

# STUDENT VOTER REGISTRATION DAY 2018 SOCIAL MEDIA GUIDELINES

New York City's Student Voter Registration Day (SVRD) is a single-day program that educates students about the importance of voting and civic engagement and registers them to vote. Through interactive discussion, SVRD facilitators encourage students to explore the issues that are most important to them, challenging them to think critically about how these issues are dealt with at the public policy level in order to help connect voting to their everyday lives.

This year, NYC Votes is working alongside the New York City Department of Education and the Office of the Mayor to plan and implement the fifth installment of SVRD. Our partners include the New York City Board of Elections and the New York Immigration Coalition. Community-based organizations, volunteers, and teachers are being recruited to give the SVRD presentation in 450 high schools across all five boroughs.

## WHO WE ARE

NYC Votes is the nonpartisan voter engagement initiative of the New York City Campaign Finance Board (CFB), which administers the city's Campaign Finance Program. NYC Votes produces the city's official Voter Guide and the "I Voted" sticker.

## SOCIAL MEDIA GUIDELINES

SVRD partners are encouraged to use this year's official hashtag—[#YouthVoteNYC](#)—across Facebook, Instagram, and Twitter. Partners should share the messages below and re-post SVRD content from [@NYCVotes](#) on Twitter, Instagram, and Facebook.

In the weeks leading up to SVRD and on the day itself, share the following messages on social media with the corresponding graphics.

## ANNOUNCING PARTICIPATION

MESSAGE FOR YOUTH	May 21 <sup>st</sup> is Student Voter Registration Day in NYC! Your vote makes a difference in your community. If you turn 18 this year, get registered now so you can be heard at the ballot box. Registration forms available at <a href="http://voting.nyc/">http://voting.nyc/</a> . #YouthVoteNYC
MESSAGE FOR ADULTS	We are excited to participate in NYC's Student Voter Registration Day on 5/21! We'll be registering anyone turning 18 this year to vote and talking to students about the importance of voting. Get a young person in your life registered at <a href="http://voting.nyc/">http://voting.nyc/</a> . #YouthVoteNYC

## THE WEEK BEFORE

MESSAGE FOR YOUTH	Turning 18 by Election Day? Register to vote by the end of the year so you can vote on the issues you care about. The future is up to you. Registration forms available at <a href="http://voting.nyc/">http://voting.nyc/</a> . #YouthVoteNYC
MESSAGE FOR ADULTS	On 5/21, we'll register students at [High School] for Student Voter Registration Day! Democracy is powered by engaged voters, and voting is how we can all make a difference. #YouthVoteNYC

## DAY-OF

MESSAGE FOR YOUTH	Today is Student Voter Registration Day in NYC! If you turn 18 by the end of the year, you can register to vote now. Get registered and make a difference in your community by voting. Print, complete, and mail a registration form at <a href="http://voting.nyc/">http://voting.nyc/</a> . #YouthVoteNYC
MESSAGE FOR ADULTS	Today is Student Voter Registration Day in NYC! Know someone turning 18 by the end of the year? Let them know they can register to vote NOW. Start them on a path of lifelong engagement at <a href="http://voting.nyc/">http://voting.nyc/</a> . #YouthVoteNYC