

“4 Reasons Why Your Vote Matters” Social Media Toolkit

For CARE Campus Connection

Amplifying an issue online can extend the reach of our advocacy efforts and bring greater visibility to CARE’s global mission. **The blog post, “[4 Reasons Why Your Vote Matters](#),” explains how voting in the 2024 elections can impact critical global challenges like poverty, hunger, gender equality, and access to healthcare.** By sharing this message with your social media networks, you can help spread awareness about how voting can drive meaningful change and ensure that global issues remain a priority for U.S. leaders.

Use the toolkit below to guide your posts and amplify this important message!

Social Media Checklist

1. **Add the hashtag #Elections2024 and tag CARE in each social media post.** Always include a photo or an image with your post. CARE’s handles are the following:
 - **Twitter/X:** [@CARE](#)
 - **Facebook:** [@carefans](#)
 - **Instagram:** [@careorg](#)
 - **LinkedIn:** [@CARE](#)
2. **Follow CARE on social media!** Feel free to like or share our content with the candidates and current Members of Congress you think need to know about global development and ending poverty. Make sure to tag them in your posts and use their correct social media handles.

Sample Social Media Posts for “4 Reasons Why Your Vote Matters”

Use our sample script to record a video for your social media story, and social media posts below to share the “4 Reasons Why Your Vote Matters” blog post on your newsfeed or story. **Please record with a neutral background, sufficient lighting, and vertically, in a quiet without background noise.** Tag CARE, friends and family to ensure they see it, and when appropriate, tag specific representatives or candidates who you want to influence.

Sample Script for Video:

- As a proud CARE advocate and campus leader at [University Name], I know my vote at home can drive real change on global issues like poverty, hunger, healthcare and social justice for women and girls everywhere. Let's make sure our voices are heard in this election! Go to care.org/YourVoteMatters to learn more.
 - **How to Add a Link to Your Instagram Story:**
 - Create a new Instagram story by tapping the + icon at the top of your feed.
 - Add your photo, video, or background related to the blog post.
 - Tap the sticker icon at the top (it looks like a square smiley face).
 - Select the Link sticker.
 - Paste the blog post link into the URL field.
 - Tap Done and place the link sticker where you'd like on your story.
 - Share your story with your followers!

Sample Social Posts for X/Twitter and Facebook (You can also like, comment or repost CARE on X/Twitter, Facebook or LinkedIn)

- 🌍 **Voting this year? Your vote matters more than ever!** It impacts global issues like poverty, hunger, and women's rights. Learn how from CARE <https://bit.ly/3NK5U6E> #Elections2024
- 🗳️ Voting shapes the future of millions worldwide. Let's ensure our leaders prioritize global issues like hunger, poverty, and gender equality. Read more from CARE <https://bit.ly/3NK5U6E> #Elections2024
- 🗳️ Your Vote, Your Power, Your Voice! 🗳️ As a proud CARE advocate and campus leader at [University Name], I know my vote at home can drive real change. <https://bit.ly/3NK5U6E>