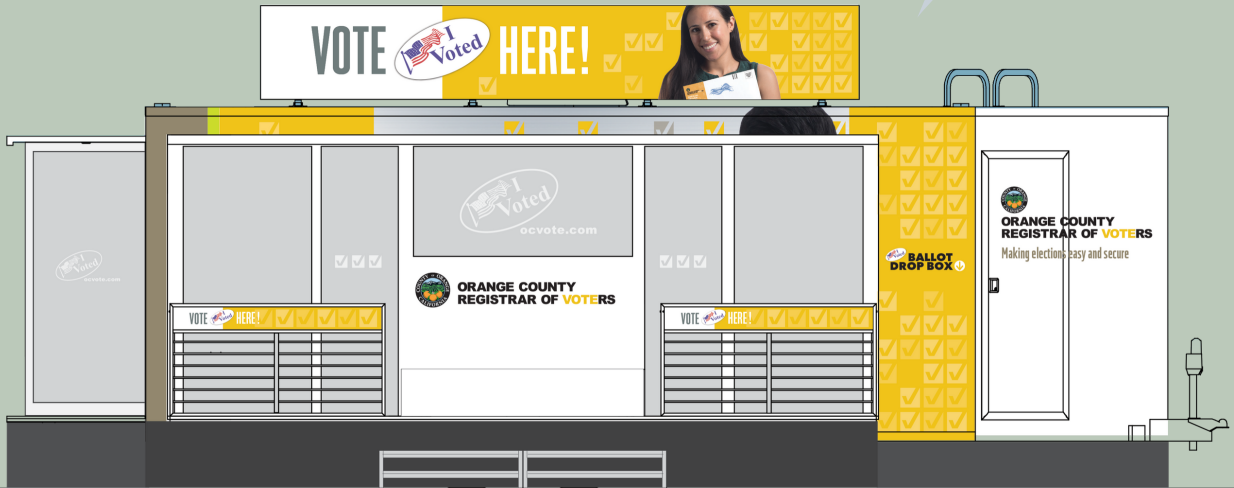
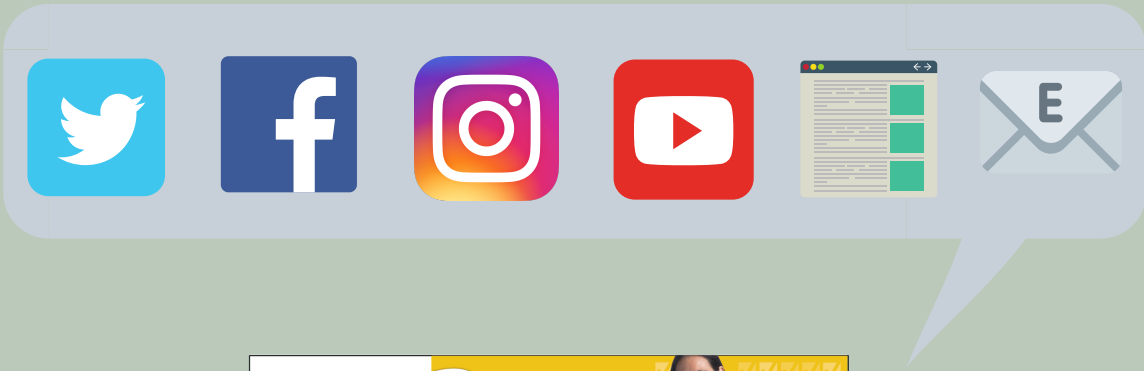


SOCIAL MEDIA KIT 2020



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INTRODUCTION

I am reaching out to you to introduce our new government marketing package that was developed to help government agencies and community organizations inform the public of the upcoming changes and transition to the Vote Center model.

Our marketing package includes social media content designed for Facebook, Instagram, and Twitter. In addition to our social media kit, we have included a variety of posters, flyers, brochures and many more materials summarizing the upcoming developments.

My team and I encourage you to utilize the tools found within this media kit to promote the future of voting here in Orange County. We are grateful for your support in reaching out to Orange County's 1.6 million voters, and we look forward to our partnership.

Neal Kelley
Registrar of Voters
Orange County, CA

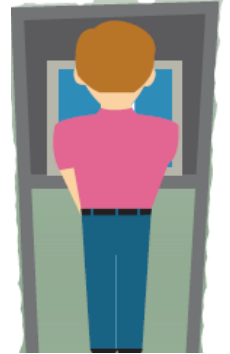
VOTE CENTERS AND YOU



What is a Vote Center?

In-person voting and much more.

- You'll have the opportunity to vote at one of nearly 200 vote centers located throughout Orange County
- Vote for 10 days prior to election day, including Saturdays and Sundays
- You'll be greeted and checked in electronically
- Drop off your vote-by-mail ballot at any location
- Receive the best customer service, a smooth process and a secure environment



What services can I receive at a Vote Center?

It's your voice, your vote, your choice.

- Vote in-person
- Register to vote
- Update your address
- Change your political preference
- Return vote-by-mail ballots
- On-demand ballot printing
- Get a replacement ballot
- Receive language assistance
- Receive general assistance



How can I find more Vote Center Information?

Engage, inform and educate!

- Visit ocvote.com/votecenter
- Call (714) 567-7600

HASHTAGS

The Orange County Registrar of Voters is using for the 2020 Election.

#OCVOTE2020

Easy.

#OCVOTECENTERS2020

Accessible.

#PROTECT2020

Safe.

DIGITAL MEDIA PLATFORMS



Twitter

280 Characters of Voting and Election Updates

On Twitter, you can find updates on a very frequent basis. This platform is great for involving voters in the conversation.

- You can:
- Follow us on Twitter @OCRegistrar
 - Retweet, like, and comment
 - Tweet us



Facebook

Receive Voting and Election Updates

On Facebook, scroll through our timeline to take a peek into our past election operations, discover event pictures and videos of our current operations and stay tuned for future updates!

- You can:
- Like us on Facebook @OCROV
 - Like, react, comment and share our posts



Instagram

Discover and Explore Elections

On Instagram, discover a highly visual experience. See where we have been and what we are currently doing.

- You can:
- Follow us on Instagram @OCRegistrar
 - Like and comment on our posts



YouTube

Informative Voter-Centered Videos

On YouTube, watch a variety of videos about voting and elections. From how voting is changing in 2020 to past elections, you'll be able to see it all.

- You can:
- Subscribe to us @OCROV
 - Like and comment on our videos
 - Share videos across other platforms



Website

Orange County Election Resources

Our website has the most comprehensive resource of Orange County election information available to the public.

- You can:
- Register, update, or check your voter registration
 - View Election Data and Results
 - Retrieve media resources



Newsletter

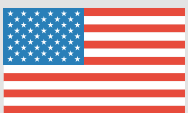
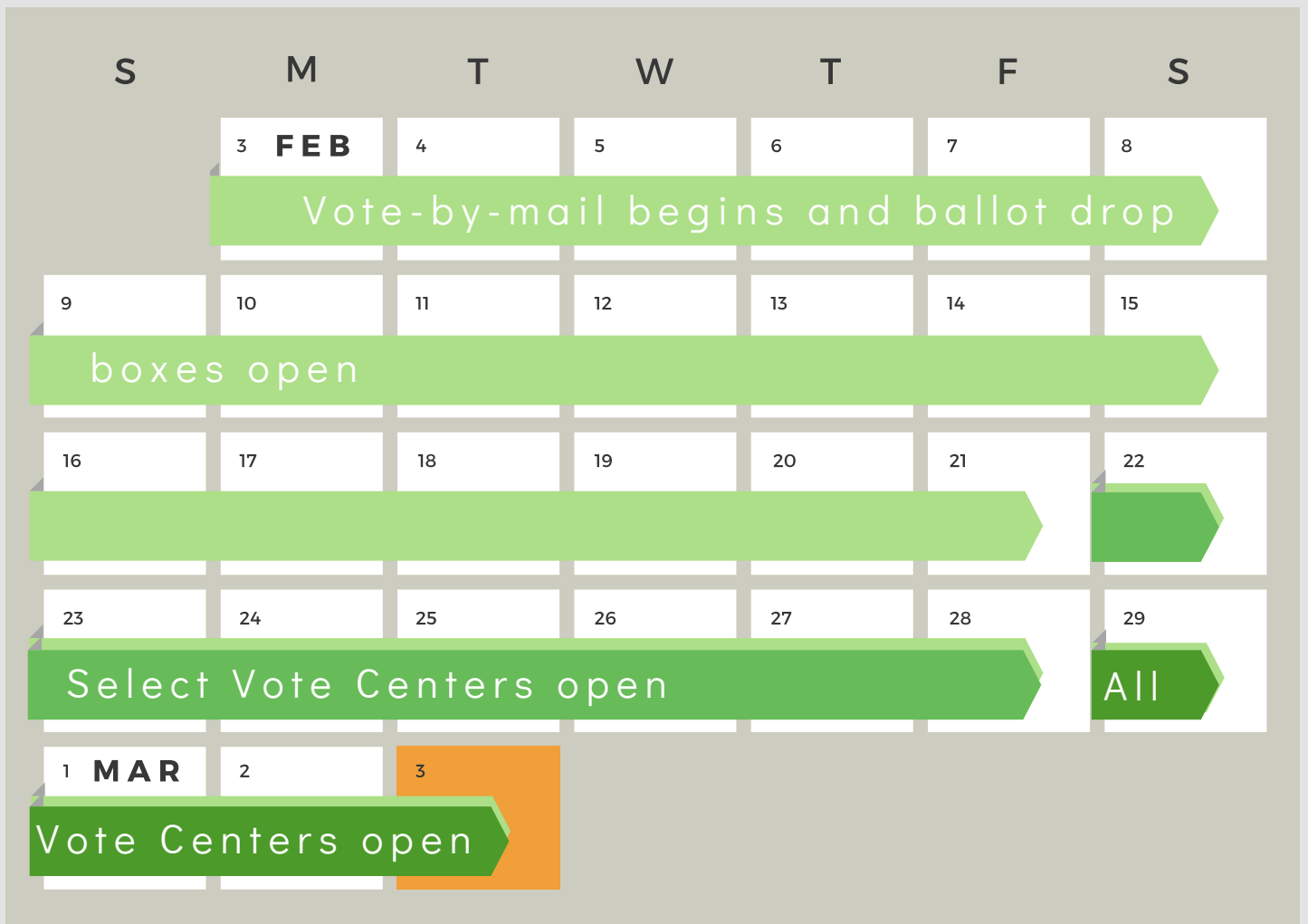
Election News Straight to Your Email Inbox

Our newsletter provides voters weekly updates about the progress of the elections in Orange County and current events.

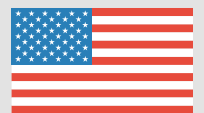
- You can:
- Subscribe to the Vote Center Newsletter
 - Subscribe to Election Newsclicks

30 DAYS OF VOTING

FEBRUARY/MARCH 2020



MARCH 3, 2020 ELECTION DAY



IMPORTANT DATES

TIMELINE



FEBRUARY 2020

Voting for the 2020 Primary Election is open!

February 3rd

- Vote-by-mail mailing begins
- Ballot drop-boxes open

February 22nd

- Select Vote Centers open from 8:00am to 5:00pm

February 29th

- All Vote Centers open from 8:00am to 8:00pm

ELECTION DAY!

JANUARY 2020

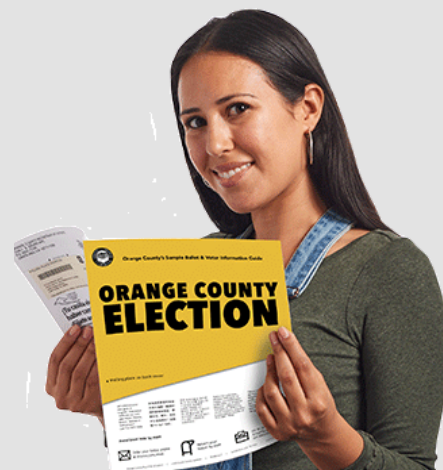
Gearing up for the 2020 Primary Election.

January 7

- Mock Election

January 23

- Voter Information Guides mailing begins

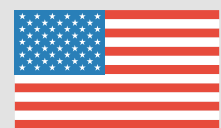


MARCH 2020

Voting will end at 8:00 PM on March 3rd.

March 3rd

- Election Day
- All Vote Centers open 7:00am to 8:00pm



SAMPLE SOCIAL MEDIA POSTS

VOTING IS EASY

- "Did you know Voter Information Guides are mailed to your home 40 days before Election Day?"
- "In 2020, every Orange County voter gets a vote-by-mail ballot with paid return postage!"
- "Drop your vote-by-mail ballot off at any one of our 110 ballot drop box located all across Orange County! Find you nearest location here: ocvote.com/votecenter"



- "Voters can now vote in-person on the weekends! Look up the nearest Vote Center at ocvote.com/votecenter"

VOTING IS ACCESSIBLE

- "Debuting in 2020 Vote Centers! The new voting machines provide more access to voters with disabilities"

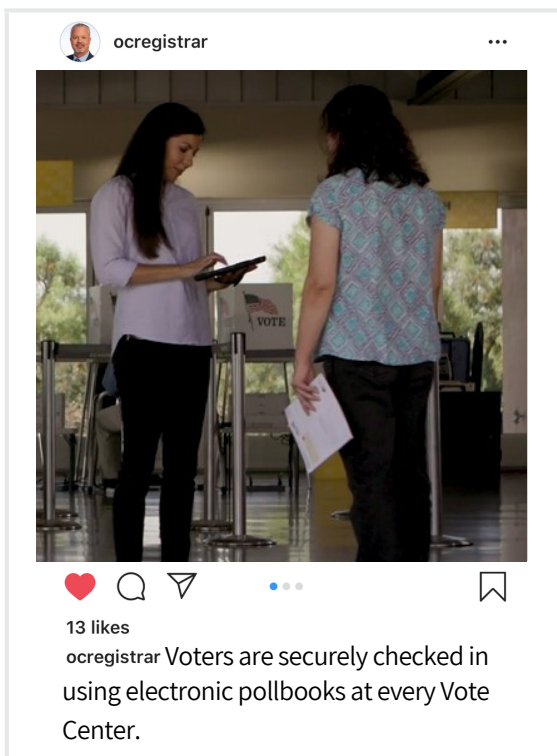


- "There's so much you can do in the new Orange County Vote Centers! Vote, turn in your vote-by-mail ballot, register to vote, update your address, or change your political party preference."
- "Voters with accessibility needs will have access to BRAND NEW ballot marking devices with lots of great features!"

SAMPLE SOCIAL MEDIA POSTS

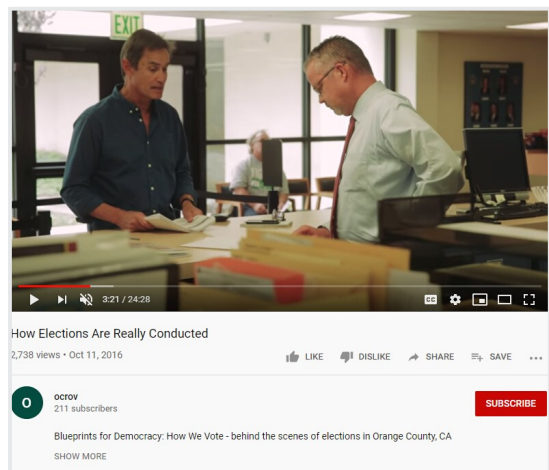
VOTING IS SECURE

- "Password protected and encrypted, new electronic poll books will replace the old method of paper rosters for checking in voters."
- "All of Orange County's vote-by-mail ballots are printed in-house for additional voter security."



GENERAL VOTING INFO

- "Double check your voter status before the March 3, 2020 Primary Elections here: ocvote.com/verify"



- "Don't know where your ballot is? Track your ballot here: ocvote.com/track"
- "Learn more about the changes to voting and elections by visiting ocvote.com/votecenter"
- "Need to register to vote after Feb. 25? Visit a Vote Center to do same-day voter registration! Find the nearest one by visiting ocvote.com/votecenter"