

VOTE FOR EQUITY


Georgia Runoff Elections • January 5, 2021

SOCIAL MEDIA TOOLKIT

December 2020

Mon	Tue	Wed	Thu	Fri
	1	2	3	4
7	8	9	10	11
14	15	16	17	18
21	22	23	24	25
28	29	30	31	

January 2021

Mon	Tue	Wed	Thu	Fri
				1
4	5 	6	7	8

POSTING CALENDAR - OVERVIEW

12/13-12/19: ABSENTEE & EARLY

The runoff for an equitable Georgia STARTS NOW. Check your ballot status and polling place.

12/20-12/26: VOTE FOR EQUITY

The fight for #racialequity doesn't support a candidate, but a way of life. Let equity be your guide in the voting booth on Jan. 5!

12/27-1/2: VOTE FOR YOUR FUTURE

You're not just bringing national issues to the voting booth, but your history, and the hopes and dreams for an equitable future. On Jan. 5, vote for equity!

1/3-1/5: KNOW YOUR CANDIDATES

Our candidate is and will always be #racialequity. If you care about just and fair inclusion make sure your candidates do too.

HASHTAGS

#VoteForEquity

#TogetherWeProsper

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Leveraging our network to ask Georgia to #VoteForEquity in the
GEORGIA PUBLIC SERVICE COMMISSION RUNOFF ELECTION

The Public Service Commission runoff election is consequential to everyone in the Just Energy network, in Georgia and beyond. We're asking our partners to amplify these messages—either by copy/pasting the attached posts, sharing PSE social media posts, or creating new content.

FACEBOOK/INSTAGRAM

The runoff for the Georgia Public Service Commission is the most important race that you HAVE NOT heard of. If you value equitable utilities for all Georgians bring your values to the polls; early voting Dec. 14-30, runoff Jan. 5! #noshutoffs @wetheplugtho #fairenergynow #togetherweprosper #voteforequity

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HOW YOU CAN USE THIS TOOLKIT

- **Start the conversation.**
 - PSE will be posting new Vote for Equity content on social media at least once per week until the election, and your participation is crucial to get this message to a broader audience before January 5.
 - Copy and paste the social media posts above, or use them as launching off points as you develop your own posts to share out the messages in ways that resonate for you.
 - Upload a photo to Instagram and caption it with one of the suggested captions.
 - NOTE: Instagram does not support hyperlinks in captions. You must add the link into your Bio (Click “Edit Profile” to add a website URL). Then, direct your followers to the link by adding “Click the link in my bio to read all about it!” to your caption.
- **Lift up the message.**
 - Amplify messages from others in the PSE family by liking, sharing, and most importantly, leaving substantive comments on Vote for Equity posts to drive their visibility and engagement to new audiences.
 - Add the #VoteForEquity hashtag to your social media posts, and engage with us via your personal or organizational accounts.
- **What if you or your main networks aren’t in Georgia?**
 - That’s okay: your voice still makes a difference. Georgia is in the spotlight now because the choices we make on January 5 have repercussions for every single person in the United States. It is a history-defining vote, and we want to start the conversation and support everyone in Georgia who can use this day to vote for equity.
- **PSE’s candidate of choice is EQUITY.**
 - We can’t advocate for specific political candidates, but we can advocate for voters to be informed, to value the integrity of our participatory democracy, and to vote for candidates who will pursue equity.
- **Have other ideas?** Let us know! We’d love to hear your thoughts on how to expand the conversation to new audiences or increase engagement during this critical vote.

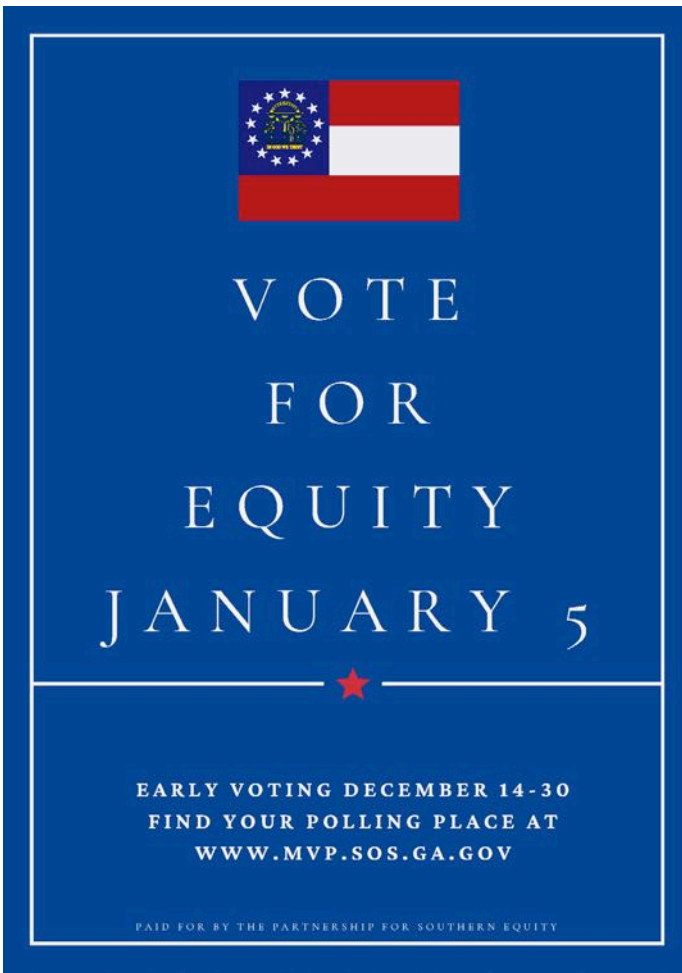
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POSTS

[Click here to download](#) or copy/paste the image from this document.



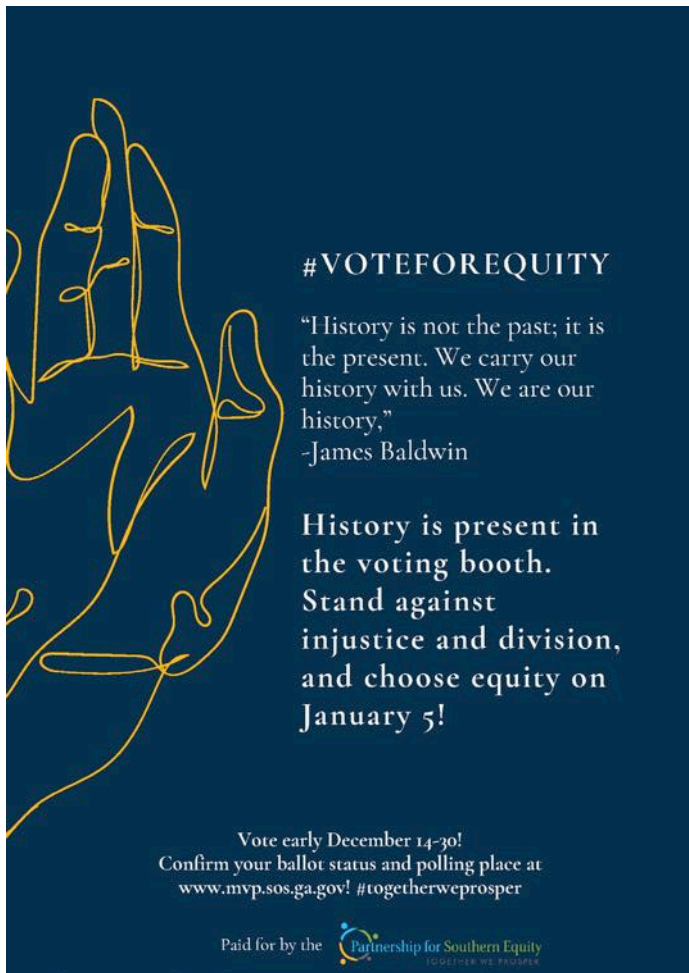
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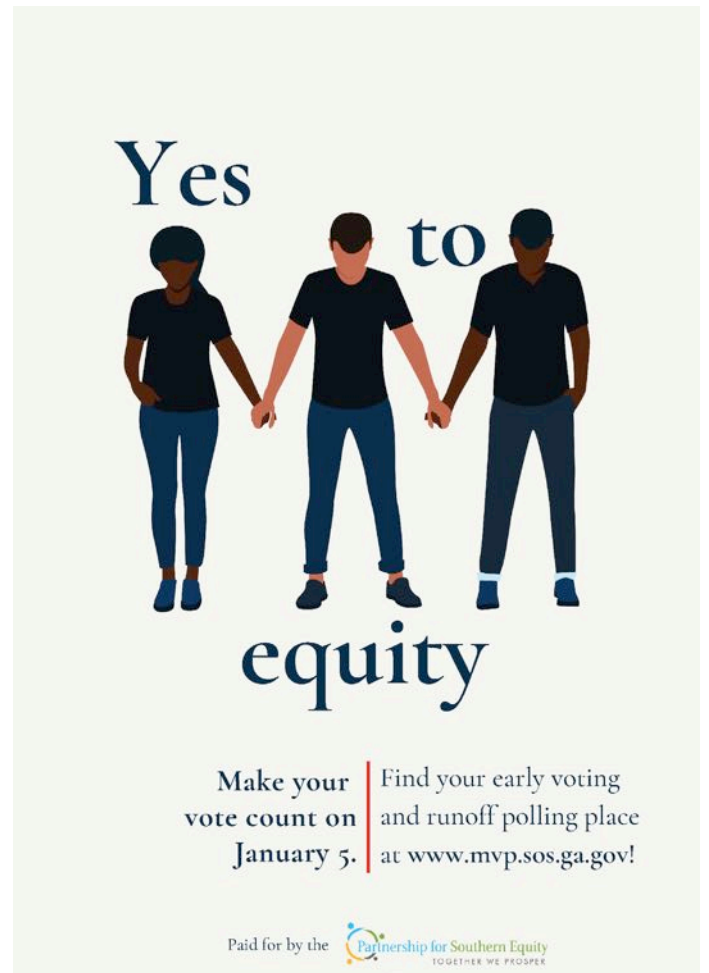
#VOTEFOR EQUITY

“History is not the past; it is the present. We carry our history with us. We are our history.”
-James Baldwin

History is present in the voting booth. Stand against injustice and division, and choose equity on January 5!


Vote early December 14-30!
Confirm your ballot status and polling place at www.mvp.sos.ga.gov! #togetherweprosper

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TOGETHER WE PROSPER



Yes to equity

Make your vote count on January 5. | Find your early voting and runoff polling place at www.mvp.sos.ga.gov!

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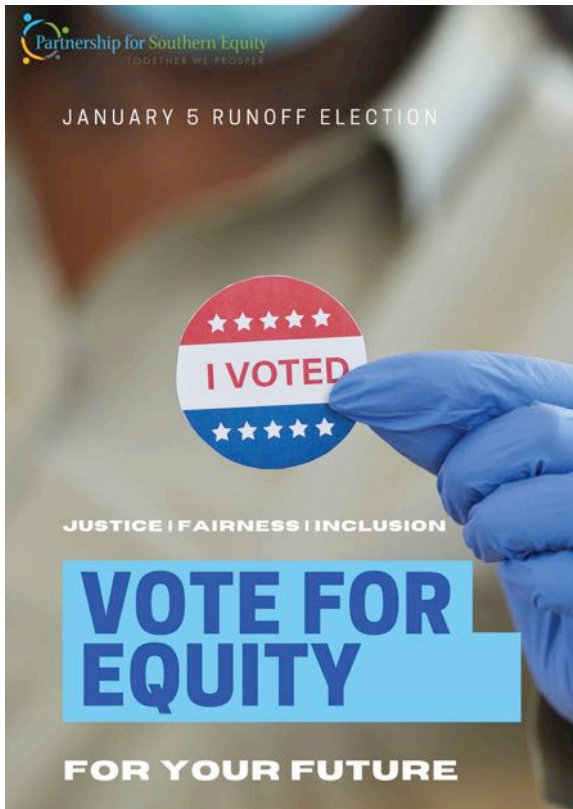
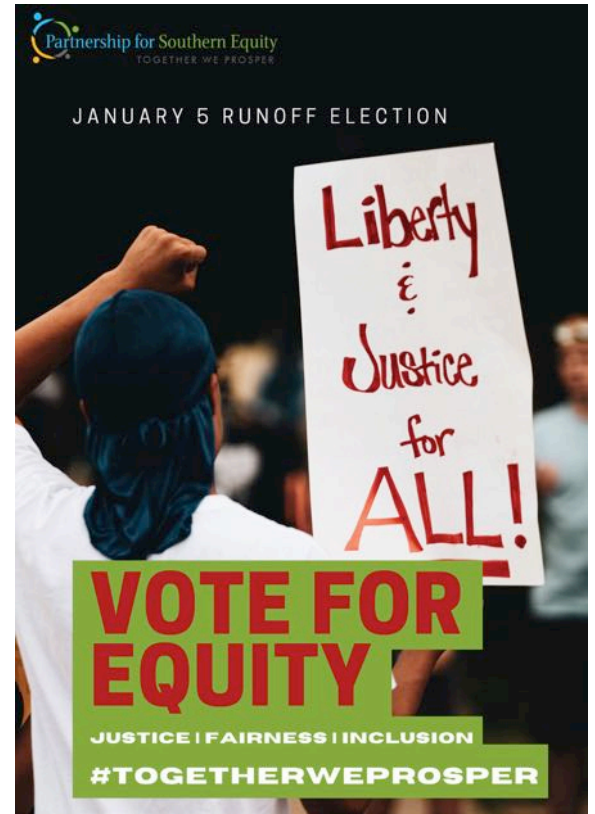
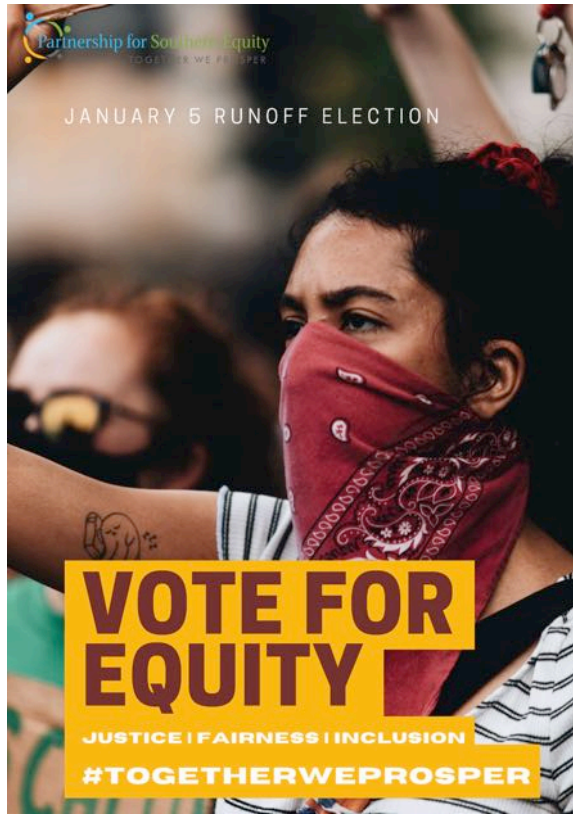


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PROFILE PIC FRAMES/STICKERS

Copy/paste the images below to add to your profile photo, or [click here to download](#).

