



# #GOTV Social Media Toolkit

## BACKGROUND

On **November 8, 2022**, New Yorkers have the opportunity to vote for [three landmark ballot proposals](#) aimed at advancing racial equity and dismantling structural racism in our city. These proposals were put forth by the [NYC Racial Justice Commission](#), the first of its kind in the nation created to examine the New York City Charter and recommend changes to ensure equitable power, access, and opportunity for Black, Indigenous, Latinx, Asian, Pacific Islander, Middle Eastern and all People of Color (BIPOC). By revising the NYC Charter racial equity and justice would become two of the core values of our government.

Every New Yorker holds power when they step into the voting booth on November 8. Help us spread the word across social media to your friends, family, and networks.

The following document provides suggested social media messages, graphics, and info on how to engage with us across our social media platforms.

[You can stay up to date by signing up for our emails.](#)

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[Download all graphics here >](#)

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### Campaign-specific hashtags:

#GOTV4Justice

### Widely-used hashtags:

#GOTV #NYCRacialJustice #NYCCharter #RacialJustice #NYCRacialJusticeCommission #Raciaequity #Equity #BLM #BlackLivesMatter #antiracist

### Engaging with FPWA:

Don't forget to tag us on social:

🐦 @FPWA, 📷 @fpwa\_nyc, 📺 @followFPWA

## Proposal-specific messaging:

## EXAMPLE OF SOCIAL MEDIA

### **Proposal #1: PREAMBLE**

1. YOU have the power to change the #NYCCharter so that it centers equity as a guiding principle for #NYC policy. Find out more: [bit.ly/FPWAGOTV](https://bit.ly/FPWAGOTV)
2. Did you know that the @RacialJusticeNY #Preamble will guide our city gov so that it actively strives to make #NYC a just and equitable for all New Yorkers? Find out more at [bit.ly/FPWAGOTV](https://bit.ly/FPWAGOTV)

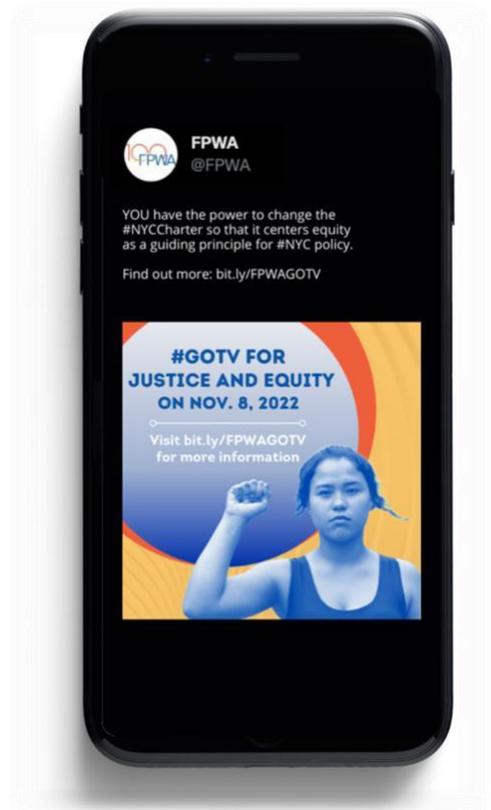
### **Proposal #2: RACIAL EQUITY OFFICE**

3. On 11/8, you can ensure greater gov accountability for advancing racial equity in NYC. Find out more about the @RacialJusticeNY ballot proposals: [bit.ly/FPWAGOTV](https://bit.ly/FPWAGOTV)
4. Do you want to hold NYC accountable to advance #racialequity and #justice? The @RacialJusticeNY ballot proposal to create a #RacialEquityOffice does just that.

Find out more > [bit.ly/FPWAGOTV](https://bit.ly/FPWAGOTV)

### **Proposal #3: TRUE COST OF LIVING**

5. Do you know what it actually costs to live in #NYC? The #TrueCostofLiving measure would tell us and could help New Yorkers advocate for #economicstability and #justice. Find out more > [bit.ly/FPWAGOTV](https://bit.ly/FPWAGOTV)
6. →FACT: The #TrueCostofLiving measurement would reveal what it actually costs to purchase essential needs in your #NYC neighborhood. It gives YOU power to fight for #economiequity. Learn the facts at [bit.ly/FPWAGOTV](https://bit.ly/FPWAGOTV)





### Messaging that broadly touches on all 3 proposals:

1. The Nov. 8 ballot proposals bring #power, #access, and #opportunity to #BIPOC New Yorkers. Find out more about how you can make #NYC more inclusive and equitable > [bit.ly/FPWAGOTV](https://bit.ly/FPWAGOTV)
2. The #NYCCharter is like the U.S. Constitution - and YOU can change it on Nov. 8 to make #equity and #racialjustice two core values of our government. More info at [bit.ly/FPWAGOTV](https://bit.ly/FPWAGOTV).
3. How can you make #NYC a just place regardless of race, religion, sex, or immigration status? Find out how: [bit.ly/FPWAGOTV](https://bit.ly/FPWAGOTV)
4. The Nov. 8 ballot proposals would create systemic, #antiracist change in the city's Charter. Find out more about what's on the back of your ballot: [bit.ly/FPWAGOTV](https://bit.ly/FPWAGOTV)
5. Did you know there are 3 yes or no questions up for a vote on Nov. 8? They are about bringing #justice and #equity to our city and #NYCVoters have the power to decide. Find out more > [bit.ly/FPWAGOTV](https://bit.ly/FPWAGOTV)
6. The #NYCCharter impacts you and your community, and on Nov. 8, YOU have the power to change it to make it equitable for all New Yorkers. More info at [bit.ly/FPWAGOTV](https://bit.ly/FPWAGOTV).

### Voter Registration Suggested Messaging:

1. NYC, are you registered to vote? Find out and make a voting plan at [vote.nyc](https://vote.nyc) – it's never too early!
2. Hey NYC! 10/14 is the last day to register to vote for the general election. Get #voteready by visiting [vote.nyc](https://vote.nyc) for more info on voting deadlines.
3. Make sure you're #VoteReady. Don't miss the registration deadline – [Vote.NYC](https://Vote.NYC) has all the info
4. What's your plan to vote in 2022? Visit [vote.nyc](https://vote.nyc) for info about voter registration and more.
5. It's never too early to make a plan to #VOTE! Visit [Vote.NYC](https://Vote.NYC) for all the info you need.



[Graphics | Download all graphics here >](#)

[Individual posts:](#)

**WHAT'S ON THE BACK OF YOUR BALLOT, NYC?**

- 1 Add a Statement of Values to Guide Government
- 2 Establish a Racial Equity Office, Plan and Commission
- 3 Measure the True Cost of Living

Read the Nov. 8, 2022 ballot proposals and find out more at [bit.ly/FPWAGOTV](https://bit.ly/FPWAGOTV)

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**#GOTV FOR JUSTICE AND EQUITY ON NOV. 8, 2022**

Visit [bit.ly/FPWAGOTV](https://bit.ly/FPWAGOTV) for more information

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**NOW'S THE TIME: FIGHT FOR RACIAL EQUITY AND JUSTICE**

FIND OUT HOW YOU CAN DISMANTLE STRUCTURAL RACISM IN NYC BY #GOTV: [BIT.LY/FPWAGOTV](https://bit.ly/FPWAGOTV)

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**NYC, RAISE YOUR VOICE ON NOV. 8, 2022**

Find out how you can by #GOTV at [bit.ly/FPWAGOTV](https://bit.ly/FPWAGOTV)

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**NYC, CHANGE IS POSSIBLE**

FIND OUT HOW YOU CAN #GOTV FOR EQUITY AND JUSTICE IN OUR CITY ON NOV. 8, 2022 AT [BIT.LY/FPWAGOTV](https://bit.ly/fpwagotv)



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**YOU HAVE THE POWER TO CHANGE NYC**

FIND OUT HOW BY #GOTV ON NOV. 8, 2022 AT [BIT.LY/FPWAGOTV](https://bit.ly/fpwagotv)



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**HOW CAN WE DISMANTLE STRUCTURAL RACISM IN NYC?**

FIND OUT HOW ON NOV. 8, 2022 AT [BIT.LY/FPWAGOTV](https://bit.ly/fpwagotv)



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**BRING EQUITY AND JUSTICE TO YOUR COMMUNITY**

FIND OUT HOW BY #GOTV MORE INFO: [BIT.LY/FPWAGOTV](https://bit.ly/fpwagotv)



100 FPWA



**UNLEASH YOUR POWER BY #GOTV ON NOV. 8, 2022**

Find out how you can by #GOTV at [bit.ly/FPWAGOTV](https://bit.ly/FPWAGOTV)




**WHAT'S ON THE BACK OF YOUR BALLOT, NYC?**

Find out more about the Nov. 8, 2022 ballot proposals at [bit.ly/FPWAGOTV](https://bit.ly/FPWAGOTV)




**Photo Series:**

**NYC, WHAT'S ON THE BACK OF YOUR BALLOT?**

**SWIPE TO FIND OUT**




**PROPOSAL 1**

**ADD A STATEMENT OF VALUES TO GUIDE GOVERNMENT**

**DEMAND THAT RACE EQUITY BECOMES THE BEATING HEART OF OUR CITY GOV**

**I WANT TO BE HEARD**




**PROPOSAL 2**

**ESTABLISH AN OFFICE OF RACIAL EQUITY**

**HOLD THE GOVERNMENT ACCOUNTABLE TO ADVANCE RACE EQUITY**

**BLACK LIVES MATTER**




**PROPOSAL 3**

**MEASURE THE TRUE COST OF LIVING**

**MEASURE WHAT IT TRULY COSTS TO LIVE IN NYC SO THAT GOV PROGRAMS WILL WORK TOWARD ECONOMIC STABILITY FOR ALL**