc.).

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.

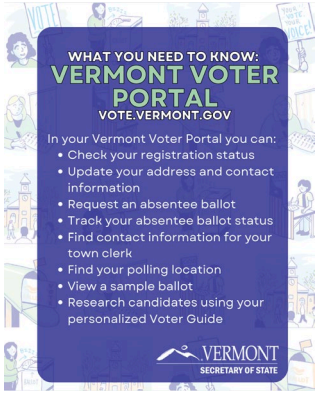
Usage Guidelines: These images have been approved by the Vermont Secretary of State's Office. All information is accurate and credible. We ask that users do not edit or change the graphics, in any way. The work of the Secretary of State's Office is non-partisan. For that reason, we ask that you do not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

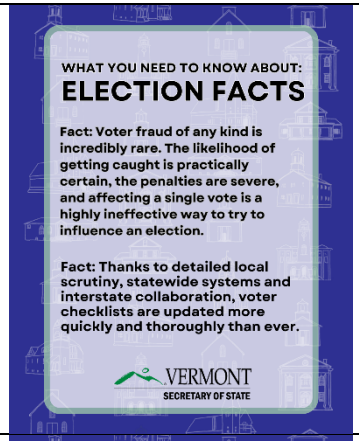
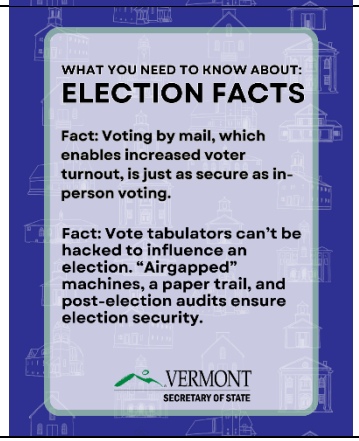
Contact information: If you have questions, please email us at SOS.CivicConnect@vermont.gov.

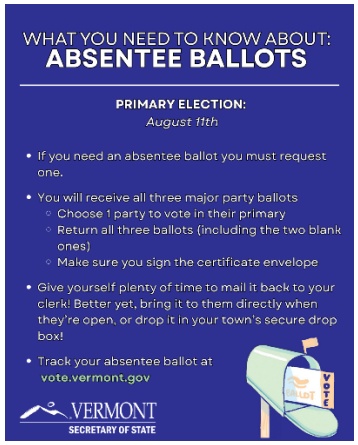
VOTER INFO (applicable for both the Primary and General Elections)			
Image	**File Name**	**Suggested Caption**	**Alt Text**
	Accessible Voting 1 Accessible Voting 2	Everyone should be able to easily cast their vote. Learn about how voting is accessible in Vermont and get ready to cast your vote in the next election!	White graphic from the Vermont Secretary of State titled "What you need to know about: Accessible Voting." Bullets list options: use the Omniballot tablet accessible voting system at the polls; request a ballot delivered to your home by two Justices of the Peace; access your ballot online at the Vermont Voter portal, print it, and send it to your clerk; bring a person of your choice into the voting booth for assistance (not your employer or union representative). Small illustration of a voter reading a ballot. --- White graphic from the Vermont Secretary of State titled "What you need to know about: Accessible Voting." Bulleted tips: • 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. Small illustration of a voter filling out a ballot in the bottom right.

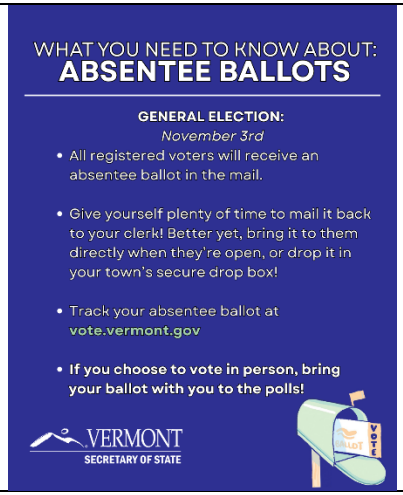
		Pollingclerk info on voter portal	Have you heard about the Vermont Voter Portal? Check it out today and get ready to vote!	Green graphic from the Vermont Secretary of State. Text: “Did you know? You can find your polling location and town clerk contact information at vote.vermont.gov.” Sample screenshots show municipal clerk info and a polling place listing: “All Elections — Camels Hump Middle School, 173 School St, Richmond VT 05477,” with a “Get Directions” button and “Election Day Hours 07:00 AM–07:00 PM.”
		Track Your Ballot	Voting by mail? Track your ballot at vote.vermont.gov to see when it’s sent and received, and quickly fix any issues to ensure your vote counts.	Purple illustrated graphic from the Vermont Secretary of State. Headline reads “Voting by mail? Track your ballot at vote.vermont.gov.” A screenshot shows an “Absentee Ballot Status” table with requested, issued, and received dates. Bottom text says, “You can check when it’s received and fix it if there are any issues!” with an illustration of a mailbox and ballot. Vermont Secretary of State logo at the bottom.

	Registering 1	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.	Blue-and-white Vermont Secretary of State graphic titled "What you need to know about registering to vote." Bullets explain: you must be a U.S. citizen, a Vermont resident, and 18+ on Election Day; first-time mail/online registration requires a copy of a valid photo ID, bank statement, utility bill, or government document; if you've moved, visit vote.vermont.gov to update your address; Vermont has same-day registration—you can register at the polls on Election Day. Decorative town landscape along the bottom.
	Registering 2	Register to vote today! It's simple and only takes a few minutes!	Vermont Secretary of State graphic titled "What you need to know about registering to vote." It lists three ways to register: 1. Mail — fill out a voter registration form and mail it to your town clerk. 2. In person — visit your town clerk's office to complete the form. 3. Online — register at vote.vermont.gov. Decorative town scene along the bottom.
	Address Changed	Has your address changed recently? Make sure your ballot reaches you by updating your voter registration at vote.vermont.gov.	Purple illustrated graphic from the Vermont Secretary of State. Headline reads, "Has your address changed recently?" A cartoon person holds a sign saying "Don't forget!" Text below: "Update your voter registration at vote.vermont.gov."

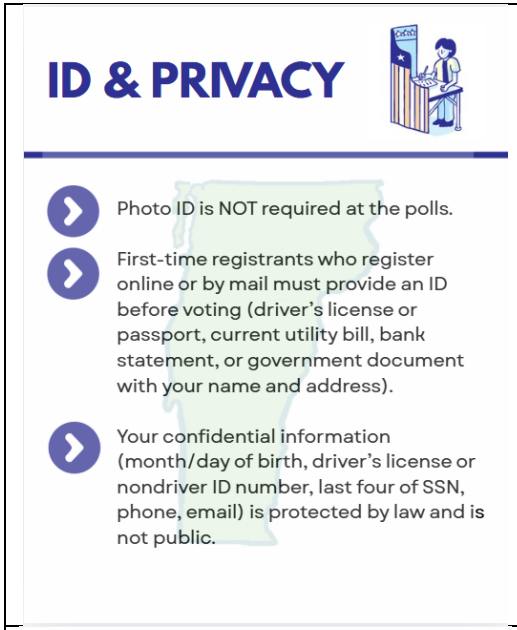
	Voter Portal Overview	Meet your Vermont Voter Portal. Check it out at vote.vermont.gov!	Purple illustrated graphic from the Vermont Secretary of State. Headline: “What you need to know: Vermont Voter Portal — vote.vermont.gov.” Text lists what you can do in the portal: Check your registration status Update your address and contact information Request an absentee ballot Track your absentee ballot status Find contact info for your town clerk Find your polling location View a sample ballot Research candidates with your personalized Voter Guide.
	Election Security Cover	Facts matter. Get reliable election information from the Vermont Secretary of State at sos.vermont.gov.	Purple Vermont Secretary of State graphic with a light panel over an illustrated town background. Large headline reads “FACTS MATTER.” Subtext: “find out more at sos.vermont.gov.” Vermont Secretary of State logo at the bottom.

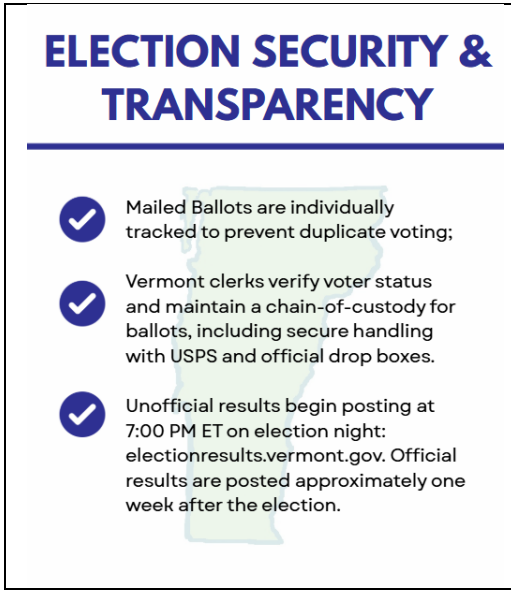
		Election Security 1	Election fact: Voter fraud is extremely rare and carries severe penalties. Vermont's local scrutiny, statewide systems, and interstate collaboration keep voter checklists up to date and accurate.	Purple Vermont Secretary of State graphic titled "What you need to know about: Election Facts." Text reads: "Fact: Voter fraud of any kind is incredibly rare. The likelihood of getting caught is practically certain, the penalties are severe, and affecting a single vote is a highly ineffective way to try to influence an election." Second paragraph: "Fact: Thanks to detailed local scrutiny, statewide systems and interstate collaboration, voter checklists are updated more quickly and thoroughly than ever." Vermont Secretary of State logo at the bottom.
		Election Security 2	Election fact: Voting by mail is just as secure as in-person voting. Vermont's tabulators are air-gapped, backed by a paper trail, and verified through post-election audits.	Purple Vermont Secretary of State graphic titled "What you need to know about: Election Facts." Text reads: "Fact: Voting by mail, which enables increased voter turnout, is just as secure as in-person voting." Second fact: "Vote tabulators can't be hacked to influence an election. 'Airgapped' machines, a paper trail, and post-election audits ensure election security." Vermont Secretary of State logo at the bottom.

		Election Security 3	Election fact: Official results are certified through a rigorous, transparent process.	Purple Vermont Secretary of State graphic titled “What you need to know about: Election Facts.” Text explains: “Official certified results are the product of a rigorous, well-defined, and transparent certification process. Election night reports are typically incomplete and unverified. Changes between the incomplete and official results are normal and expected.” Vermont Secretary of State logo at the bottom.
		Absentee Primary	Absentee voting for the Primary (Aug 11): Request your ballot, choose one party’s ballot, return all three ballots (two blank), sign the certificate envelope, and return it early—by mail, in person to your clerk, or via a secure drop box. Track your ballot at vote.vermont.gov.	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.

	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.
	Trusted Info	Looking for #trustedinformation this election season? Follow the Vermont Secretary of State’s Office for accurate, timely information.	Graphic reads “Looking for trusted information? Follow the Vermont Secretary of State’s Office on social media!” with Facebook and Instagram icons. Text lists: Facebook—Vermont Secretary of State; Instagram—@vtsecretaryofstate; hashtag #TrustedInfo2026; Vermont Secretary of State logo above an illustrated townscape along the bottom.

		Voter Rights Cover	We recommend posting this as a 5-part Carousel Post. Know Your Rights! Swipe to read everything you need to know about your rights as a Vermont Voter.	Graphic with bold text “Know Your Vermont Voter Rights” on a purple panel with a right-pointing arrow icon; Vermont Secretary of State logo at the bottom. Faint illustrated background shows voting-themed scenes (ballot boxes, voters, and “vote” signs).
		VR -1	We recommend posting this as a 5-part Carousel Post.	Standard alt text: Graphic titled “Your Right to Vote” with a small illustration of a person filling out a ballot and a faint Vermont outline. It states: You can register anytime, including Election Day (same-day registration); unhoused voters can register using a principal dwelling place (e.g., shelter, motel, or a specific intersection/park); every polling place has an Accessible Voting System for independent voting; if you’re in line by 7:00 PM ET on Election Day, you have the right to vote.

	VR - ID and Privacy	We recommend posting this as a 5-part Carousel Post.	Standard alt text: Graphic titled "ID & Privacy" with a small illustration of a voter at a booth and a faint Vermont outline. It explains: Photo ID is not required at the polls; first-time registrants who register online or by mail must provide ID before voting (driver's license or passport, current utility bill, bank statement, or government document with name and address); confidential info (month/day of birth, driver's or nondriver ID number, last four of SSN, phone, email) is protected by law and not public.
	VR - Interference	We recommend posting this as a 5-part Carousel Post.	Graphic titled "Intimidation & Interference" with checkmark icons over a Vermont outline. It states that intimidation, threats, or interference with voters or election officials are illegal (federal and VT law); federal agents or armed personnel cannot be stationed at polls to influence voting; firearms are not allowed in Vermont polling places; report intimidation to an election official and contact your clerk or local law enforcement; Elections Division: sos.vermont.gov/elections/about/contact.

	VR - Election Security	We recommend posting this as a 5-part Carousel Post.	Graphic titled “Election Security & Transparency” over a Vermont outline with checkmarks. Mailed ballots are tracked; clerks verify voter status and maintain chain-of-custody (USPS and official drop boxes). Unofficial results post 7:00 PM ET at electionresults.vermont.gov; official results about a week later.