

Toolkit: Voter List Maintenance



This Social Media Toolkit is intended to help Election Officials communicate directly with voters. Election Officials are encouraged to use, copy, or edit any of the graphics or information below to meet the needs of their communities. For additional information about this or other products from the EAC, go to www.eac.gov.

Communicating with Voters about Voter List Maintenance

Voter list maintenance is the process election officials use to maintain accurate and up to date voter lists. Communicating with voters about this process can encourage voters to update their information and improve the accuracy of the voter rolls. Use the images below to help communicate with voters about this important process.

Return to Sender



Subject:

- Receiving mail for a voter who no longer lives at your address.

Sample Social Media Text:

- “Have you received official election mail for a voter who no longer lives at your address? By letting us know, you can help make sure that our voter list is accurate as possible. Simply write “RETURN TO SENDER” on the envelope and drop the item back in the mail, or contact our office for more information.”

Image Alt Text:

- Box with a dark blue outline, and a gradient background that fades from white to light blue. Image of a woman in a blue shirt holding a piece of paper. The text of the box reads “Return to Sender – Contact us if you received election mail for someone who no longer lives at your address” and includes email and phone icons.



Did You Move?



Subject:

- Updating your voter registration records after you move.

Sample Social Media Text:

- “Make sure you’re ready to vote! If you have recently moved, you may need to update your voter registration information with your current address.”
- **Note:** If your state allows voters to update their registration information online, you may want to include a link to the state’s online registration system.

Image Alt Text:

- Box with a dark blue outline, and a gradient background that fades from white to light blue. Image of two men, one in a red shirt, and one in a blue shirt with a red tie. The text of the box reads “Did You Move? Update your voter registration today!” and includes a moving van icon.

Watch for Election Mail



Subject:

- Informing voters that the elections office has recently sent out election mail to a large number of registered voters.

Sample Social Media Text:

- “Keep an eye on your mailbox! Our office recently sent important voting information to registered voters across the county.”
- **Note:** Consider customizing the text above to include the name of the document that was sent and the jurisdiction’s name. You may also want to add a photo of the mail piece in your post.

Image Alt Text:

- Box with a dark blue outline, and a gradient background that fades from white to light blue. Image of a man in a red shirt holding a piece of paper and a pen. The text of the box reads “Watch for Election Mail – Important voting information is heading your way!” and includes an image of the official Election Mail insignia from the U.S. Postal Service.

Register to Vote



Subject:

- Promoting voter registration.

Sample Social Media Text:

- “Voting is an essential part of participating in your community. Get ready to vote by registering today!”
- **Note:** If your state allows voters to update their registration information online, you may want to include a link to the state’s online registration system.

Image Alt Text:

- Box with a dark blue outline, and a gradient background that fades from white to light blue. Image of a woman in a red sweater and blue shirt holding a clipboard. The text of the box reads “Help Your Community – Register to Vote!” and includes an image of a box with a checkmark.

Get Ready to Vote



Subject:

- Encouraging voters to check their voter registration status.

Sample Social Media Text:

- “Have you moved? Had a name change? You might need to update your information to make sure you are receiving the right ballot. Get ready vote by checking your voter registration information! ”
- **Note:** If your state allows voters to update their registration information online, you may want to include a link to the state’s online registration system.

Image Alt Text:

- Box with a dark blue outline, and a gradient background that fades from white to light blue. Image of a woman in a blue shirt holding a clipboard. The text of the box reads “Get Ready to Vote – Check Your Registration Status Today!” and includes a magnifying glass icon.