**Chapter Social Media Kit:**

**2014 Midterm Elections**

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Fall 2014

**2014 Midterm Elections Chapter Social Media Kit**

**Purpose**
The purpose of this social media kit is to provide sample tweets, hashtags, Facebook posts and graphics to use and follow regarding 2014 Midterms.

**Hashtags**

Use the below hashtags for your online activism this November. Hashtags create solidarity on an issue across the social media world. Also, if you are using Hootsuite, be sure to follow these hashtags as well as use them in your tweets.

#SavetheSenate

#Just6seats

#BeyonceVoters

#GOTV

**Follow for Retweets and New Material**

@NationalNOW

@fairvote

Other ideas:

* Sister NOW chapters
* Your elected officials

**Don’t Forget!**

Put a “.” before the @ symbol. This ensures that your tweets will be seen be a wider audience. Example: .@NationalNOW celebrates and supports the #ERA. Join us!

**Tweets**

Success in the #2014midterm hinges on the Rising American Electorate— unmarried women, people of color and 18-29 year olds #GOTV

All my single ladies, get to the voting booth #2014midterm #BeyonceVoters #SavetheSenate

#birthcontrol If you like it then you should vote about it. #BeyonceVoters #SavetheSenate

Hey #BeyonceVoters do you know where you vote? <http://bit.ly/1qOy3tA> #SavetheSenate

Hey #BeyonceVoters do you know what's on your ballot? <http://bit.ly/1qOy3tA> #SavetheSenate

Voter suppression tactics are on the rise. Check to see if you are still registered: <http://bit.ly/1qOy3tA> #SavetheSenate

This November the socio-economic standing of women is at stake #SavetheSenate

#Just6seats hang in the balance this November #SavetheSenate

#Just6seats can prevent Republicans from taking away a woman’s right to choose and restricting access to birth control #SavetheSenate

#Just6seats can prevent cuts to health care access for 8 million ppl and insurance companies from refusing to cover pre-existing conditions

#Just6seats can prevent Republicans from cutting back workplace protections for women, denying equal pay for equal work #SavetheSenate

#Just6seats can prevent Republicans’ efforts to cut programs for students while giving tax cuts to the wealthy

#Just6seats can prevent Republicans from turning back the clock on women's rights #savethesenate #2014midterm

#Just6seats can keep the 20 week abortion ban from passing the Senate. It's time to #GOTV

#Just6seats could #raisethewage #SavetheSenate

**Facebook Posts**

Posts with pictures or links are shared more widely and are generally more successful than text-only posts.

How to use: Right click, with your mouse, on the image and “save as picture”. You will need a copy of this image saved on your computer to upload to Facebook and Twitter.

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**Caption:** [Insert why you/your chapter is getting out the vote this November, e.g. "We want access to birth control without co-pays and religious exemptions"] Why are you voting?

**Caption:** Republicans are counting on unmarried women, people of color, and 18-29 year olds staying home this November so they can wind back the clock on women's rights, voting rights, and continue to give tax breaks to wealthy while the middle class suffers. Prove them wrong at the voting booth. Learn the location of your polling place and what you'll find on your ballot: <http://bit.ly/1qOy3tA>

**Caption:** Just six seats keep conservatives from controlling congress. It's time to speak up! Your voice is your vote. Don't forget to vote November 4th.