



# #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.

## IMPORTANT DATES:

**October 14:** Last day to register to vote

**October 29 - November 6:** Early voting

**November 8:** Election Day

The following document provides [suggested social media messages, graphics](#), and [info and how to engage with us](#) across our social media platforms.

[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 #FlipYourBallot

## **Widely used hashtags:**

#GOTV #NYCRacialJustice #NYCCharter #RacialJustice #NYCRacialJusticeCommission #Racialequity #Equity #BLM #BlackLivesMatter #antiracist #FlipYourBallot

## **Engaging with FPWA:**

 followFPWA  FPWA  fpwa\_nyc

### **Voter Registration Messaging:**

1. You have until 10/14 to register to vote – Find out how at Vote.NYC #GOTV4Justice
2. DON'T MISS 10/14 – the last day YOU can register to Vote.NYC #vote #GOTV #nov8 #election2022 #nycelection @jenniferjonesaustin @nycracialjusticecommission [bit.ly/fpwaGOTV](https://bit.ly/fpwaGOTV)
3. YOU can make history on Nov 8 – but only if you're registered to vote! Find out how at Vote.NYC #vote #GOTV #nov8 #election2022 #nycelection @jenniferjonesaustin @nycracialjusticecommission [bit.ly/fpwaGOTV](https://bit.ly/fpwaGOTV)
4. Hey NYC! 10/14 is your final day to register to vote. Get #VoteReady by visiting Vote.NYC for up-to-date info.
5. Are you sure you're #VoteReady? Vote.NYC has the info you need.
6. DEADLINE 10/14 – last day to register to vote. If you're not sure if you're registered, visit Vote.NYC.
7. ARE YOU READY FOR NOV 8? Find out more at Vote.NYC
8. LAST DAY! Register to vote before 10/14 if you want to vote on Nov 8. Get all the info you need at Vote.NYC [bit.ly/fpwaGOTV](https://bit.ly/fpwaGOTV)
9. Are you #VoteReady? Visit VOTE.NYC for the info you need.

### **Early Voting Messaging: (10/29 – 11/6)**

1. Ready, set, go! Early voting starts tomorrow – beat the lines on Election Day 11/8. Find out where to vote at VOTE.NYC. #FlipYourBallot
2. You can skip the lines on Nov 8 by voting early NOW! Find out how and where at VOTE.NYC. #FlipYourBallot
3. Look at both sides of the ballot when you VOTE EARLY! What's on the back? Find out here <https://bit.ly/RjCinfo> #FlipYourBallot
4. Want to VOTE EARLY? You have until 11/6 to look at both sides of your ballot and VOTE. Find out what's on the back at [fpwa.org/gotv4justice/](https://fpwa.org/gotv4justice/)
5. Only TWO DAYS LEFT to vote early. Look at both sides of your ballot if you want to make your voice heard – find out more at [fpwa.org/gotv4justice/](https://fpwa.org/gotv4justice/). And go to VOTE.NYC to find out where you can vote early. #FlipYourBallot

### **Pre-Election Day Messaging**

1. Do you have a plan to vote on November 8? If not visit Vote.NYC NOW!
2. Countdown: 7 days until 11/8 Election Day. Make sure to look at BOTH sides of your ballot when you vote. #Racialjustice and #Racialequity are on the ballot this year. #FlipYourBallot
3. #Racialjustice and #Racialequity are on the Nov 8 ballot – that's only X days from now. Vote in this historic election – find out more about the ballot proposals at [fpwa.org/gotv4justice](https://fpwa.org/gotv4justice/) and Vote.NYC
4. #Flipyourballot if you want to vote for #Racialjustice and #Racialequity on Nov 8. Find out more @ [fpwa.org/gotv4justice/](https://fpwa.org/gotv4justice/)

5. NYC, countdown to election day on Nov 8 – do you know what's on the back of your ballot? @NY1 explains this historic election and what it means to YOUU: [bit.ly/3RDwsGO](https://bit.ly/3RDwsGO) @JJAatFPWA @RacialJusticeNY @KellyMena
6. NYC, on Nov 8 YOU could make history and change NYC's charter – but only if you vote. Find out how Vote.NYC and learn more about the ballot proposals at [bit.ly/3RDwsGO](https://bit.ly/3RDwsGO)
7. Did you know that YOU can advance racial equity & justice in #NYC by voting yes or no to three questions on the back of your ballot? Find out more: [fpwa.org/gotv4justice](https://fpwa.org/gotv4justice) @JJAatFPWA @RacialJusticeNY @KellyMena
8. Countdown to election: 2 DAYS – Find out what's on the back of your ballot now at [fpwa.org/gotv4justice](https://fpwa.org/gotv4justice)
9. ATTENTION NYC: Tomorrow is an historic election! Make history by casting your vote. Visit [findmypollsite.vote.nyc](https://findmypollsite.vote.nyc) to find your polling place. Find out what's on your ballot at [fpwa.org/gotv4justice](https://fpwa.org/gotv4justice)
10. Election Day is 1 DAY AWAY! Don't let anything keep you from voting. Not sure where you should cast your vote? Visit [findmypollsite.vote.nyc](https://findmypollsite.vote.nyc) to find you polling place.

### [Election Day Messaging](#)

1. Polls are now open! Vote as early as possible or before work, polls will close at 9pm today! To find your polling place, visit: [findmypollsite.vote.nyc](https://findmypollsite.vote.nyc)
2. Today is the day! Racial equity and justice are on the ballot. Polls close at 9 pm: [findmypollsite.vote.nyc](https://findmypollsite.vote.nyc). Find out more about what's on your ballot at [fpwa.org/gotv4justice/](https://fpwa.org/gotv4justice/)

### [Proposal-specific messaging:](#)

**EXAMPLE OF SOCIAL MEDIA**

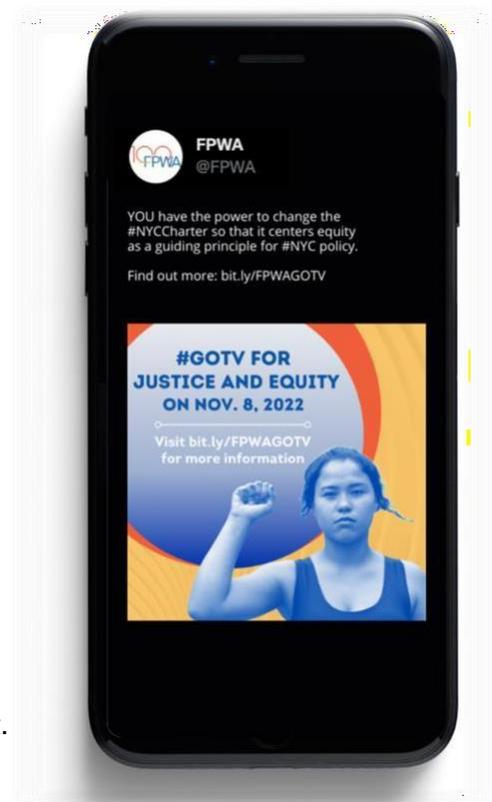
#### **Proposal #1: Preamble**

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**

1. 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)
2. 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

1. 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)
2.  **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 #economicquity. 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 Graphics / Download all graphics here >](#)



[RJC Ballot Proposal Graphics / Download all graphics here >](#)

**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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**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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FPWA

**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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FPWA

**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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FPWA

**BRING  
EQUITY AND JUSTICE  
TO YOUR  
COMMUNITY**

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



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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)



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**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)



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**Photo Series:**

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

**SWIPE TO FIND OUT**



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**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**



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**PROPOSAL 2**

**ESTABLISH AN OFFICE OF RACIAL EQUITY**

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

**BLACK LIVES MATTER**



100 FPWA

**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**



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