






## Social Media Toolkit

**Social Media Hashtags:** #YesOnProp17, #FreeTheVote, #DemocracyNeedsEveryone

### Coalition Members Social Media Accounts

 Facebook accounts to tag or mention:	 Instagram accounts to tag or mention:	 Twitter accounts to tag or mention:
@aclu.norcal @aclu.socal @sdaclu @antirecidivismcoalition @AsmKevinMcCarty @BrennanCenter @CaliforniaSOS @CURBprisons @cut50 @initiatejustice @LWVofCA @mifamiliavota @peopleoverprofitsd @voteallies @votingrightslab @wp4bl	@aclu_norcal @aclu_socal @sdaclu @antirecidivismcoalition @AsmKevinMcCarty @brennancenter @californiasos_ @CURBprisons @cut50 @InitiateJustice @LWVofCA @mifamiliavota @peopleoverprofits_sd @voteallies #VotingRightsLab @wp4bl	@ACLU_CAP @ACLU_NorCal @AntiRecidivism @AsmKevinMcCarty @BrennanCenter @CASOSvote @CURBprisons @cut_50 @InitiateJustice @LWVC @MiFamiliaVota @popsd619 @VoteAllies @votingrightslab @WP4BL

## Click-To-Tweet

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**50,000 CALIFORNIANS WHO HAVE COMPLETED THEIR PRISON SENTENCE CAN'T VOTE.**

Vote YES on Prop 17 to **#FreeTheVote** in California



[\[Click to tweet\]](#)

**DEMOCRACY NEEDS EVERYONE. BECAUSE OF PERSISTENT AND SYSTEMATIC RACIAL INEQUALITIES IN OUR CRIMINAL LEGAL SYSTEM, OUR CONSTITUTION DISPROPORTIONATELY LOCKS PEOPLE OF COLOR OUT OF THE VOTING BOOTH.**

Vote YES on Prop 17 to **#FreeTheVote** in California




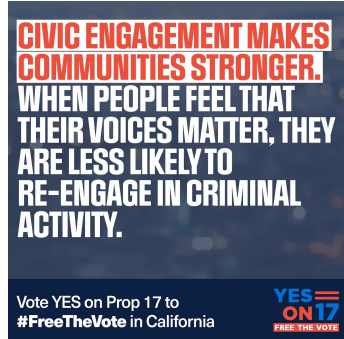
♿ Systematic racial inequalities in our criminal legal system means that 3 out of 4 men leaving CA prisons



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<p>🗳️ 50,000 Californians who have returned home from prison can't vote even though they are raising families 🏠, holding jobs 💻, paying taxes 💰, and contributing to society in every other way.</p> <p>This November, vote #YesOnProp17 to #FreeTheVote because #DemocracyNeedsEveryone.</p>	<p>are Black, Latino, or Asian American. CA disproportionately locks people of color out of the voting booth.</p> <p>This Nov, vote #YesOnProp17 because #DemocracyNeedsEveryone.</p>
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## Sample Posts

<u>Photo/Graphic</u>	<u>Facebook/Instagram</u>	<u>Twitter</u>
 <p><a href="#">[Click to download FB]</a> <a href="#">[Click to download twitter]</a></p>	<p>50,000 Californians who have returned home from prison can't vote even though they are raising families , holding jobs , paying taxes , and contributing to society in every other way.</p> <p>This November, vote #YesOnProp17 to #FreeTheVote because #DemocracyNeedsEveryone.</p>	<p>50,000 Californians who have returned home from prison can't vote even though they are raising families , holding jobs , paying taxes , and contributing to society in every other way.</p> <p>This November, vote #YesOnProp17 to #FreeTheVote because #DemocracyNeedsEveryone.</p>
 <p><a href="#">[Click to download FB]</a> <a href="#">[Click to download twitter]</a></p>	<p>Promoting civic engagement not only makes our democracy stronger; it also makes it safer. When people returning from prison feel that they are valued members of their community, and that their voices matter and concerns are addressed, they are less likely to re-engage in criminal activity.</p> <p>This November, vote #YesOnProp17 to #FreeTheVote because #DemocracyNeedsEveryone.</p>	<p>When people returning from prison feel they are valued community members, that their voices matter and their concerns are addressed, they are less likely to re-engage in criminal activity.</p> <p>This November, vote #YesOnProp17 to #FreeTheVote because #DemocracyNeedsEveryone.</p>



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<p><a href="#">[Click to download FB]</a> <a href="#">[Click to download twitter]</a></p>	<p>Biases in the criminal justice system mean that people of color are more likely than others to be convicted of crimes and to lose their voting rights.</p> <p>This November, vote #YesOnProp17 to #FreeTheVote because #DemocracyNeedsEveryone.</p>	<p>Biases in the criminal justice system mean that people of color are more likely than others to be convicted of crimes and to lose their voting rights.</p> <p>This November, vote #YesOnProp17 to #FreeTheVote because #DemocracyNeedsEveryone.</p>
<p><a href="#">[Click to download FB]</a> <a href="#">[Click to download twitter]</a></p>	<p>We can't have an elected government that represents all of us when some members of our community are being excluded from our elections and denied the ability to participate in our democracy.</p> <p>This November, vote #YesOnProp17 to #FreeTheVote because #DemocracyNeedsEveryone.</p>	<p>We can't have an elected government that represents all of us when some members of our community are being excluded from our elections and denied the ability to participate in our democracy.</p> <p>This November, vote #YesOnProp17 to #FreeTheVote because #DemocracyNeedsEveryone.</p>
<p><a href="#">[Click to download FB]</a> <a href="#">[Click to download twitter]</a></p>	<p>While restoring voting rights encourages people to think about their role in society, denying them the right to vote sends exactly the wrong message about their stake in the community.</p> <p>This November, vote #YesOnProp17 to #FreeTheVote because #DemocracyNeedsEveryone.</p>	<p>While restoring voting rights encourages people to think about their role in society, denying them the right to vote sends exactly the wrong message about their stake in the community.</p> <p>This November, vote #YesOnProp17 to #FreeTheVote because #DemocracyNeedsEveryone.</p>

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 <p><b>CIVIC ENGAGEMENT MAKES COMMUNITIES STRONGER. WHEN PEOPLE FEEL THAT THEIR VOICES MATTER, THEY ARE LESS LIKELY TO RE-ENGAGE IN CRIMINAL ACTIVITY.</b></p> <p>Vote YES on Prop 17 to #FreeTheVote in California</p> <p><b>YES ON17 FREE THE VOTE</b></p> <p><a href="#">[Click to download FB]</a> <a href="#">[Click to download twitter]</a></p>	<p>Denying voting rights to people on parole, who raise families, hold jobs, pay taxes, and contribute to society in every other way works against reentry by extending punishment beyond one's prison sentence.</p> <p>This November, vote #YesOnProp17 to #FreeTheVote because #DemocracyNeedsEveryone.</p>	<p>Denying voting rights to people on parole who raise families, hold jobs, pay taxes, and contribute to society works against reentry by extending punishment beyond one's prison sentence.</p> <p>This November vote #YesOnProp17 to #FreeTheVote because #DemocracyNeedsEveryone.</p>
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 <p><a href="#">[Click to download FB]</a>  <a href="#">[Click to download twitter]</a></p>	<p>National momentum is growing to restore voting rights to people with past convictions. It's time for California to reclaim its role as a national leader in progressive and inclusive policy-making by passing Prop 17.</p> <p>This November, vote #YesOnProp17 to #FreeTheVote because #DemocracyNeedsEveryone.</p>	<p>National momentum is growing to restore voting rights to people with past convictions. It's time for California to reclaim its role as a national leader in progressive and inclusive policy-making.</p> <p>This November, vote #YesOnProp17 to #FreeTheVote because #DemocracyNeedsEveryone</p>