



Digital Get Out the Vote & Youth Civic Engagement

A deep dive into the strategy, tactics, and preliminary results of League of Women Voters of California Education Fund Snapchat and TikTok digital civic engagement effort in the November 2020 general election.

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Background

The Need – Assessment in 2020

According to [Circle, Youth Voting and Civic Engagement in America](#)¹, from Tufts University, California voters aged 18-29 had only a 37% turnout in the 2016 general election. This decreased to a 30% turnout rate in the 2018 general election. In the 2020 Primary election, the turnout rate decreased again, and for the same group the turnout was 10% overall². While we generally expect to see lower turnout for a primary vs general election, a 20% decrease in voters in that age group is substantial. Youth voters are trending less likely to turn out to vote.

Within that, Political Data, Inc. reports that in the 2020 Primary, only 12% of California voters aged 18-34 who received a vote by mail a ballot, returned it³. In the midst of the proliferation of COVID-19 and public safety measures intended to slow the spread of the disease, we had to take a hard look at how the 2020 General Election would differ from those in the past. We knew the focus for November 2020 would be largely on distance voting, without a firm understanding of how in-person voting would be shaped in the pandemic. A 12% vote-by-mail return rate for this group of voters in the 2020 primary was alarming, particularly given this context for the 2020 General election.

The Public Policy Institute of California further analyzed voter turnout for the 2020 Primary, and reported that there are also significant discrepancies in turnout by socio-economic status and race⁴. Only 16% of Latinx voters and 23% of African American and Asian American voters across all age groups returned their vote by mail ballots, compared to 32% of white voters.

We have a serious problem with underrepresentation of young voters, and particularly young voters of color in California – even before the 2020 General Election misinformation campaign making false claims about the security of mail-in ballots designed to suppress voter turnout. We cannot have a truly representative democracy, and California’s policymaking and service to its residents cannot be reflective of the needs of its diverse electorate if they are not voting.

The Opportunity

Traditional community organizing around energizing the youth vote has primarily been done through League engagement at high schools and universities. As we found ourselves in unprecedented times with students not at school in person, there had to be new strategies for reaching low-propensity youth voters and helping them understand the importance of voting in driving change in their communities.

¹ Circle. (n.d.). CIRCLE – Youth Voting and Civic Engagement in America. https://youthdata.circle.tufts.edu/?state=California&datayear=2018&yaevt=1&customize_changeset_uuid

² *The youth vote on Super Tuesday*. (2020, March 3). CIRCLE - The Center for Information on Civic Learning and Engagement. <https://circle.tufts.edu/latest-research/super-tuesday-2020>

³ *2020 primary election tracker*. (2020, February 13). Political Data, Inc. <https://www.politicaldata.com/2020-primary-election-tracker/>

⁴ Baldassare, M., Bonner, D., Dykman, A., & Lawler, R. (2019, September 17). *California’s exclusive electorate: A new look at who votes and why it matters*. Public Policy Institute of California. <https://www.ppic.org/publication/californias-exclusive-electorate-a-new-look-at-who-votes-and-why-it-matters/>

It was also a critical moment as people took to the streets to protest racial injustice and injustice in policing, particularly in the Black community. The protests were grassroots, organic, primarily digitally organized, and widely attended by youth and low propensity voters in cities across California. It was a time that the League of Women Voters recommitted fully to active allyship and to raising and centering the voices of people most impacted by injustice. It was also a time when ensuring that younger voters understood that their voices matter in the streets and at the ballot box became increasingly critical. They can, and should, be heard in both places.

Through a collaborative partnership with Snapchat, the League of Women Voters of California Education Fund (LWVCEF) had an opportunity to begin a focused effort on these potential voters in a new way in 2020, and were able to expand our initial effort and thinking through the generous support of the Haas Jr. Fund.

As we explored the opportunity to support young people in understanding the power of voting to change their communities, we examined data on the use of Snapchat by our target demographics to determine the effectiveness of the platform in driving change in voting behavior. According to [SproutSocial](#), 73% of youth ages 18-24 use Snapchat, with data from [Statista](#) showing that 41% of teens rate Snapchat as their most important social network. Why does this matter? People are more likely to take an action that their peers are taking and when it is recommended by a person they trust. The data also indicated that nationally, 72% of white teens, 77% of black teens, and 64% of Latinx teens are Snapchat users, meaning that the platform already reaches the communities we set out to engage with this work.

Research from DemocracyWorks⁵ indicates that users trust Snapchat as a channel to provide civic information and engagement. In 2018, 57% of people who registered to vote via Snapchat were between the ages of 18-24, and of those, 57% actually voted. 57% of Snapchat users who registered turned out to vote, compared to the 2020 youth turnout in the primary of approximately 10%. Snapchatters open and engage with the app an average of 30 times per day⁶, creating 30 different potential opportunities every day for us to reach our target audience with key messaging, actions to take, gamification/augmented reality engagement, peer interaction, and other strategies designed to help empower them to vote.

At the time of planning and implementing this work, TikTok was also emerging as a platform that was engaging youth in civic matters. The first true demonstration of the power of the platform to move youth to civic action and activism was in the collective actions of TikTokers to subvert Donald Trump's Oklahoma campaign rally originally scheduled for Juneteenth. According to the [New York Times](#), the Trump campaign distributed nearly a million tickets and expected a crowd of that magnitude, while an estimated 6,200 people actually attended. TikTokers very quickly claimed credit for this and their effort rapidly garnered widespread public attention. This meant there was an opportunity to explore use of that platform to tap into already motivated youth and expand the impact of our engagement campaign. The tactics would be necessarily different, due to the differences in the platform, but would provide an opportunity to engage influencers and their followers to drive our objectives.

⁵ Fischer, S. (2020, May 14). *Snapchat preps young users to vote in November*. Axios. <https://www.axios.com/snapchat-young-users-vote-november-2020-1f0159ed-5894-4d15-949d-f7d1c63f9e3a.html>

⁶ *Snapchat by the numbers (2020): Stats, demographics & fun facts*. (2020, February 7). Omnicore: Medical & Healthcare Digital Marketing Agency. <https://www.omnicoreagency.com/snapchat-statistics/>

Objectives

The LWVCEF had two major objectives for our program, centering on education and engagement. Each objective had a set of outcomes or measures we would use to determine if we were meeting those objectives. Those outcomes/measures would be our guideposts in planning, executing, evaluating, and shifting tactics and strategy in real time. The measures were developed at the outset, with a plan to primarily use Snapchat as our communication platform. In execution of the campaign, we shifted a significant portion of the effort to TikTok, with the data showing it may be more effective in the kind of community engagement we were seeking. The spirit of the measures remained intact, even if some of them became impossible to measure as identified due to the reporting capabilities of the platforms.

Objective 1: Motivate California youth aged 18-24 to view voting as an integral part of their efforts to drive social change.

Outcomes/Measures:

1. Increased youth understanding of how voting locally directly impacts issues of concern to young people, such as police accountability, law enforcement funding, and other criminal justice related concerns
2. Increased youth understanding of how, when and where to vote in 2020
3. 1500 unique impressions that connect involvement with protests or rallies to voting
4. 1000 engagements with ballot related education
5. 400 peer-to-peer shares of voting related content in low propensity voting communities
6. 300 unlikely voters in the target audience vote in the 2020 election

Objective 2: Increase voter turnout of California low propensity voters, aged 18-24, with a specific focus on young Black and Latinx voters.

Outcomes/Measures:

1. Reach a minimum of 200,000 target audience members
2. 90% of those reached actively engage with one or more of the voting related touch points
3. 50% of those who actively engage with one or more of the voting related touch points share content with a friend
4. 48.5% of those who engage with voting related Snapchat content through the campaign cast a ballot either by mail or in-person
5. 80% of those that vote report that they felt confident and prepared to vote based on their interactions with our campaign with Snapchat.

Meet The Team

As we embarked on the work and set out to meet the objectives outlined in a relatively compressed time period, it was important to bring a variety of voices to the table reflecting cultural and age diversity, communications experience, and civic engagement experience while maintaining a small workgroup that was able to be highly collaborative and nimble. The LWVCEF had interviewed several communication consulting firms over the spring and early summer in seeking a potential partner for this work, so that we would be prepared to move quickly if we were able to move forward with the project. After meeting with several creative and communication agencies, we selected [Mixte Communications](#). Based in California, Mixte demonstrated a clear understanding of our California communities, and their focus and core work is centered on equity, justice, and healthy communities – with a notable range of experience in civic engagement. Their history of award-winning campaigns, aligned values, clear understanding of what we hoped to accomplish and how we might get there made them an ideal partner in this work.

At the LWVCEF, the Executive Director, Stephanie Doute and Advocacy Intern, Mia Villasenor partnered to run point on the project.

Stephanie Doute, CAE - LWVC Executive Director



As the somewhat new Executive Director of the League of Women Voters of California, Stephanie is interested in expanding the organization’s impact and DE&I focus. She is leading the League into the future with a culture of innovation, a focus on diversity and allyship, and a drive to make a more equitable California. She has an extensive background in non-profit leadership, communications, and working with untapped communities – particularly the LGBTQI+ community.

Mia Villasenor, LWVC Advocacy Intern



Mia Villasenor is a recent UCB graduate with a degree in Legal Studies & Public Policy. Prior to interning with the League, Mia served as a legislative intern for Planned Parenthood Federation of America and the director of the UCB Queer Alliance Resource Center. In addition to her work on this project, Mia supported the LWVC’s election access work during COVID, and authored the LWVC’s People First Language Guide to help Leagues understand the power of language in building inclusive communities. Upon completion of her internship with LWVC this fall, Mia took a full time permanent position with Planned Parenthood and is excited to take what she learned about civic engagement and digital organizing through this project into her future work.

Mike Lynch, Senior Digital Specialist, Mixte Communications



Mike has a deep understanding of digital communication and prides himself on building powerful conversations to produce the most good. Mike’s reflections on this work: *Using Snapchat to maximize our efforts and create a solid issue-based campaign for LWVC was extremely exciting! I learned a lot throughout the campaign as we dug into finding the right message that got our influencers and audience “pumped” about speaking about a topic that really*

matters in 2020. I'm glad I was able to have a part in this adventure that involved fighting for equity in our country. And I'm also happy to have helped drive a message that encouraged all young Americans, not just those of color, to get out and take part in the future of our democracy.

Jeremy Dang, Designer, Mixte Communications



Jeremy is a San Diego-based graphic designer who thrives on the challenge of translating meaningful and complex stories into compelling visual work. Jeremy's reflections on this work: *Seeing young people share their thoughts in their own voice and personality was my favorite part of the campaign. When designing the visual language, I drew a lot from TikTok users and the words and phrases we often use. Mobilizing a community to vote takes a lot into account, but understanding those platforms and how to respect and engage with the youth is an ongoing learning process and one of the most rewarding endeavors.*

Mia Bolton, Digital Director, Mixte Communications



Mia's background is in supporting digital implementation for social justice organizations. She is passionate about creating a more just world. Mia's reflections on this work: *This project is everything that Mixte's Digital Department exists to do – leverage technology and digital platforms for justice and change. We're grateful to have had this meaningful work that inspired us daily and made us feel that we were really making waves in this historic election by supporting a group of people with the power to truly change the world. Sharing what we learned throughout this process with the many partners and organizations continuing to do the work is a wonderful opportunity to come together and learn from each other in support of a larger movement that is only just beginning.*

Strategy

The idea for this project was born of a partnership between the LWVCEF and Snapchat. In honor of the 100th anniversary of the 19th amendment, the 100th anniversary of the League of Women Voters, and an election year, Snapchat made a generous in-kind donation to the LWVCEF to allow us to reach their users with both celebratory and informational messaging. As we explored what kind of impact we could have using this donation, the idea grew into something bigger. The donation from Snapchat turned into the seed of a much larger strategy to reach California's low-propensity youth voters, with a specific focus on the Black and Latinx communities.

With that seed of an idea, we explored the breadth and capacity of the Snapchat tools available to determine how we could have the most impact in the window of time we had for the campaign. Snapchat also implemented some platform-wide initiatives that the LWVCEF had been considering, making it unnecessary for the LWVCEF to develop and implement the more technologically challenging ideas such as interactive games, polling place locating, etc. Those platform wide Snapchat corporate initiatives were available for users across the country, and supplemented the LWVCEF campaign.

Simultaneously, we worked to determine ways to really ensure that we could offer our audience resources that tie their vote back to driving change in their local community. This connection would be a necessary element to support the campaign messaging and to educate youth voters.

As we evaluated how to create engagement among our audience with this campaign, we couldn't avoid the natural introduction of TikTok into our strategizing. We had previously discussed TikTok and determined it may make the scope too broad for what we could accomplish with our budget and timeline. However, when the planning in earnest was underway, it became clear that there were a variety of opportunities with the Snapchat platform, but creating publicly engaging content wasn't a strength of that tool. Critical to our effort was that the information be delivered to as many people as possible by way of audience-trusted sources. The LWVC Education Fund has immensely well-developed tools, research, and unbiased plain language information for voters, but we knew we could not be the face of delivery to this audience. We are unknown in the communities we were trying to inspire, resource, and influence to use their power. Thus, we determined that a campaign on TikTok, in which we employed paid influencers to deliver specific civic engagement and voting messages to their audiences, using their own style and voice, would be the best way to truly inspire change for our target communities.

At that point, our strategy shifted from initially being Snapchat intensive, to being both TikTok and Snapchat intensive. The tools available in Snapchat would allow us to repurpose the user-generated content being developed on TikTok, on the Snapchat platform to drive twice the impact from our influencers. The TikTok focus would also allow us to hand over leadership to young people who have a platform and use it, but not necessarily for social change. It gave us an opportunity to help create a new way for these social media influencers to explore and cultivate their own leadership, voices, and power for social good, and experience being leaders, educators, and creating movements with the support of the LWVCEF behind them.

Simultaneously, the LWVCEF partnered on a separate project called Elect Justice California that would provide the backdrop of educational content tying voting back to driving change in the community. Our partners on this project included NextGen California, the Plus One Society, LiveFree, Represent Justice, the Anti-Recidivism Coalition, and Initiate Justice, working together to create ElectJusticeCA.org. The Elect Justice website was created to allow visitors to see the direct ties that their local, down ballot candidates have in creating justice-related change in their communities and how their vote can create immediate change in policing and policy right at home. We wanted to harness the energy from the protests in the streets to the ballot. The Elect Justice site provided plain language down ballot candidate job descriptions as they relate to local community justice. The job descriptions were community reviewed by low literacy learners to ensure the accessibility of the information, and were translated into multiple languages. The Elect Justice site also leveraged the League's Voter's Edge website to allow visitors to get information about justice-related candidates in their area to plan their vote, and the campaign had some low-key celebrity spokespersons as well.

With this framework in place, we were able to solidify the elements of the campaign:

- Using 2020 election messaging research, create the campaign theme and relevant messaging we wanted to deliver to move our audience to take action and create the timeline on which that messaging should be delivered.
- Find and contract with TikTok influencers in California to deliver the messaging in their own style and voice using the provided campaign hashtag and identifying their messages as part of a partnership with the LWVCEF or paid message. Transparency is important.

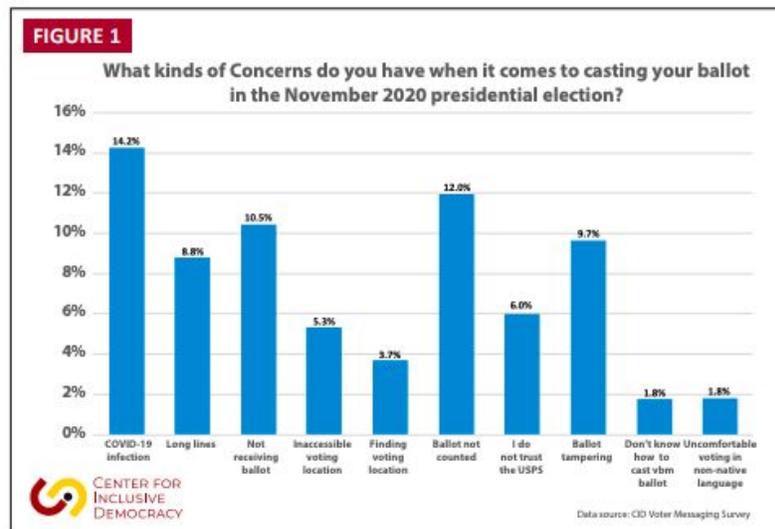
- Leverage popular TikTok content on Snapchat, using Snapchat’s geo-fencing technology for filters, stories, and ads.
- Develop Snapchat filters with relevant imagery and messaging to be deployed through the campaign.
- Focus Snapchat ads and filters in very targeted geographic areas with significant Black and Latinx residents, and highly traversed areas potentially focusing around neighborhood parks, shopping malls, protests, university centers and dorms, etc. in geographies identified to make us more likely to reach our intended audiences
- Target Snapchat content around major polling places in large urban areas at specific times.
- Measure effectiveness and engagement of each piece of content in real time to provide feedback and steering to influencers, leverage the most effective content, and shift strategy as real time results dictated.
- Track early ballot returns in the geographic areas targeted to observe any correlation between increased early voting over historical data.

The Campaign

Research

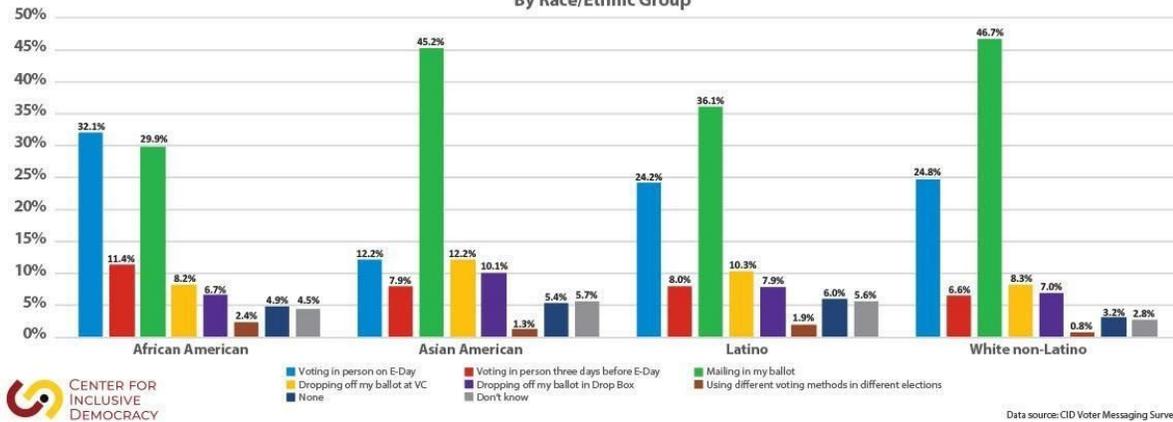
We dug into the 2020 research that identified effective messaging around voter and potential voter election concerns, preferences, and more. We identified a few key takeaways.

According the research conducted by the Center for Inclusive Democracy, a key concern was voting safely during the pandemic, followed by worries about their ballot not being counted.



The research (chart below) also revealed that despite COVID-19, Black and Latinx voters would be more likely to vote in person on election day or mail in a ballot in advance, as has historically been the case.

Thinking ahead to the November 2020 presidential election, what would be your most preferred way to cast a ballot?
By Race/Ethnic Group



Finally, the research showed that voters aged 18-24 would depend most often on friends/family, county-provided voting information – including their vote-by-mail packet, and social media for voting information.

Table 4: Where do you typically turn to for help with questions about registration or voting procedures, or important election dates?

	County voter information guide	The county website	Vote-by-mail packet	Call in to my county elections office	Advertisements from community groups	Advertisements in the media	Social media	Contact a community group	Posters at voting location	Friends or family	No typical way	None	Don't know	Other
All Eligible Voters*	33.5%	31.0%	26.4%	8.3%	4.9%	7.0%	10.2%	3.3%	4.2%	16.6%	5.7%	9.5%	4.0%	1.4%
18-24	19.7%	24.4%	19.0%	9.7%	7.1%	6.8%	18.3%	4.5%	5.6%	26.0%	4.6%	8.4%	7.5%	1.4%
25-34	26.7%	35.8%	24.3%	9.3%	6.8%	9.8%	13.5%	4.7%	4.4%	17.2%	5.0%	8.5%	3.5%	1.2%
35-44	34.0%	37.7%	27.5%	9.8%	6.7%	11.1%	14.4%	5.2%	6.4%	18.6%	4.8%	7.5%	3.2%	0.8%
45-54	35.4%	31.8%	27.2%	6.7%	3.1%	5.4%	8.8%	2.5%	2.8%	16.8%	6.2%	8.7%	4.4%	1.0%
55-64	43.2%	28.7%	28.9%	5.2%	2.7%	3.6%	2.8%	1.0%	2.6%	10.9%	4.9%	11.7%	2.9%	2.2%
65-74	44.1%	29.3%	32.0%	8.5%	2.5%	4.0%	2.6%	1.4%	3.0%	9.3%	8.2%	11.8%	1.9%	1.8%
75+	41.8%	18.4%	32.6%	9.4%	3.0%	6.3%	1.8%	1.1%	2.6%	9.3%	10.2%	13.3%	4.5%	3.0%

Data Source: CID Voter Messaging Survey
 * All Eligible Voters defined as: Adult citizens

Based on this research, our key messaging to turn out the vote during COVID-19 would need to include:

1. Voting is easier than ever before.
2. There are many safe options for voting.
3. You choose how and when to vote.

Since we made the strategic decision to repurpose a notable portion of our budget away from Snapchat and onto TikTok, we had to select specific areas in the state where we thought we could reach more of our target audience with Snapchat. We did a geographic analysis of the state to determine our most likely areas of impact using Snapchat geofencing tools. The analysis below served as the basis for our geographic targeting.

City	Potential Reach (Black/Latinx 18-24 year olds)	Potential Reach (18-24 year olds)	Population	18-24 years	Black/Latinx combined	Latinx	Black
Los Angeles	177,156	319,200	3,990,000	8.0%	56%	47.5%	8.0%
San Diego	46,844	128,340	1,426,000	9.0%	37%	30.0%	6.5%
San Jose	31,824	88,400	1,300,000	6.8%	36%	33.0%	3.0%
Fresno	21,444	45,050	530,000	8.5%	48%	40.0%	7.6%
Bakersfield	17,338	33,024	384,000	8.6%	53%	45.0%	7.5%
Stockton	15,115	27,990	311,000	9.0%	54%	42.0%	12.0%
Santa Ana	12,917	30,608	332,700	9.2%	42%	40.8%	1.4%
Sacramento	12,280	35,595	508,500	7.0%	35%	21.0%	13.5%
Oakland	12,012	24,024	429,000	5.6%	50%	26.0%	24.0%
San Francisco	10,570	50,331	883,000	5.7%	21%	15.0%	6.0%

*Assumes that percentage of 18-24 year olds among Black/Latinx communities matches that of the general population

After looking at the data, we decided to focus our Snapchat work in San Diego, Stockton, San Jose, Fresno, Bakersfield, Los Angeles, Sacramento (super poll location), and San Francisco (super poll location).

Creative

At this point it was time to start developing the creative, and any campaign intending on reaching a younger audience needed to be fun, current, and succinct in order to connect. After much discussion, we developed our campaign theme and hashtag – Voting Moves California. This tied nicely into the world of TikTok where so many of the viral videos and trends center around dances or other active challenges. It also tied to the idea that we were trying to drive that voting makes change– it can move us forward. Finally, it was broad enough that our influencers could put their own flair on it as they created the campaign content.

Next, influencers were selected and contracted. We specifically sought young Black and Latinx influencers who had followings around a minimum of 30,000 people, though that number was flexible, particularly as they agreed to cross post content to Instagram or other social media they use, thus expanding our reach. Then, we gave them the framework for our work together:

You & Us, Together (aka the Campaign Overview)

Our Goal	<p>Our ultimate goal is to get people to VOTE!</p> <p>To this end, you'll leverage your platform and personal brand to do these two key things:</p> <ol style="list-style-type: none"> 1. Motivate your followers to see voting as an integral part of their efforts to drive social change 2. Make the process of voting feel easy and fun
Your Commitment	<ul style="list-style-type: none"> • Create 1 post per week from September 28 to November 2 (6 posts total). • Send LWVC the video and a screenshot of your engagement/reach after each post from each platform (if more than one).
Our Commitment	<p>Provide you with key insights and theme guidance. Oh, and we'll also pay you \$1000.</p>

4

Creative Content Guidance

Overall Concept: You'll use fun, creative content to help your followers understand that voting is easy and important. With the theme of #VotingMovesCA, you'll create content that connects voting and social issues, then drive viewers to a landing page where they're encouraged to share their own videos using #VotingMovesCA, pledge to vote in the upcoming election, and easily reference voter-education materials. All your posts will encourage moving – moving through the line at the polls, moving by marching or protesting, and moving forward with social change by voting. 🗳️

<p>Post #1 and #2 #1 – Week of 9/28 #2 – Week of 10/5</p>	<p>Connection between social issues and voting Make the connection between the power of protest to the power of voting. Remind followers that the issues they care about can be moved forward with voting. Remind them that the last day to register to vote is October 19th. Call to action for Post #1: Visit www.VotingMovesCA.org Call to action for Post #2: Visit www.ElectJustice.org</p>
<p>Post #3 and #4 #3 – Week of 10/12 #4 – Week of 10/19</p>	<p>Your ballot made easy Show your followers that voting has never been easier! Explain when, where and how to vote by going over the three ways to cast a ballot in California. (We'll provide you with this info.) Call to action: Visit www.VotingMovesCA.org</p>
<p>Post #5 and #6 #5 – Week of 10/26 #6 – November 2</p>	<p>Voting victory dances You've already told them voting is easy – now show them how you're making your move to vote. Bonus if you have an awesome voting victory dance. Call to action: Visit www.VotingMovesCA.org</p>

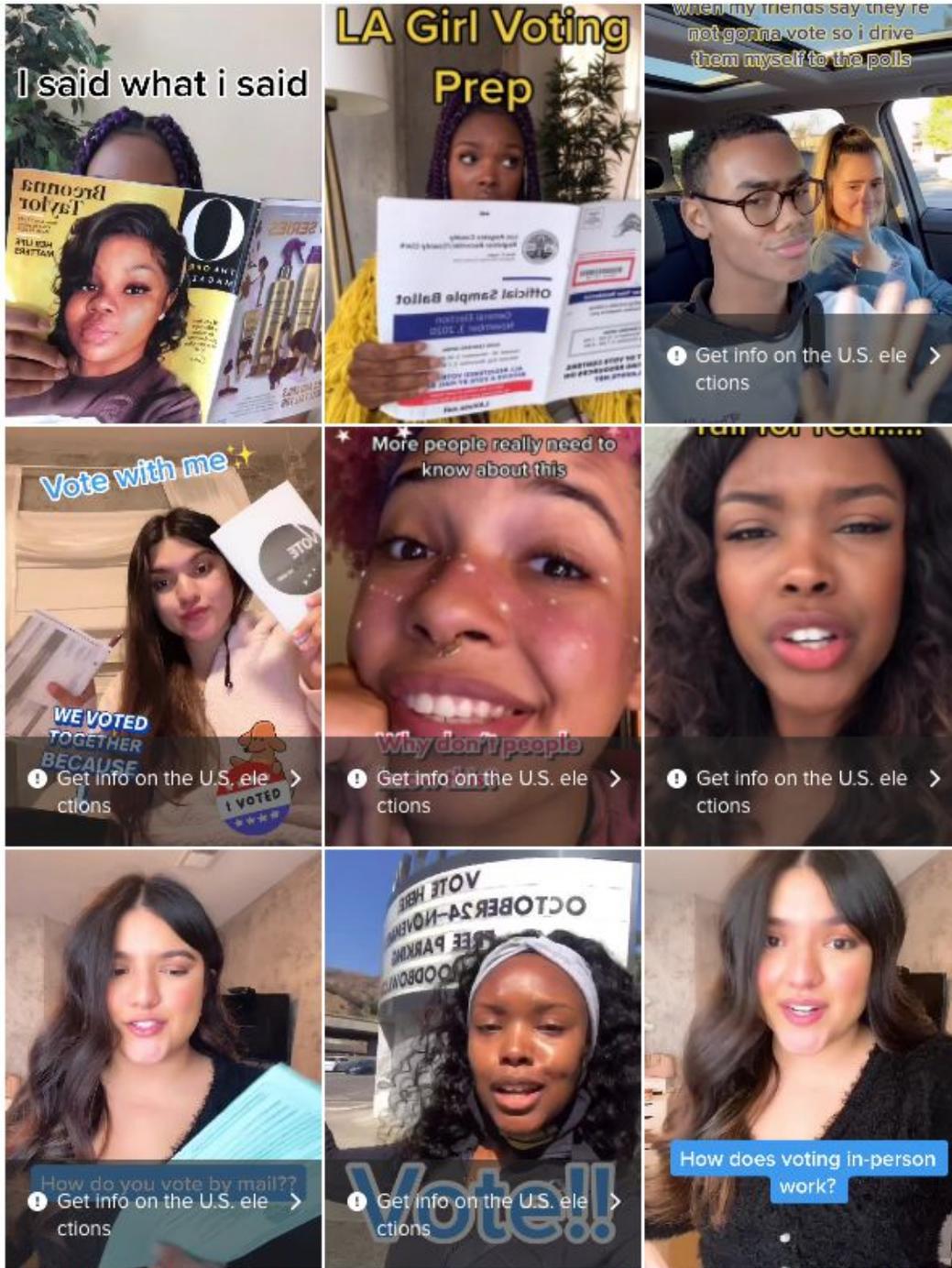
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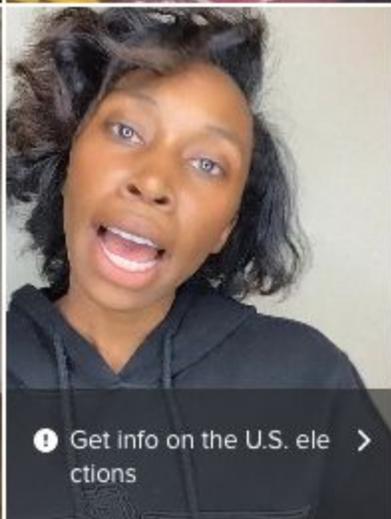
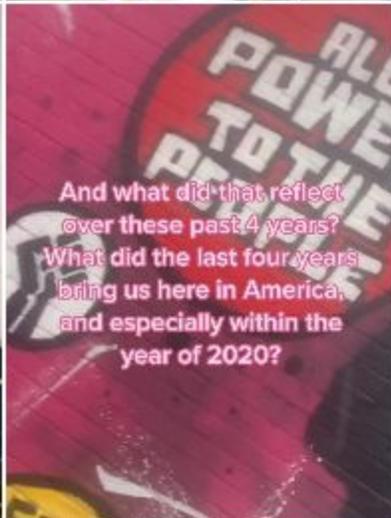
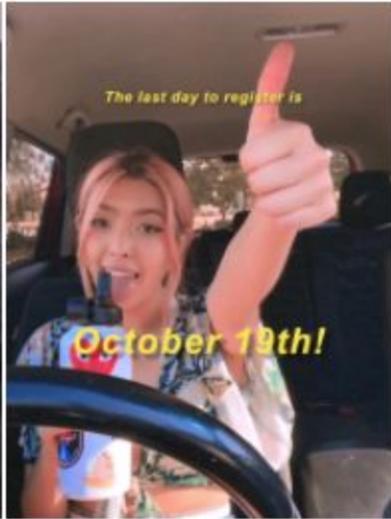
At this point, influencer content started coming in and being posted to TikTok, and it was just as creative and interesting as we had hoped. The influencer group leveraged the key message points in the documents pictured above and started delivering messaging to their audiences. The styles and formats were completely unique to each producer and appealed to their very diverse groups of followers.

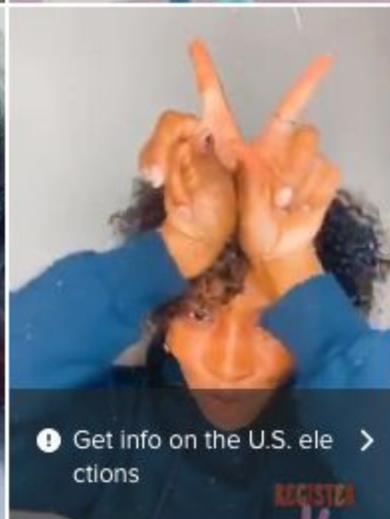
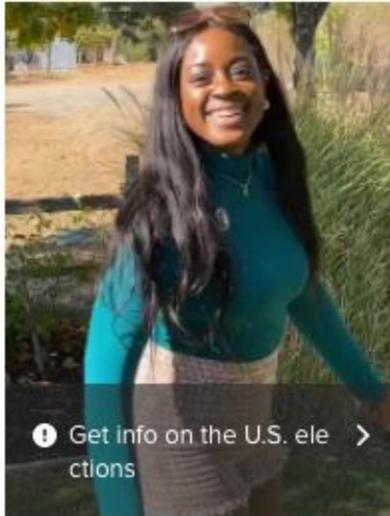
Seeing the content delivery styles and how it resonated with the audiences was enlightening. This was not traditional school, government, or community-based organization styled message delivery. These messages were informal, relatable, emotional, compelling, snarky, funny, highly stylized, and piggybacked onto some of the most popular TikTok trends. They were authentically by youth, for youth. This made them appealing to people not usually reached or reachable by traditional voting or civic-engagement messaging. Our influencers met the audience where they were, and reached people

that may ignore, distrust, be tired of, or not have access to the resources put out by states, counties and civic-engagement groups.

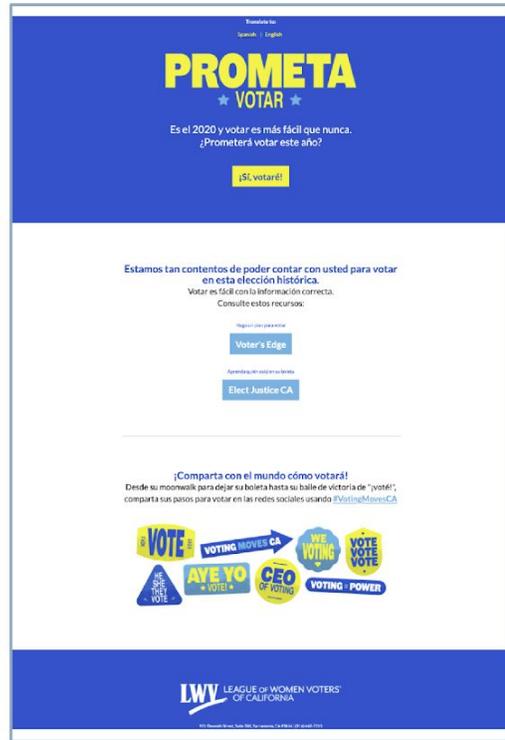
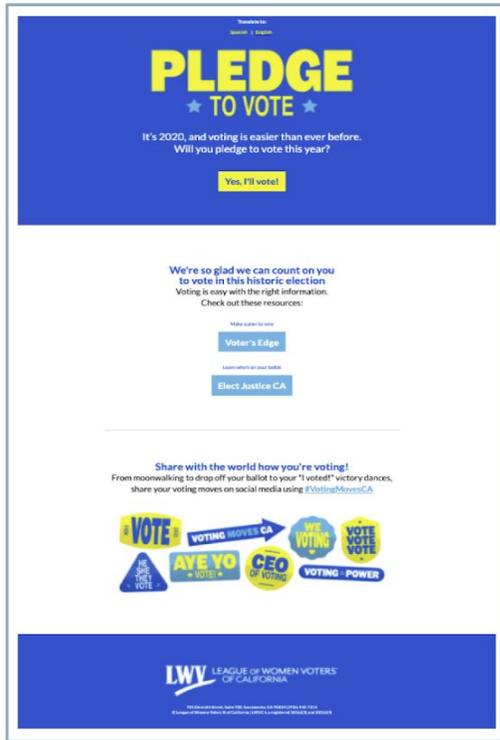
Following are some screen shots from the influencer videos produced to give you a sense for the team we were working with, as well as the styles and look/feel of the content delivered.







As we began collecting this influencer content, we converted the best of it to Snapchat ads, some of which are in the Appendix to this paper. The videos and ads all directed people either to ElectJusticeCA.org or our bilingual campaign landing page, VotingMovesCA.com. Because this campaign was digital and mobile first, our landing page was designed to be optimized for mobile devices, and simple for visitors. We featured key messaging already developed, quick access to ElectJustice CA and Voter’s Edge ballot guide, and Pledge to Vote to help visitors commit to themselves to vote.



As this work progressed, we began to layer in Snapchat filters as another way to reach our audience. Snapchat filters are effectively digital photo frames that users can put on a photo (usually a selfie) they take using Snapchat and share their picture using that frame. They can also share their content to Snapchat stories using the frame. Filters are a way that Snapchat users create content that entertains or aligns their values, and share that content with their online friend circle.

Snapchat has tools that allow for very specific geographic targeting of where these filters will appear to users, and we used that geotargeting/geofencing functionality in all of our filters. These filters were deployed in the geographic areas previously identified as our target locations and were designed to create peer-to-peer engagement of our messaging and drive people back to our landing page to take further action. Some of the filters also listed the location in the imagery, to drive a sense of community connection. See samples of the filters below. Near the election we had one day with a filter blanketing the entire state to capture and touch communities on Snapchat that were not specifically in our geographic parameters.



Results & Engagement

Snapchat Filters & Ads

Snapchat ads and filters performed above expectations. With a total of four separate ads placed on varying timelines and in varying geographic areas, we achieved the following:

- 4,570,207 - Total Paid Impressions
- 1,434 - Swipe Ups (visits to the landing page)
- 15% Average - Story View Completion

As we evaluated the real time results for the ads, we were able to determine which ones were resonating with the audience, and which were not. Those that performed well remained in use. Those that did not were cycled out of the creative to ensure we could have the most impact. The Appendix to this paper breaks out the data by ad to show more detail.

Snapchat filters also performed well. There are two sets of metrics for filters, based on two types of filters placed.

The statewide filter was placed as the Snapchat in-kind donation, and the metrics are as follows:

- 97,662 - Total Uses
- 47,117 - Total Views
- 1.11 million - Swipes (visits to the landing page)

The paid filters, which were the ones that were geographically targeted, performed as follows:

1,115,155 - Total Paid Impressions
900,330 - Total Earned Impressions
19,424 - Total Shares

TikTok Results

The aggregate results for TikTok are slightly less comprehensive for a few reasons. First, we were reliant on the influencers to provide the actual metrics for their posts. While this was a term of their contact, it was not always delivered. We were able to glean a notable amount of information from the publicly available metrics, as TikTok makes a lot of the data viewable to the public. The other caveat with TikTok is that the numbers change over time. These are live pieces of content that stay available, provided the person does not take down or restrict viewing of the content. Over time, more people will view the content, making the lasting impact of the pieces much more dynamic.

1,425,077 - Total Views (Approximation)
195,821 – Total Likes (Approximation)
3,171 – Comments (Approximation)
14,771 – Shares (Approximation)

It was interesting to learn that sharing TikToks across platforms on social media is not intuitive, and TikTok does not intend for it to be easy, so they can keep content on their platform as much as possible. TikToks are more often shared within the app or by text message between friends. In order for a TikTok video to be downloadable and easily shared by users across platforms, it must achieve a certain level of engagement, which includes views, shares and comments. This can stifle sharing of videos that do not have a lot of comments from viewers.

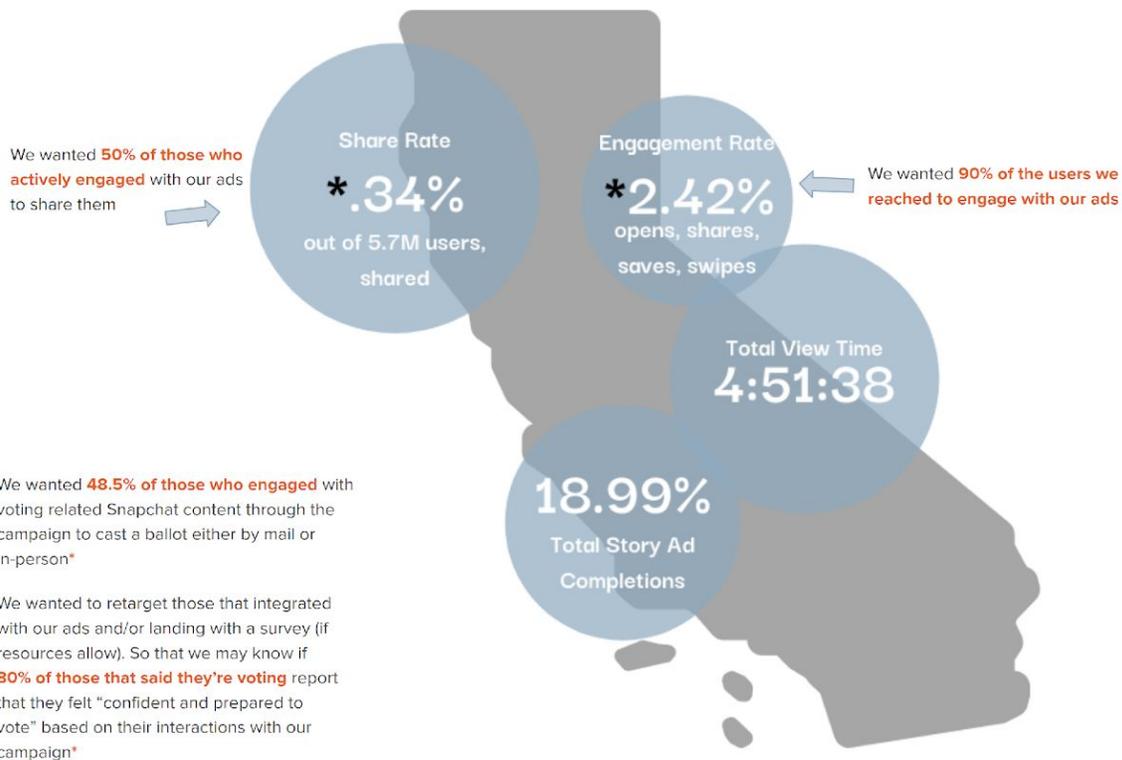
Landing Page Results

The landing page was a place to get additional information for users who typed in the link or found the link in TikTok videos or in Snapchat ads.

133,000 - Total Page Visits
51,000 - Unique Users
813 - Pledge to Vote Clicks

Aggregate Engagements and Results

Now it's time to view our aggregate results and compare those to the measures we set out to achieve.



This is where it is critical to recall that the change of platform and strategy impacted some of the early targets we set for engagement. We reached significantly more people than we set out to, in different ways than planned. It's also important to note here that Snapchat implemented some of our initial ideas platform wide, which included polling-place location and interactive games. Moving away from those ideas decreased engagement, but allowed us to reach significantly more people overall and to work with youth to develop their voices, leadership, and engagement in using their platform to influence others to use their power to create a better world. In reality, this was probably more impactful and important than increasing the number of post engagements via Snapchat's interactive features.

What remains will be to compare voter turnout in our target demographic groups in 2020 to the numbers in 2016 and 2018. It will never be an apples-to-apples comparison knowing that turnout was higher across the board in 2020 and vote-by-mail ballot access was extended to all active registered voters in 2020, and that has never been the case in the past. The Secretary of State's Office has not yet completed compiling and distributing voter information by demographic, so it is not available for a campaign close comparison at this time. However, when the information is published, it is our intent to compare turnout data from 2016, 2018 and 2020 in our target demographics and geographies to look for any correlation in increase in turnout. While there are many variables to take into account as we compare very circumstantially different election years, this information is relevant and should be explored.

Influencer Feedback

Our influencers were engaged with and enthusiastic about this work. They began with an introduction to the league of Women Voters of California, and information on voting. They all believed in the importance of voting in driving change in our communities and were eager to start putting out content right away.

Most of our influencers grew their following and audiences as byproducts of participating in this work, thus expanding their influence long term. When we asked them about their experience participating, here is some of the feedback we received:

- "This campaign has been one of my absolute favorite campaigns I have ever worked on. The communication and feedback were very constructive and I really enjoyed my time. There is absolutely nothing I would change about this experience."
- "I was surprised to actually learn great information for myself and my friends and was able to convince many more people than I thought to get out and vote!"
- "How fun it was! I felt like I was actually making content that mattered."
- "It was cool to see my young audience respond and show that they were engaged. Even some of the really young ones commented about their parents voting."
- "The way this campaign influenced me to think about my own social media platform is that, everyone has a voice. And that if we all work together for a common goal, then we can create really substantial change."

Subsequent to providing the quotes above, some influencers have reached out to the League to offer more input on their experience, noncommittally ask about how to be involved in doing more of this type

of work in the future, and inquire about recommendations for factual resources so they can continue to explore using their voices in this way. We continue to engage with these individuals on their own terms, because we think being a readily available resource to support them in their long-term civic leadership ambition is an inherent, though unplanned, commitment we made to the young people creating the content. This is in line with our mission of empowering voters, and our priority of power building in historically underestimated communities. Some of our influencers continued on with the work right away, using their platforms to promote voting in the Georgia run-off election, provide access to resources for young voters in Georgia, and continuing to talk about issues of race and justice.

Audience Feedback

An interesting byproduct of moving to TikTok was the multi-generational nature of many TikTok trends, videos and conversations. There's a big focus on multi-generational activity, with kids, parents, and grandparents making content together and also sharing content with each other. For a platform that is often thought of as "for the kids", it has a remarkably robust multi-generational user base.

The comments in many of the videos showed that our content was striking the multi-generation chord, as many younger viewers said that they were not old enough to vote, but that they were using this information to encourage and support their parents and grandparents. We also saw comments from younger viewers imploring those who are old enough and able to vote, to go do it to protect them. They were so clear in their understanding that what happened in the November 2020 election would be consequential to their short- and long-term futures, and they asked other people to remember to vote to protect people like them who cannot vote yet but will have to live with the consequences of the election. They continually reminded people of the consequences of the election, that their votes matter, and to wield their power to protect those who cannot.

The strength of the videos did not just lie in the content produced by our influencers, but in the conversations they sparked – both the ones we could observe in the comments and the ones that were held in households, among family members, and between friends – that we could not see. The videos were a catalyst to drive discussion, debate, insight, and ultimately action.

User comments also allowed us some visibility into gaps in access to this type of information. We could see clearly that while the government, civic-engagement groups, and more put out a wealth of information – it simply is not reaching the majority of the young voters, particularly in California's Black and Latinx communities. We were reaching people who do not typically see or hear this information, which is exactly who we hoped to reach.

Commenters also identified gaps in their school-based education – that for whatever the many reasons may be, left them feeling ill equipped to manage voting. They were surprised to see so many things on their ballot. Many felt intimidated. Many were distressed and/or angry that they felt like high school did not prepare them for this. Many thought they would just vote for President because that's what they hear about. Many thanked the content producers and wondered in the comments why no one ever gives them this kind of information. And in some cases, they were disappointed they had not found it sooner.

There were thousands of comments, and a sampling is provided in Appendix B.

Recommendations & Applications

Applications

Clearly this kind of campaign is powerful. Reaching people where they are, through a trusted or respected person, creates a personal tie to the action you want people to take. Major brands have been leveraging influencers to advertise products and drive sales for years. Not-for-profits have been slower to use this strategy for many reasons that may include cost/lack of funding, a fear of “selling” your message, a fear of losing control of the message, challenges in measuring outcomes, lack of understanding of how much and how broadly influence can be driven in these digital spaces, lack of access to expertise to conduct such efforts, and many others. But, it is precisely the idea of letting go of control of the whole message, and letting others take ownership to create peer-driven change, that makes this kind of campaign so powerful.

If we didn’t know it before, it’s clear now – digital platforms truly do have the power to allow us to drive movements. They have the power to create conversations and move people to action. There is a robust future in digital organizing using social media.

There is also a huge opportunity to fill the gaps in civic education that commenters brought up over and over again. One such opportunity is in using non-election cycles to create age appropriate and relevant evergreen digital content that fills in civics educational gaps. There is a creator on YouTube called [OverSimplified](#), who is an excellent example of making history accessible to young people using these exact ideas. He embraces the concepts of simplify, make the messages short and entertaining, relevant to the target audience, and deliver the right information to build understanding and comprehension that empowers the viewer. Teenagers and young adults watch these videos because they enjoy them, and the learning is a positive byproduct. If we engage in this style of education in the election off-cycles, by the time an opportunity to take action arises, viewers are educated, empowered, and eager to participate.

We envision an opportunity to create this style of video for concepts such as: redistricting/gerrymandering and how you are represented, understanding the ballot, how local governments work, how you got the right to vote and why you should do it, how your vote creates change, policing and government in your community, and more. These could be created in multiple languages and used in classroom settings, in GED settings, in studying for citizenship, passed between friends, and shared in more organized digital influencer campaigns during important elections or other moments in time when the content is relevant to what is happening in the world. This kind of digital educational material must be designed with the ideal learner in mind, which is critical if we want to reach people who are not interested in boring academic explanations, book learning, or anything else that reeks of organized academia, mainstream media, or intentional learning.

What we do in the non-election cycles is critical to boosting the work we do in the election cycles. If people only hear about these things every 2-4 years, we are neglecting a critical opportunity to empower communities with resources, education and power-building efforts that will catalyze their involvement when it does come time to vote. These off-cycle efforts will drive easier success in inspiring low propensity voters to use their power and influence to drive change. The League would be interested in exploring this type of civic education development between election cycles.

This kind of digital influencer communication can also be very effective in combating mis/disinformation. Clearly, we can all see the problems that the long-unchecked proliferation of dis/misinformation has

caused in our democracy and governance. And it is precisely because a network of influencers have grabbed hold of that misinformation, committed to it, and amplified it from their platforms. For profit. For popularity. For power. For whatever other reasons they may have. A [recent report](#) just showed that the Twitter/Facebook ban on Donald Trump and other similar accounts promoting dis/misinformation related to the election reduced mis/disinformation online by 73%. Imagine the power of micro and macro influencers, who have trust with their audiences, acting as fact checkers and delivering the fact checking and myth busting in plain, accessible language, and in a relatable style to their followers. This kind of large-scale commitment to factual information, delivered by people that audiences trust, in age and culturally accessible ways could have a major impact in supporting our democracy. It would help rebuild the foundation to allow us to evolve past this moment, and reclaim the things that allow our government to function, while bringing in new voices and bending the arc towards inclusion, equity, and justice.

Similar campaigns to the one we just completed around election cycles will be invaluable. 2020 was a unique cycle with the pandemic and a national interest in voting like most of us have probably never seen in our lifetimes. It is difficult to say if there will be that kind of national, conscious investment in voting and the election cycle again, and groups like ours will need to stay focused because the national attention span is fleeting. And when it moves on to the next thing, low-propensity voters are the most broadly impacted by the lack of investment.

Recommendations and Learnings

The following recommendations would enhance future efforts.

- **Start Sooner.** Finding and recruiting influencers who fully meet the needs of the campaign is not a fast process. Executing contracts and tax paperwork takes more time, particularly working with younger folks who may not have experience in tax paperwork and contracts. Starting earlier on this part of the work would allow for a greater diversity in influencers working on the project. Generally, we found that content producers who produce in Spanish required a higher fee and were less likely to participate. We need more lead time to collaborate with individuals who may be skeptical, demonstrate our values and motivators to them, and earn their trust to make them passionate about being a part of the work. This would be particularly impactful in finding content creators for non-English content.

Starting sooner would also allow for more technology development if developing or implementing games, or the more complex augmented-reality features in Snapchat. These features can be broadly successful in driving peer-to-peer engagement and results, but programming requires time and the right expertise. It would also allow for audience focus grouping of some of the creative, such as filters, at the outset to ensure the creative for Snapchat is resonating with the intended audiences. With more time, we could test even more messaging and creative to understand what resonates most and what does not.

- **Focus on micro and macro influencers.** Increasing the budget to designate funds to partner with one celebrity, or pseudo celebrity with name recognition, who has macro-influence would be very beneficial in a future campaign. Star power is very influential. And when that supports a band of micro influencers who are part of the same movement, we can have significantly expanded impact.

- **Do not underestimate the power of micro-influencers.** These are every day, relatable people, that have used their platforms to find and connect with like-minded individuals and have positioned themselves to be thought leaders with their followers. Increase the number of micro-influencers and the diversity of the group. A future campaign with approximately 20 micro-influencers ranging with audiences from 50,000 to around 300,000 will be the most impactful.
- **Leverage user-generated content developed on other platforms and for other purposes in paid ads.** In this campaign, we used the TikTok videos in Snapchat ads and stories. In a different effort, such as the development of OverSimplified style civics curriculum-based videos, Snapchat ads and stories would get this content in front of the target viewers with ease and would promote peer-to-peer sharing. Snapchat stories had broad reach and engagement, and repurposing content across platforms allows us to increase the impact of our existing investment in content production while also building trust because this content doesn't feel like an ad or formal education.
- **Consider using Snapchat filters and ads as a supplement to on-the-ground work.** It will require more of a team than we had, but monitoring real-time campaign efforts with groups like Black Voters Matter would be a logical expansion of this effort. For example, had we partnered with them, it would have allowed us to know in advance when they would be in California with their busses, and create and launch Snapchat filters and stories targeted to their geography, that drove people to their in-person event, while also creating shareable content that would live longer on youth focused platforms to influence their friends to act. Often these groups reach older voters more than youth, so pairing the effort with youth-oriented social media would expand the audience reached by these trusted community organizations and center their work and voices.
- **Respond to Comments.** So much of the value in the content comes from the comments and conversations it drives. With thousands of comments coming in at varying times and in varying volumes, we were able to identify an opportunity to improve a future campaign by having staff ready to respond to video comments and questions with additional information. We did invest some time in responding. However, planning for that at the outset, and not relying on the content producers/influencers to manage those thousands of comments would empower more conversations and viewers.
- **Stay focused in your channels.** These platforms all offer something unique. We excluded Instagram from our effort, and focused on an integrated Snapchat and TikTok campaign, where we were able to leverage the work on each platform to support the other as needed. It would be easy to invest a lot of money and try to cover all platforms, but it would dilute the ability to be effective unless there was a much, much larger team and investment.
- **Stay focused on your outcomes and calls to action.** It was also critical to be clear on the team's answer to our bigger question of: What are we trying to do get people to do? Because we were clear that this campaign's intention was to provide information and motivate people to vote, it allowed us to focus the intention of our paid assets and not spread ourselves across too many calls to action that often exist around election cycles.

- **Non-partisan approach is critical.** To keep voting information trustworthy, it cannot be skewed to support or oppose any political candidate or party.
- **Remember who you're talking to.** Throughout the campaign, our team reminded ourselves to not make decisions based solely on what we like, as not all of us represented the target audience we were hoping to motivate. Rely on diverse perspectives, research and perhaps things that make you slightly uncomfortable if it centers the people you're really trying to speak to and engage. Young people are digitally savvy and very aware, and your content will likely be quickly dismissed if you don't tailor it to them in a genuine way.
- **Fun and simplicity.** Keep it simple and keep it fun. This isn't about academic jargon but about using language that makes something that is for everyone (like voting), truly understandable by everyone. Add to that sense of humor, gamification, trends, and anything that involves peer-to-peer interaction and influence, and you've got something with great potential. It is not the League or any other organization who convinced voters to get to the polls during this campaign – it was the influencers and the people on Snapchat engaging their friends and families with our content. It was their edginess, their style, their lack of formality, their engagement with their audiences, their reputations, and their relatability that got people to act. The power of this campaign was that it took something that felt daunting or sometimes pointless to low-propensity voters and made it easy, educational and entertaining– making people feel like they really were a part of something bigger to create change.

Concluding Remarks

This was a tremendous learning experience and successful first effort at using youth-focused social media to drive peer-to-peer influence in inspiring people to wield their power. The LWVCEF is grateful to all of our partners in this effort, and proud of the impact and reach we were able to create with this campaign. It is our hope to continue this kind of work in the future, building on what we learned, while expanding our partnerships so that in conjunction with our larger effort, we can offer the digital backbone to also help expand in-person efforts of partner organizations. We are also excited about the idea of potentially developing off cycle youth-focused civic engagement curriculum, in the vein of the OverSimplified videos, to fill in educational gaps and keep ongoing attention on how we create change in our communities.

Thank you to the Walter and Evelyn Haas Jr. Fund for your support and partnership. It was truly wonderful to work with you on this initiative and we look forward to continue working with you in the future.



#VotingMovesCA

Appendix A

League of Women Voters of California

Mixte Communications

This campaign wasn't about brand awareness for the League of Women Voters of California. It was not about building partnerships, or raising money. The vision was to motivate young adults ages 18-24 to understand the power of voting and cast their ballots, particularly in communities of color which likely had low-propensity voters.

Mixte and League of Women Voters of California collaborated to dream up and roll out the following campaign that would **fold civic engagement into social media platforms already speaking directly to Gen Z.**

CAMPAIGN GOALS

Primary Objectives

We want to get in front of an audience (**at least 200,000 users**), including those who have been active in protests or rallies, and communicate how voting is a key step in the process of creating social change (**1,500 impressions**).



We will encourage users to share screenshots of the ads (**400 shares**) with peers who may be voting for the first time or less likely to participate.

We'll **drive users to a dedicated landing page** that gives them a single, clear call-to-action step (can leverage LWVC and Voter's Edge California content/links/functionality).



We will also build-in a mechanism for self-reporting of users who pledged to vote (**at least 300 pledges**) after viewing elements of this campaign.

Secondary Objectives

90% of the Users we reached, engaged with our ads



50% of those who actively engaged with our ads, shared

48.5% of those who engage with voting related Snapchat content through the campaign cast a ballot either by mail or in-person*

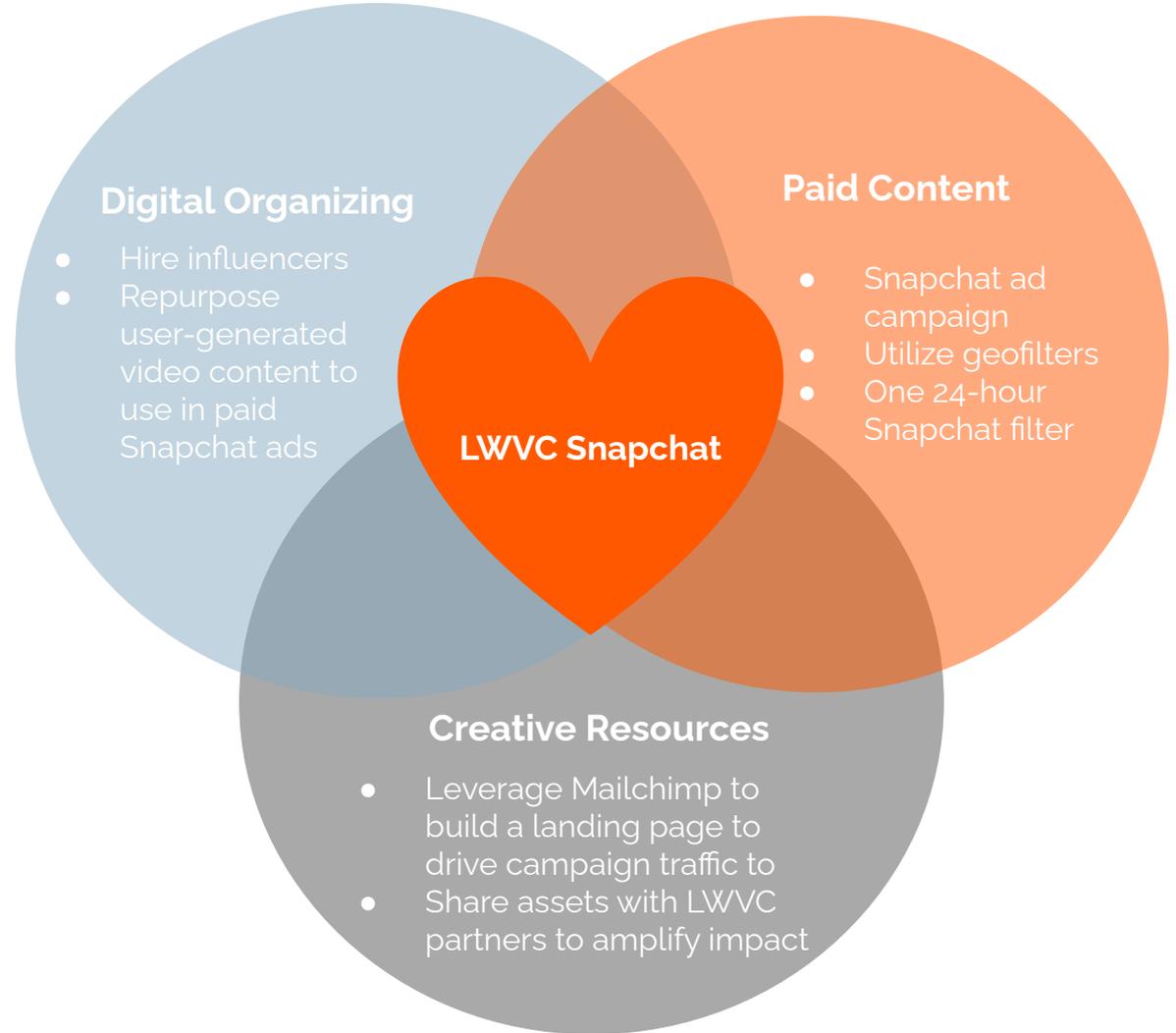


Retarget those that integrated with our ads and/or landing with a survey (if resources allow). So that we may know if **80% of those that said they're voting** report that they felt "confident and prepared to vote" based on their interactions with our campaign*

No big deal.
Where to begin?

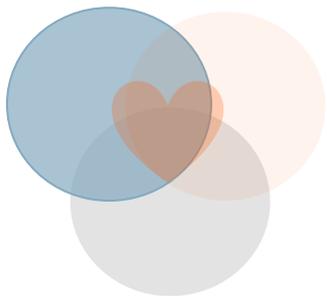
First, we identified
strategies + creative tactics.

Creative Tactics



Creative Tactics

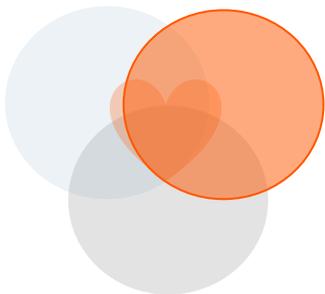
-- DIGITAL ORGANIZING --



- **Hire influencers**
Bring on 10 influencers from key areas in California to amplify campaign messages and calls to action in their own unique way.
- **Repurpose User-Generated Content**
We repurposed influencer-generated Tik-Tok videos as Snapchat ads and served them to our custom audience leading up to key dates.

Creative Tactics

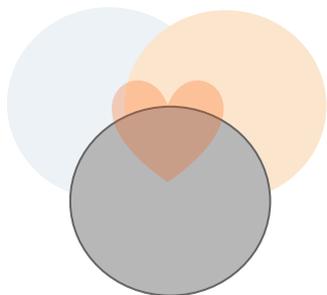
-- PAID CONTENT--



- **Snapchat Ad Campaign**
Repurpose user-generated content from influencer videos into ad campaigns on Snapchat
- **Utilize Geofilters**
Create filters to engage audiences in chosen geographic areas and key places of interest
- **One 24-hour statewide Snapchat filter**
Collaborate with Snapchat to choose the best date for launching a 24-hour, statewide Snapchat filter

Creative Tactics

-- CREATIVE RESOURCES --



- **Develop Landing Page**
Build a custom landing page on Mailchimp that would serve as the hub for all campaign engagement and a key place to track metrics
- **Share Assets with LWVC Partners**
Create a digital toolkit to share with LWVC's robust network of civically engaged partners to spread the word across channels that we don't own

Next, we developed a **(very, very, very)**
detailed project timeline and agendas for
our twice-a-week meetings.

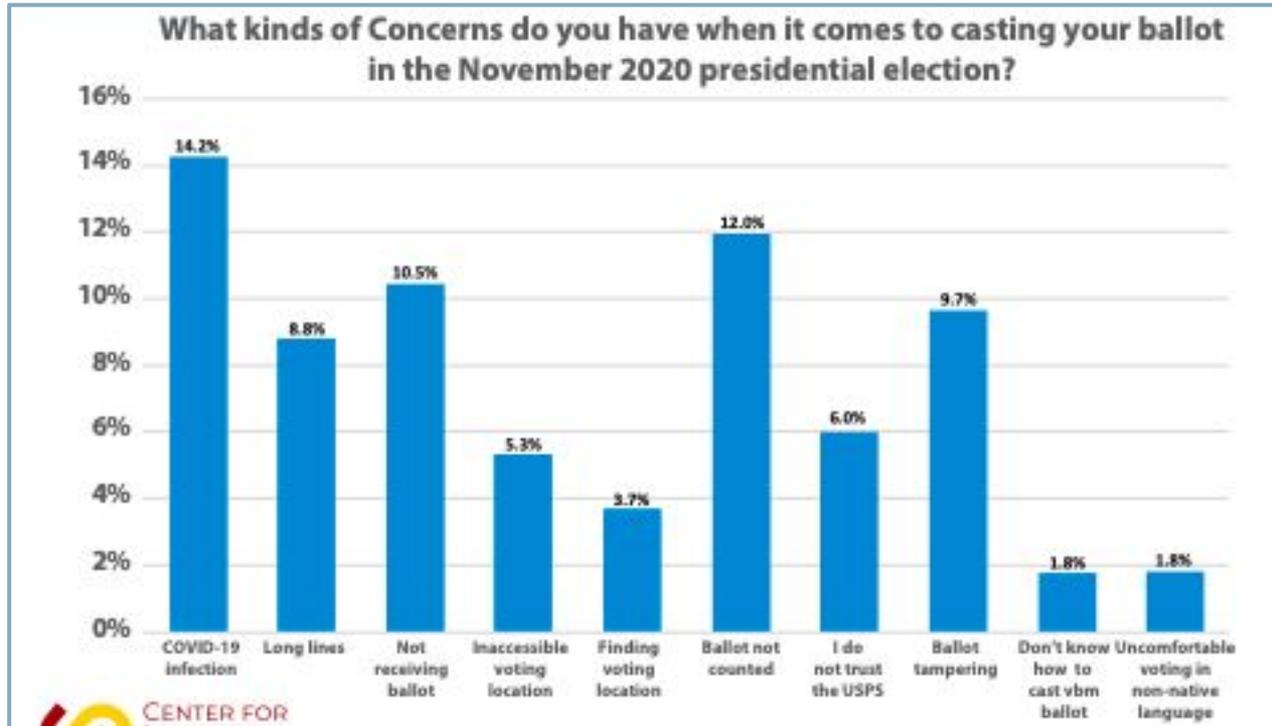
Just a sample

Due	Deliverable	Notes	Status	Owner
OCTOBER				
Week of 10/26				
BIG GOAL	Retarget geofilters on polling locations			
10/26	Include LA in the ElectJustice filters		Completed	Mixte
10/26	Populate metrics for influencers' Post #4		Completed	LWVC
10/26	Recommend polling locations for geofilters		Completed	Mixte
WEDNESDAY, OCTOBER 28 24-hour FILTER ON SNAPCHAT				
10/27	Run polling locations through voter database and flag		Completed	LWVC
10/28	Add polling locations for geofilters		Completed	Mixte
10/29	Run filters at a mega polling location		Completed	Mixte
10/29	Review ad metrics and adjust as needed		Completed	Mixte
10/30	Populate metrics for influencers' Post #5		Completed	LWVC
FRIDAY, OCTOBER 30 Majority of vote centers/polling locations open for early in-person voting				
NOVEMBER				
BIG GOAL	Final push!			
11/2	Final (6th) influencer posts go live		Completed	Mixte
TUESDAY, NOVEMBER 3 - ELECTION DAY				
11/9	Populate metrics for influencers' Post #6		Needs attention	LWVC
	Final reporting	Include anecdote or quote from influencers on the impact it had on them	In Progress	Mixte

We dug into 2020 research
that identified effective messaging
around voter election concerns,
preferences and more.

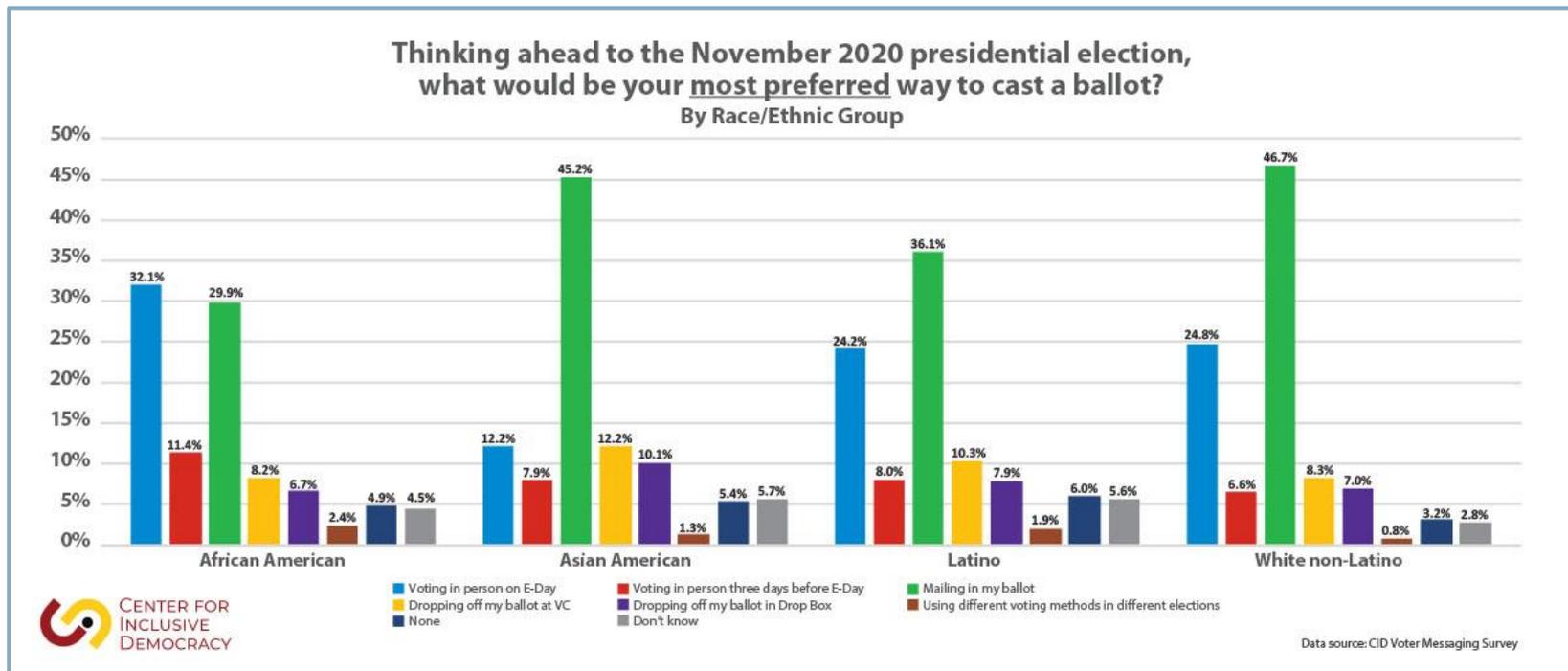
Key takeaway

People were very concerned with voting safely during the pandemic



Key takeaway

African American and Latinx communities were most likely to vote in person or by mail-in ballots



Key takeaway

Eligible voters ages 18-24 depend mostly on voting guides, county websites, social media, mailers and word-of-mouth

Table 4: Where do you typically turn to for help with questions about registration or voting procedures, or important election dates?

	County voter information guide	The county website	Vote-by-mail packet	Call in to my county elections office	Advertisements from community groups	Advertisements in the media	Social media	Contact a community group	Posters at voting location	Friends or family	No typical way	None	Don't know	Other
All Eligible Voters*	33.5%	31.0%	26.4%	8.3%	4.9%	7.0%	10.2%	3.3%	4.2%	16.6%	5.7%	9.5%	4.0%	1.4%
18-24	19.7%	24.4%	19.0%	9.7%	7.1%	6.8%	18.3%	4.5%	5.6%	26.0%	4.6%	8.4%	7.5%	1.4%
25-34	26.7%	35.8%	24.3%	9.3%	6.8%	9.8%	13.5%	4.7%	4.4%	17.2%	5.0%	8.5%	3.5%	1.2%
35-44	34.0%	37.7%	27.5%	9.8%	6.7%	11.1%	14.4%	5.2%	6.4%	18.6%	4.8%	7.5%	3.2%	0.8%
45-54	35.4%	31.8%	27.2%	6.7%	3.1%	5.4%	8.8%	2.5%	2.8%	16.8%	6.2%	8.7%	4.4%	1.0%
55-64	43.2%	28.7%	28.9%	5.2%	2.7%	3.6%	2.8%	1.0%	2.6%	10.9%	4.9%	11.7%	2.9%	2.2%
65-74	44.1%	29.3%	32.0%	8.5%	2.5%	4.0%	2.6%	1.4%	3.0%	9.3%	8.2%	11.8%	1.9%	1.8%
75+	41.8%	18.4%	32.6%	9.4%	3.0%	6.3%	1.8%	1.1%	2.6%	9.3%	10.2%	13.3%	4.5%	3.0%

Data Source: CID Voter Messaging Survey

* All Eligible Voters defined as: Adult citizens

Key Messaging

1. Voting is easier than ever before.
2. There are many options for voting.
3. You choose how and when to vote.

We also went through a process of **identifying the target geographic areas** based on our goals.

City	Potential Reach (Black/Latinx 18-24 year olds)	Potential Reach (18-24 year olds)	Population	18-24 years	Black/Latinx combined	Latinx	Black
Los Angeles	177,156	319,200	3,990,000	8.0%	56%	47.5%	8.0%
San Diego	46,844	128,340	1,426,000	9.0%	37%	30.0%	6.5%
San Jose	31,824	88,400	1,300,000	6.8%	36%	33.0%	3.0%
Fresno	21,444	45,050	530,000	8.5%	48%	40.0%	7.6%
Bakersfield	17,338	33,024	384,000	8.6%	53%	45.0%	7.5%
Stockton	15,115	27,990	311,000	9.0%	54%	42.0%	12.0%
Santa Ana	12,917	30,608	332,700	9.2%	42%	40.8%	1.4%
Sacramento	12,280	35,595	508,500	7.0%	35%	21.0%	13.5%
Oakland	12,012	24,024	429,000	5.6%	50%	26.0%	24.0%
San Francisco	10,570	50,331	883,000	5.7%	21%	15.0%	6.0%

*Assumes that percentage of 18-24 year olds among Black/Latinx communities matches that of the general population

Targeted Locations

San Diego

Stockton

San Jose

Fresno

Bakersfield

Los Angeles

Sacramento (Super Poll Location)

San Francisco (Super Poll Location)



But what's a campaign for Gen Z
without a little fun?

Introducing...
#VotingMovesCA

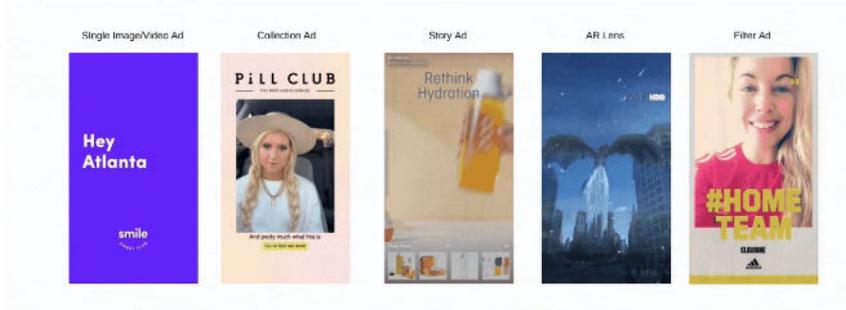
We created the campaign theme **Voting Moves California (#VotingMovesCA)** to encourage our audience to share how they're **making moves for justice** – whether it's moving through the line at the polls, moving by marching or protesting, or moving social movements forward by voting.

Within that theme, we created a **campaign brief** that detailed how the #VotingMovesCA theme would tie into every strategy and creative tactic.

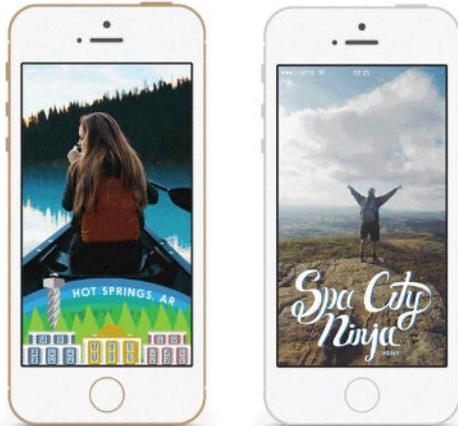
This would be a north star for our campaign.

A little inspiration for our campaign

Snapchat Ads Display

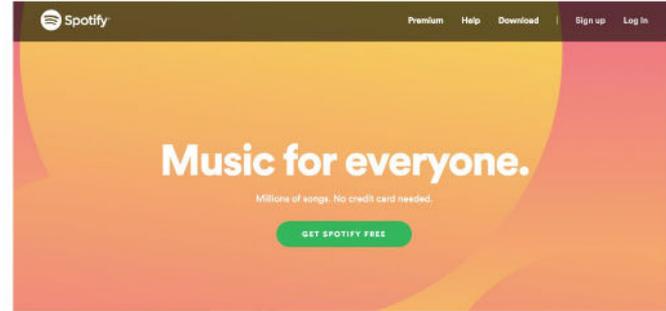


Geofilters Display



Landing Page Display

This is a simple 3-part landing page by Spotify (Headline, Message, Call-to-action) - can possibly include a undistruptive background image or video with "message."



Free 24-hour Filter Display

These are just offers provided to us by Snap and do not differ from a regular filter build.



With the campaign brief finalized, it was **time to reach out to target influencers.**

We quickly realized our influencer strategy would be **more successful on TikTok instead of Snapchat,** so we pivoted to that social platform.

We created decks and contracts to outline
key deliverables and guidelines
for working with influencers.

You & Us, Together (aka the Campaign Overview)

Our Goal	<p>Our ultimate goal is to get people to VOTE!</p> <p>To this end, you'll leverage your platform and personal brand to do these two key things:</p> <ol style="list-style-type: none">1. Motivate your followers to see voting as an integral part of their efforts to drive social change2. Make the process of voting feel easy and fun
Your Commitment	<ul style="list-style-type: none">• Create 1 post per week from September 28 to November 2 (6 posts total).• Send LWVC the video and a screenshot of your engagement/reach after each post from each platform (if more than one).
Our Commitment	<p>Provide you with key insights and theme guidance. Oh, and we'll also pay you \$1000.</p>

Creative Content Guidance

Overall Concept: You'll use fun, creative content to help your followers understand that voting is easy and important. With the theme of #VotingMovesCA, you'll create content that connects voting and social issues, then drive viewers to a landing page where they're encouraged to share their own videos using #VotingMovesCA, pledge to vote in the upcoming election, and easily reference voter-education materials. All your posts will encourage moving – moving through the line at the polls, moving by marching or protesting, and moving forward with social change by voting. 🗳️👏

Post #1 and #2

#1 – Week of 9/28

#2 – Week of 10/5

Connection between social issues and voting

Make the connection between the power of protest to the power of voting. Remind followers that the issues they care about can be moved forward with voting. Remind them that the last day to register to vote is October 19th.

Call to action for Post #1: Visit www.VotingMovesCA.org

Call to action for Post #2: Visit www.ElectJustice.org

Post #3 and #4

#3 – Week of 10/12

#4 – Week of 10/19

Your ballot made easy

Show your followers that voting has never been easier! Explain when, where and how to vote by going over the three ways to cast a ballot in California. (We'll provide you with this info.)

Call to action: Visit www.VotingMovesCA.org

Post #5 and #6

#5 – Week of 10/26

#6 – November 2

Voting victory dances

You've already told them voting is easy – now show them how you're making your move to vote. Bonus if you have an awesome voting victory dance.

Call to action: Visit www.VotingMovesCA.org

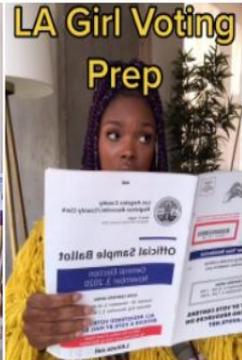
Before long,
the **influencer content** started pouring in.

(And it was just as awesome as we hoped.)



I said what i said

1 Get info on the U.S. elections



LA Girl Voting Prep

1 Get info on the U.S. elections



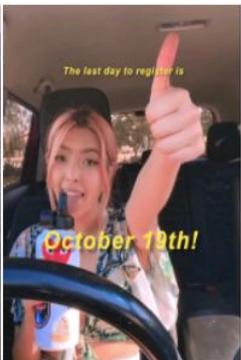
when my friends say they're not gonna vote so i drive them myself to the polls

1 Get info on the U.S. elections



lives, but doesn't believe in voting in this 2020 election....

1 Get info on the U.S. elections



The last day to register is October 19th!

1 Get info on the U.S. elections



every vote matters

1 Get info on the U.S. elections



1 Get info on the U.S. elections



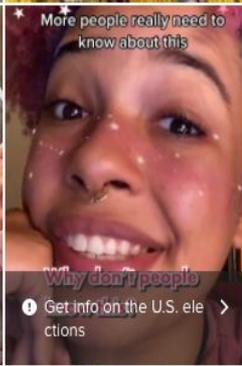
1 Get info on the U.S. elections



Vote with me

WE VOTED TOGETHER BECAUSE I VOTED

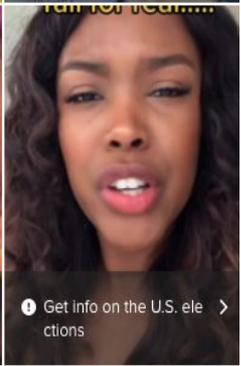
1 Get info on the U.S. elections



More people really need to know about this

Why don't people

1 Get info on the U.S. elections



run for ree....

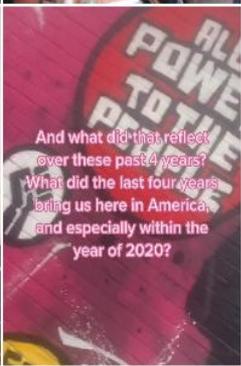
1 Get info on the U.S. elections



use the power of their voice to go out and vote in this years 2020 election

and there by indirectly hurting communities they claim they care about

1 Get info on the U.S. elections



And what did that reflect over these past 4 years? What did the last four years bring us here in America, and especially within the year of 2020?

1 Get info on the U.S. elections



Voting in the 2020 Election Part 1

1 Get info on the U.S. elections

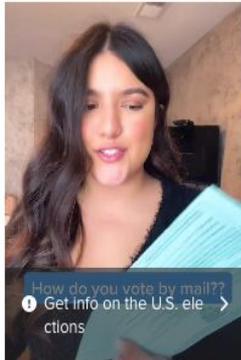


Voting in the 2020 Election Part 1

1 Get info on the U.S. elections



1 Get info on the U.S. elections



How do you vote by mail??

1 Get info on the U.S. elections



Vote!!

1 Get info on the U.S. elections



How does voting in-person work?

1 Get info on the U.S. elections



1 Get info on the U.S. elections



1 Get info on the U.S. elections



when people tell me they're registered and are going to vote for change

1 Get info on the U.S. elections



What time is it Lizzo??

1 Get info on the U.S. elections



1 Get info on the U.S. elections

The Stars of the Show

Siete White @sietesays

Arianna Jonae @ariannajonae

Naomi Weber @gmones

Jazmyn W. @jazmynjw

Clarence White @clarencwhite

Carrie Bernans @carribernans

Taylor Brown @theblackbruja

Sara Mora @misssaramora

Vivian Nweze @vivaciouslyviv

Phylisha Chaidez @phylofthepast

As we collected influencer content,
we began turning the best of the best
into Snapchat ads.



@sietesays

Repurposed from TikTok, Siete's video stood out the most and perfectly aligned with our message.



@carribernans

Repurposed from TikTok,
Carrie's video stood out because of her high energy
and appreciation for her right to be able to vote.



@ariannajonae

Repurposed from TikTok,
Arianna's video stood out because she provided a brilliant delivery of our message and made sure that her audience knew exactly where to find voter resources.



@jazmynjw

Repurposed from TikTok, Jazmyn's video creative stood out because she managed to find humor in presenting a serious issue and her audience listened.

The ads and influencer content
all directed people to our
bilingual landing page.

Traducción
Spanish | English

PLEDGE ★ TO VOTE ★

It's 2020, and voting is easier than ever before.
Will you pledge to vote this year?

[Yes, I'll vote!](#)

We're so glad we can count on you
to vote in this historic election.
Voting is easy with the right information.
Check out these resources:

Make a plan to vote

[Voter's Edge](#)

Learn who's on your ballot

[Elect Justice CA](#)

Share with the world how you're voting!
From moonwalking to drop off your ballot to your "I voted!" victory dances,
share your voting moves on social media using [#VoteMovesCA](#).



LWV LEAGUE OF WOMEN VOTERS
OF CALIFORNIA

1111 Broadway Street, Suite 700, Sacramento, CA 95811 | 916.442.1211
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Landing Page Concept

➤ **Header/Hero Image**

#VoteMovesCA

➤ **Message**

Voting in 2020 has become easier than ever

➤ **Call-to-Action**

“Yes, I’ll Vote!”

➤ **Subheader**

➤ *“More California Voter Resources”*

➤ Text Links/Buttons

○ **Link #1:** <https://votersedge.org/ca>

○ **Link #2:** [ElectJusticeCA.org](https://electjusticeca.org)

The page was translated into Spanish
to support our target audience.

Traducción:
Spanish | English

PLEDGE ★ TO VOTE ★

It's 2020, and voting is easier than ever before.
Will you pledge to vote this year?

Yes, I'll vote!

We're so glad we can count on you
to vote in this historic election.
Voting is easy with the right information.
Check out these resources:

Make a plan to vote

Voter's Edge

Learn who's on your ballot

Elect Justice CA

Share with the world how you're voting!
From moonwalking to drop off your ballot to your "I voted!" victory dances,
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LWV LEAGUE OF WOMEN VOTERS
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Traducción:
Spanish | English

PROMETA ★ VOTAR ★

Es el 2020 y votar es más fácil que nunca.
¿Prometerá votar este año?

¡Sí, votaré!

Estamos tan contentos de poder contar con usted para votar
en esta elección histórica.
Votar es fácil con la información correcta.
Consulte estos recursos:

Har un plan para votar

Voter's Edge

Aprenda quiénes están en su boleta

Elect Justice CA

¡Comparta con el mundo cómo votará!
Desde su moonwalk para dejar su boleta hasta su baile de victoria de "¡voté!",
comparta sus pasos para votar en las redes sociales usando [#VoteMeMovesCA](#).



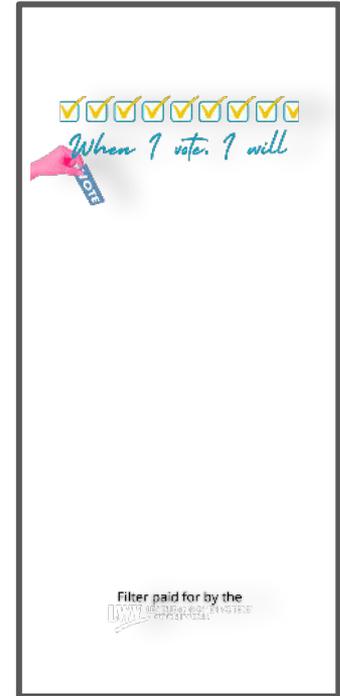
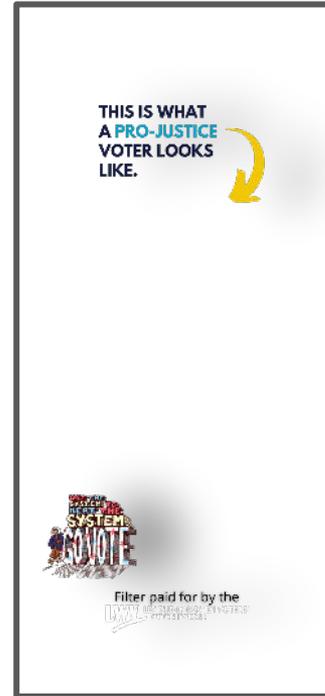
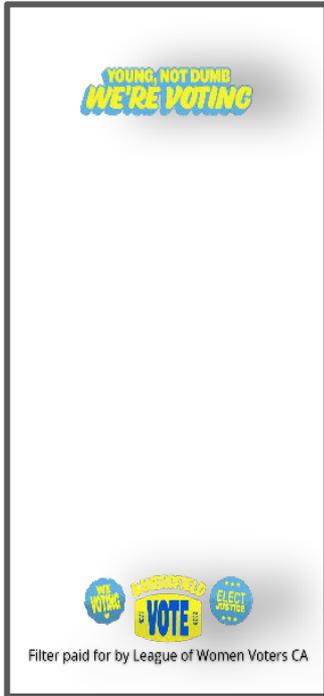
LWV LEAGUE OF WOMEN VOTERS
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Next up –
Snapchat filters.

Our Filters

The filters were designed with the key geographical areas and polling locations in mind. Below are the templates we used, customized to each region.



We also used filters created by our
Elect Justice friends.

Elect Justice Filters



When 1 voter, 1 will



Filter paid for by League of Women Voters CA

**THIS IS WHAT
A PRO-JUSTICE
VOTER LOOKS
LIKE.**



Filter paid for by League of Women Voters CA

**We wanted our partners to get in on the fun,
so we created a toolkit to make it easy.**

Inside the Toolkit

This **toolkit** was packed with great content used throughout the campaign - **images**, **videos**, and **stickers**, which LWVC partners could repurpose easily across their own channels to reach our shared goal.



PLEDGE
★ TO VOTE ★

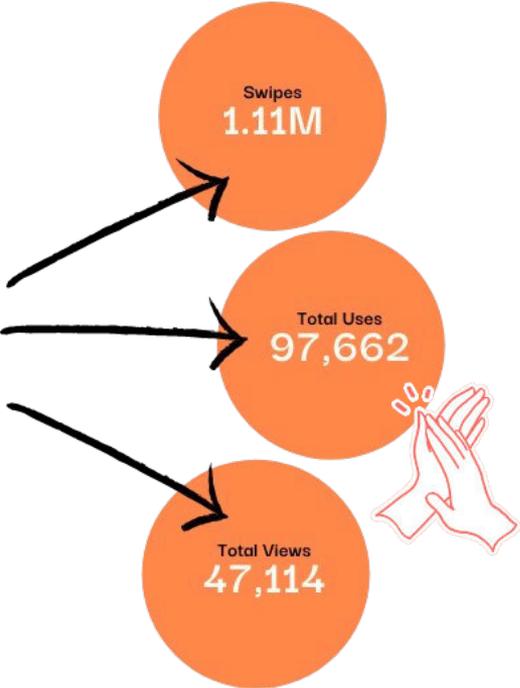
We monitored the ads, filters, influencer content, and landing page metrics frequently to ensure we were **staying within budget and on track to meet our goals.**

On October 28, we launched a
24-hour statewide Snapchat filter
throughout California.

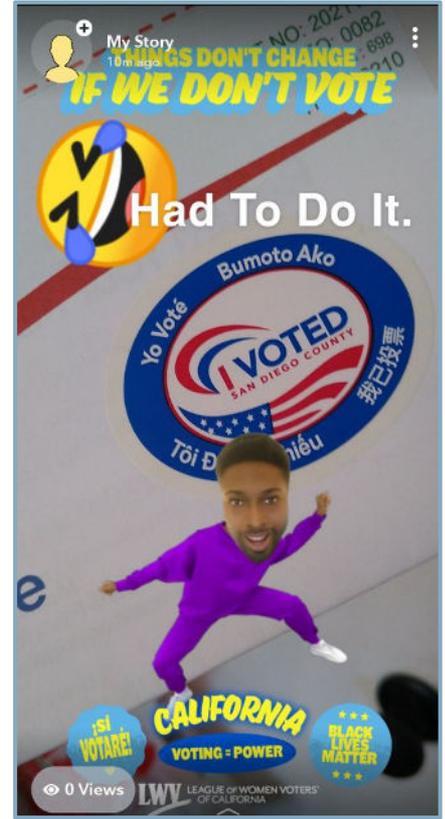
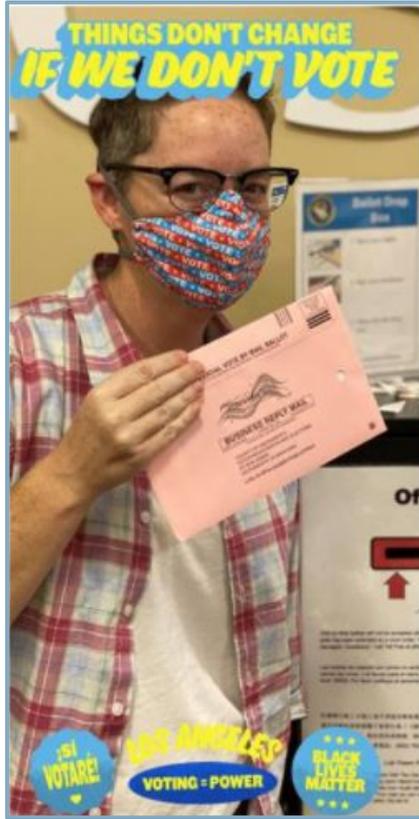
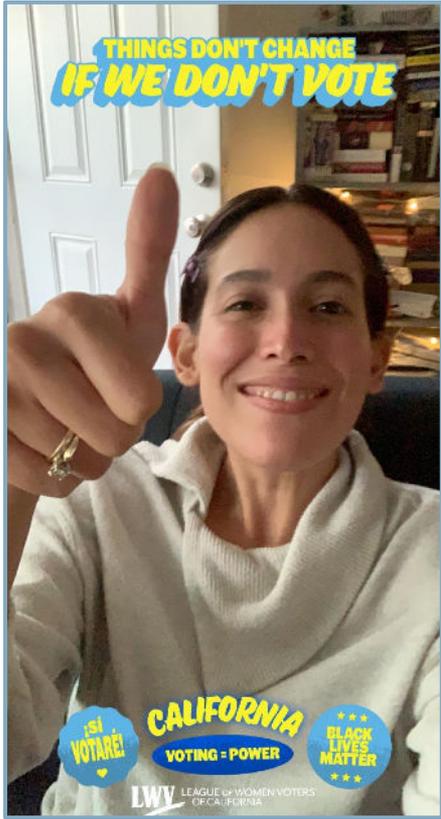
24-Hour Statewide Filter



Key results



Even Mixte and LWVC caught **Snap fever...**



On November 2,
we were in the home stretch
with budget left to spend.

So, we **reallocated the remaining budget across additional ad sets and increased our daily ad spend** to maximize reach as we approached the finish line.

We also used
**additional influencer content
and similar filters to refresh ads**
as we made our final push to the end.

(That was definitely **the right move.**)



On November 3 at 9 p.m.
we turned everything off
and proceeded to... well, wait.

And while we waited, **we measured.**
Snapchat Ads exceeded all expectations.



Key Results for **@Sietesays**

Total paid impressions:
3.05 million

Swipe-ups: 1,164

Story view completion rate:
22.26%

Total view time: 4 hours 7
minutes 6 seconds



Key Results for **@Carribernans**

Total paid impressions:
1.157 million

Swipe-ups: 195

Story view completion rate:
10.58%

Total view time: 27 minutes
5 seconds



Key Results for **@Ariannajonae**

Total paid impressions:
240,154

Swipe-ups: 42

Story view completion rate:
11.79%

Total view time: 15 minutes
8 seconds



Key Results for **@Jazmynjw**

Total paid impressions:
172,553

Swipe-ups: 33

Story view completion rate:
15.44%

Total view time: 2 minutes
17 seconds

Snapchat filters performed well, too.

Our Filters



YOUNG, NOT CLUMBY
WE'RE VOTING

Key Results for Filter #1

Total paid impressions:
212,214

Total earned impressions:
148,746

Shares: 4,314



Filter paid for by League of Women Voters CA



VOTING
VIBE
CHECK

Key Results for Filter #2

Total paid impressions:
212,334

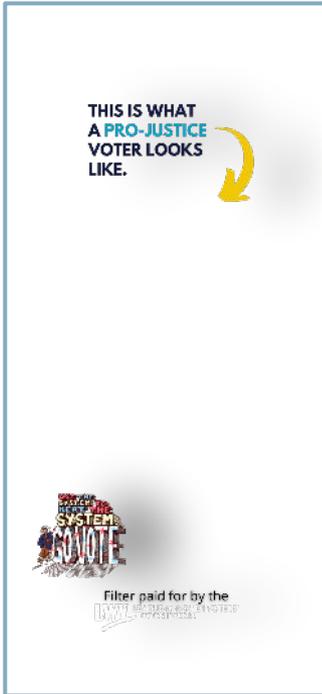
Total earned impressions:
433,544 🤩

Shares: 4,072



Filter paid for by League of Women Voters CA

Our Filters (cont'd)

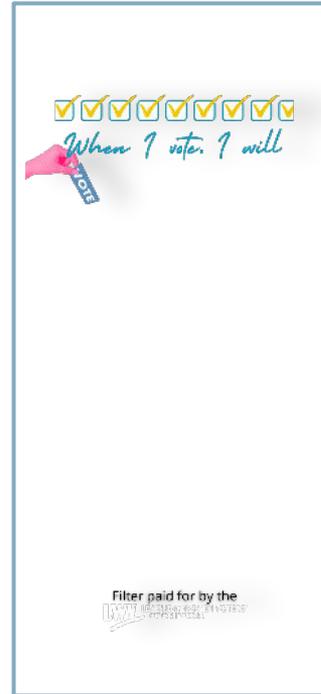


Key Results for Filter #3

Total paid impressions:
97,662

Total earned impressions:
47,114

Shares: 1,574



Key Results for Filter #4

Total paid impressions:
98,722

Total earned impressions:
37,269

Shares: 1,452

Elect Justice Filters



Key Results for Filter #1

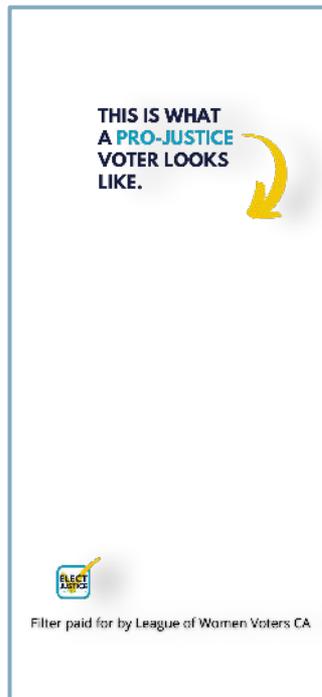
Total paid impressions:

247,231

Total earned impressions:

97,946

Shares: 3,575



Key Results for Filter #2

Total paid impressions:

247,428

Total earned impressions:

135,711 🤔

Shares: 4,437

The **landing page** also boasted fantastic metrics.

Landing Page Results

Total page visits:

133K

Total unique page visits:

51K

Total clicks
(pledges to vote):

813

The screenshot shows a landing page with a blue header. At the top, it says "Translations" and "Spanish | English". The main heading is "PLEDGE TO VOTE" in large yellow letters. Below that, it says "It's 2020, and voting is easier than ever before. Will you pledge to vote this year?" and a yellow button that says "Yes, I'll vote!".

Below the header, there is a section with the text: "We're so glad we can count on you to vote in this historic election. Voting is easy with the right information. Check out these resources:". There are two buttons: "Voter's Edge" and "Elect Justice CA".

Below that, there is a section with the text: "Share with the world how you're voting! From moonwalking to drop off your ballot to your 'I voted!' victory dances, share your voting moves on social media using #VoteInMovesCA". There are several social media icons with text: "VOTE IN", "VOTING MOVES CA", "WE VOTING", "VOTE VOTE VOTE", "HE DID THE VOTE", "AYE YO VOTE!", "CEO OF VOTING", and "VOTING POWER".

At the bottom, there is a blue footer with the LWV LEAGUE OF WOMEN VOTERS OF CALIFORNIA logo and the text: "©2019 League of Women Voters of California. All Rights Reserved. LWV.org | 800.421.1142 | 401 2100. © League of Women Voters of California. LWV.org is a registered 501(c)(3) and 501(c)(4).

With all that,
did we reach our primary goals?

We wanted to get in front of an audience (at least 200,000 Tik-Tok + SnapChat users), including those who have been active in protests or rallies, and communicate how voting is a key step in the process of creating social change (1,500 total impressions).



5.74M
Paid Impressions

Total Story Opens
126.7K

Total Filter Uses
97.6K

1.41M
Earned Impressions

813

Total Button Clicks



We wanted to build-in a mechanism for self-reporting of users who pledged to vote (at least 300 pledges) after viewing elements of this campaign.

1.11M
Total Swipes to
Landing Page



We wanted to drive users to a dedicated landing page that gives them a single, clear call-to-action step (can leverage LWVC and Voter's Edge California content/links/functionality).

11.26K

Total Saves

33.94K

Total Shares



We wanted to encourage Tik-Tok and SnapChat users to share saved screenshots and influencer stories (400 shares) with peers who may be voting for the first time or less likely to participate.

How about the
secondary goals?

We wanted **50% of those who actively engaged** with our ads to share them



Share Rate
***.34%**
out of 5.7M users,
shared

Engagement Rate
***2.42%**
opens, shares,
saves, swipes

We wanted **90% of the users we reached to engage with our ads**



Total View Time
4:51:38

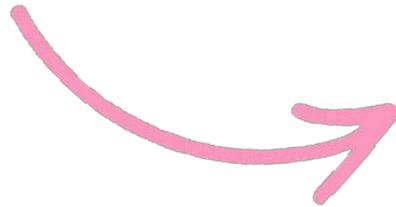
18.99%
Total Story Ad
Completions

We wanted **48.5% of those who engaged** with voting related Snapchat content through the campaign to cast a ballot either by mail or in-person*

We wanted to retarget those that integrated with our ads and/or landing with a survey (if resources allow). So that we may know if **80% of those that said they're voting** report that they felt "confident and prepared to vote" based on their interactions with our campaign*

Bonus: Our influencers found
fulfillment and joy in working with us.

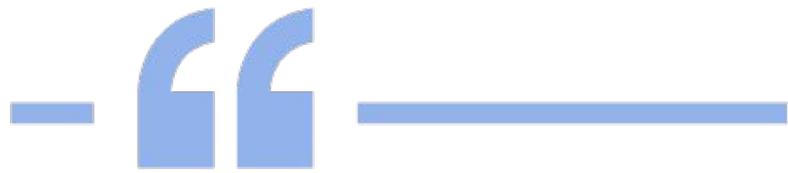
What they said



— “ —

This campaign has been one of my absolute favorite campaigns I have ever worked on. The communication and feedback were very constructive and I really enjoyed my time. There's absolutely nothing I would change about this experience. Jena has been amazing, very communicative, and patient throughout this entire process.

— ” —



I was surprised to actually learn great information for myself and my friends and was able to convince many more people than I thought to get out there and vote!



What they said

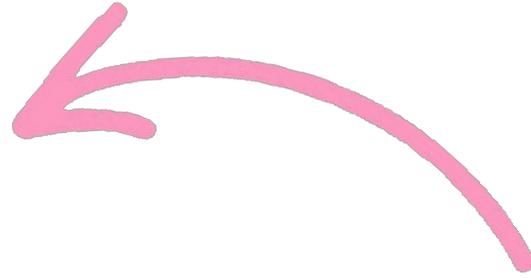
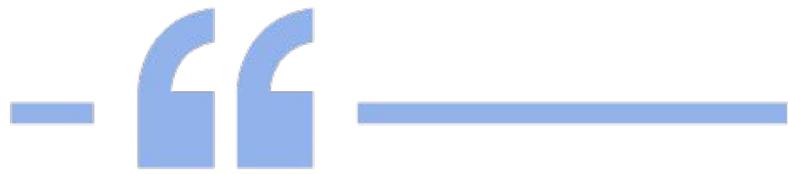


What they said



How fun it was! I felt like I was actually making content that mattered.





It was cool to see my young audience respond and show that they were engaged. Even some of the really young ones commented about their parents voting.

What they said



What they said



— “ —

The way this campaign influenced me to think about my own social media platform is that, everyone has a voice. and that if we all work together for a common goal then we can create really substantial change.

— ” —

We know that this project was untraditional
for the League of Women Voters of California.

The organization stepped outside of its comfort
zones and tried something entirely new in the
hopes of **impacting real change.**

Thank you for being brave,
and for choosing to do this work with us.

Appendix B
Sampling of TikTok Comments

Comment	Comment Reply	Name	Date	Likes	Comment
1		desa.	30/10/20 02:02:23	5149	PREACH 🙏🙏🙏
	1-1	Drea 🇺🇸	03/11/20 06:23:12	0	I tried SO hard to find information on these people and I literally could not I'm sad I didn't see this sooner :c
	1-2	liz	01/11/20 03:19:09	0	IVE BEEN THINKING THIS BUT IDK WHO IS UNDER THAT
2		Bail-E	30/10/20 02:03:27	37	THANK YOUUUUUU !!!!
3		Calley Rose	30/10/20 02:07:27	12	Thank you!
4		Niyx	30/10/20 02:17:34	113	There are also some local ordinances that are put to public vote on election ballots.
	4-1	🇺🇸777🇺🇸	30/10/20 03:00:04	92	THIS!!! There was one for RENT CONTROL in LA - & yet there are people who "refuse to participate" in the elction cause they think its cute 🤔
5		🇺🇸🇺🇸🇺🇸🇺🇸🇺🇸	30/10/20 02:18:50	10884	People downplay this so much
	5-1	.	30/10/20 02:56:03	7	fr
6		Firedash 2.0	30/10/20 02:19:36	24	Will you link these sites or put em in ur vid cuz it took like 2 Hours of googling for me to fill out my ballot and some ppl didn't exist on the web
	6-1	🇺🇸777🇺🇸	30/10/20 03:04:47	17	ANYONE IN CALI: https://votersedge.org/ca OUTSIDE OF CA: vote411.org or https://ballotpedia.org/Sample_Ballot_Lookup
	6-2	Stephie Kay	30/10/20 02:41:53	0	Same. I'd love the links too
					using ur platform to spread this kinda information is so helpful, ur probably reaching way more ppl than u realize, thank u ❤️
7		kat	30/10/20 02:23:55	4304	
	7-1	...	30/10/20 07:04:22	2	Exactly 🤔🤔🤔
8		Average Human	30/10/20 02:53:35	223	what if we all just STOP VOTING. What r they gonna do?
	8-1	🇺🇸777🇺🇸	30/10/20 03:31:26	518	what if we take BIKINI BOTTOM and PUSH IT SOMEWHERE ELSE? What r they gonna do?
	8-2	.	30/10/20 04:19:13	13	STOP I REMEMBER THAT EPISODE HDBSJXKSKDKD
	8-3	Varsha	30/10/20 06:57:45	2	LMAOOO
	8-4	taterthot	30/10/20 10:07:16	2	LMAO
	8-5	Voodoo child	31/10/20 01:01:58	0	Exactly!!!! My ballot has 22 propositions and 21 people to vote in. Like people do not understand this
	8-6	Zoom	30/10/20 03:52:14	8	i think technically it might just go to the house to decide the vote for presidency. but im unsure of the other positions
	8-8	user2429587953347	02/11/20 10:02:18	0	People will vote. Republicans will win each time if you don't.
	8-9	hehe	30/10/20 09:38:35	0	They're gonna keep voting.
	8-10	Maddie	30/10/20 05:54:58	1	change the system
10		Cher	30/10/20 03:54:34	121	This is so true. I got my ballot for the first time and didn't realize there would be more than the presidential vote. There were others, and laws etc
11		corinpaskov	30/10/20 04:10:14	8	plz let me save this
12		Strifecaster	30/10/20 04:10:43	1128	When I filled out my mail in ballot, I literally had my phone out looking up EVERYBODY on the ballot to learn about them and whether I wanted them.
	12-1	lindsey	30/10/20 06:04:14	7	don't they not allow that in the polls at the voting center?
	12-2	m	30/10/20 06:09:06	66	im not sure abt that but your state should provide a sample ballot online which shows everything thats on the ballot!! you could look at it beforehand
	12-3	m	30/10/20 06:09:44	15	phone policies depend on state so if its prohibited in yours you can always look at the sample ballot and write down the candidates u want on a note!!
	12-4	DSR	30/10/20 07:44:12	7	It says mail in ballot, meaning she did this at home
	12-5	Strifecaster	30/10/20 07:50:53	0	He, but yes!
	12-6	DSR	30/10/20 07:56:05	1	Oh my god I am so sorry 😭 I genuinly didn't mean to do that
	12-7	Strifecaster	30/10/20 08:01:23	1	You're perfectly fine! I'm flattered that you thought I was pretty enough to be deemed a she though!
	12-8	:)	30/10/20 14:33:02	1	I brought out a filled sample ballot when I went to vote! You can bring notes on paper not all places allow phones tho :/
	12-9	Bald Selener	30/10/20 06:14:40	1	YUPPPP it took me hrs to fill it out but it's my future so it was worth it
	12-10	Dumbass	30/10/20 17:34:45	0	smh
	12-11	Strifecaster	30/10/20 17:37:48	0	???
	12-12	jujub	30/10/20 09:21:36	0	fyp
	12-13	Me	30/10/20 06:44:55	0	Me too!
	12-14	Dumbass	31/10/20 04:53:43	0	american politicians are inherently corrupt
	12-15	Strifecaster	31/10/20 04:58:26	0	Most politicians are inherently corrupt. Humans themselves are corruptible. I don't agree wholeheartedly with ANY politician, however I still vote.
	12-16	Sunny	31/10/20 00:19:52	1	me too!!! 3 straight hours of dense research!
	12-17	Andrew Hsu	04/11/20 19:33:47	0	This actually needs to be blown up a ton. Commenting for the algorithm. Hope this boosts this post a ton.
13		€	30/10/20 04:17:04	351	Wait what websites are these!?! I tried to hard to find who's on my ballot and I can't!!
	13-1	Mori	30/10/20 06:39:32	8	I like vote411 because they give the current policy and proposed new policy for all the ballot questions.
	13-2	€	30/10/20 14:50:03	1	Thank you guys!!!!!!
	13-3	🇺🇸	30/10/20 06:25:36	16	ballotpedia!! that's what I used, you enter your address and it gives you your ballot and candidate informt
	13-4	🇺🇸	30/10/20 06:26:41	1	information lol
	13-5	JennV	30/10/20 06:25:06	1	you can usually look up a sample ballot for you county by searching on google "**your county* sample ballot" and then you can research candidates
	13-6	JennV	30/10/20 06:26:32	2	i would also look at ballotready.org it was do helpful to me because it gives you background about the candidates on the ballot!!
	13-7	Lauryn Freeman	04/11/20 12:43:43	0	BALLOTREADY.ORG!!!!!! Tho it does nothing now lol
14		🇺🇸🇺🇸 SCOOTER 🇺🇸	30/10/20 04:17:48	2477	BOOST BOOST BOOST this is underrated!!!! Unfortunately I cannot vote this year (too young) but boy do I wanna! PLS VOTE!!
	14-1	🇺🇸	30/10/20 05:03:27	3	Commenting on your comment to boost more. Hi!
	14-9	ablueballoon	30/10/20 16:37:21	1	BRUH I DID NOT KNOW THIS IMAGINE HOW MANY MORE PEOPLE WOULD VOTE! VOTE BLUE CAUSE WE CAN MOST LIKELY GET THESE POC IN GOVERNMENT
	14-10	zz	30/10/20 11:54:50	1	commenting here to boost just like youuuu

15		clara	30/10/20 04:21:30	13	GIRL LET ME SAVE THIS PLS
16		Julie mess	30/10/20 04:25:06	374	my dad, mother, and brother said they don't care and they were not going to vote so I grabbed there ballots and filled it out. had them sign it
16-1		Dookie	30/10/20 08:18:55	143	I wouldn't say that publicly cause i think that's rly illegal ☹️☹️☹️
16-2		👉777👈	30/10/20 08:41:23	298	for legal reasons they're clearly joking 🤡
16-3		Dookie	30/10/20 08:49:51	72	Omg hahaha that's a great joke 😄
16-4		Julie mess	30/10/20 08:52:17	11	yes...🤔
16-5		Tom (Holland) is baby 🤡👉	30/10/20 17:29:17	4	I dont thinkits that bad because they ended up signing it??
16-6		Dookie	30/10/20 23:35:36	1	I replied to that comment late af I didn't see that they signed it
16-7		Barnes and Noble	30/10/20 12:04:11	7	I did the same thing except I filled out my parents and grandparents sample ballots, which IS legal. Same! My parents weren't going to vote either but I kept telling them it would mean a lot to me. I drove them to go vote and they voted blue 🤡
16-8		SydkneeCapz	30/10/20 14:39:23	4	Whats illegal hall see sum?? 🤡🤡🤡
16-9		SomethingBout Rain	30/10/20 16:08:05	1	hahahah great joke we hope this joke is about biden n poc jahajajaj great joke 🤡🤡
16-10		Dri	30/10/20 11:56:56	1	just so y'all know they signed the ballot. this was my first time voting but it also is my mother's first time and she is 40 😄 some people need help
16-11		Julie mess	31/10/20 10:17:44	0	100% thank you 😄
16-12		Julie mess	31/10/20 10:16:47	0	I would delete this. This is highly illegal.
16-13		Vicious_Licious	30/10/20 18:34:25	1	super illegal
16-14		Tab C	30/10/20 11:06:22	0	
16-15		Nikachka	30/10/20 13:55:57	0	I'm pretty sure they have to drop off their ballots themselves otherwise the votes won't be counted
16-16		Yesssirr	30/10/20 12:43:35	2	omg you are litersly do funny🤡🤡
17		EC^2	30/10/20 04:47:47	83	Why did no one tell me this?
17-1		Jett Wright	30/10/20 14:58:06	4	because people expect highschool to teach us. then criticize us for not knowing than educating us 🤡
17-2		RENGOKU SIMP 🤡	31/10/20 15:31:54	1	yup the only reason i know this is because i joined the presidential election flex/club and that shocked me
17-3		alexthiccboi😄	31/10/20 16:21:27	0	Well high school does teach us...everyone is required to take an American government class to graduate.
18		grace	30/10/20 04:54:14	781	Change will start at the local level!!
19		Eragon The Dragon	30/10/20 05:21:44	58	Thank you for talking about this and giving information!!!
20		Damaris Rose	30/10/20 05:28:52	7	THIS NEEDS TO BE TALKED ABOUT MORE
21		Mrs. Gasaway	30/10/20 05:30:17	43	Yup! And I voted out our senator that voted yes to Amy Barret. Byyyyyyyye Tom Cotton 🤡🤡🤡🤡
21-1		Cookie Moreno	31/10/20 09:50:06	0	Who is the second person ?
21-2		Mrs. Gasaway	31/10/20 17:32:26	0	Tom Cotton is one of the two senators representing Arkansas.
22		soph	30/10/20 05:33:49	20	and JUDGES!!!!
23		👉777👈	30/10/20 05:36:13	130	SHARE COPY BOOST LINK FOR CALI VOTERS: https://votersedge.org/ca OTHER STATES: vote411.org OR https://ballotpedia.org/Sample_Ballot_Lookup
24		Devyn	30/10/20 05:53:43	405	i just voted blue down the ballot
24-1		Tik Toker	31/10/20 01:37:57	0	that does not mean every republican is bad at all. a lot of people who affiliate as Republicans didn't vote trump. each side has good and bad.
24-2		Tik Toker	30/10/20 06:39:25	36	thats not a good thing, you shouldn't just vote blue or just vote red, you cam easily choose someone not fit. like there's many good Republicans,
24-3		Ben	30/10/20 06:51:38	155	true but when the republican party's policies literally are against your existence it's hard to vote for them, but i didn't even vote any so
24-4		Tik Toker	30/10/20 07:37:18	4	yeah that is very true, like I said both sides have negatives, but one republican president who was amazing was Ronald reagan!!trump cant even compare
24-5		Tik Toker	30/10/20 07:39:13	1	and there's many bad democrats, like bernie sanders he's literally a communist, & bill clinton but then there's jfk and rbg and aoc who are amazing!!
24-6		user9350590828676	30/10/20 09:49:28	16	Nah all Republicans are complicit in helping Trump. The ENTIRE party is on time out for the next 4 years.
24-7		🤡🤡🤡	30/10/20 10:14:20	1	it doesn't just depend on the party. you should never vote someone just because they have the same party as you
24-8		Stay mad	30/10/20 10:20:15	0	Lol too late...
24-9		KANSAS GIRL 🤡	30/10/20 11:01:11	13	Bernie is not a communist he a socialist democratic/leftist not a communist.....
24-10		Oliver	30/10/20 11:29:15	11	I- he ignored the entire aids crisis, and demonized it harshly? He let hundreds of thousands of queer people die?
24-11		Tik Toker	30/10/20 14:35:19	0	every president has downsides. like Obama, he messed up Healthcare and he dislocated many family members who run the risk of being deported.
24-12		Tik Toker	30/10/20 14:36:21	0	bush was god awful, so was Clinton and thank God his wife didn't get in, even though trump isn't any better. Biden is no better either
24-13		Tik Toker	30/10/20 14:37:30	0	most of his beliefs go by communism, he identifies as a Democrat yet if he was president this would be a communist country. he's horrible do research
24-14		Tik Toker	30/10/20 14:38:31	0	Biden is a muchhh better choice, bernie is a nightmare even though biden is pretty problematic
24-15		Tik Toker	30/10/20 14:41:06	0	he's a better choice than trump, theres no choice atp
24-16		Tik Toker	30/10/20 14:42:11	0	not true. MANY Republicans do not like trump or agree with him. take Colin powell, he was former secretary of state. hes a republican and wants biden
24-17		Tik Toker	30/10/20 14:42:29	0	do RESEARCH before bias. what you say is biased, am I a trump supporter? no. am I a Biden supporter, not really but im hoping for his win.
24-18		KANSAS GIRL 🤡	30/10/20 16:16:23	0	its not that hard to educate yourself rather than be biased.
24-19		Tik Toker	30/10/20 16:31:22	0	I honestly think that Bernie is better then Biden and trump but it would never happen he would never be elected...but that just my opinion onhis views
24-20		Tik Toker	30/10/20 16:32:01	0	I totally respect your opinion, I personally don't like all 3 of them but thats my opinion and not a fact so I'm not going to push it on anyone, I jus
24-21		Ben	30/10/20 17:28:39	0	just want people to consider every party, I feel like parties divide people and that's one of the reasons terrible people end up in office 😄
24-22		cody	30/10/20 17:41:40	1	i mean i don't, it's the policies that align up with mine and it just happens that they're blue yes u should. most democrats are pro-lgbt and most republicans are anti. we arent taking risks. vote blue no matter who

	24-23	KANSAS GIRL 🇺🇸	30/10/20 17:55:48	0	Ohh I do agree that their both good and bad sides to each party and we shouldn't split ourselves but that never gonna happen
	24-24	Sixie	30/10/20 20:37:56	1	You lost all credibility once you said Bernie was a communist bud
	24-25	🇺🇸🇺🇸🇺🇸	30/10/20 21:15:49	0	literally no it depends on what policies they have. a democrat could have policies i don't agree with as a leftist you can't use general assumptions
	24-26	cody	31/10/20 00:19:36	1	doesn't matter, if ure a leftist ure never gonna 100% agree with a politician and besides we're trying to save lgbt rights so if u dont care thats bad
	24-27	cody	31/10/20 00:20:00	1	& its literally true that republicans dont like lgbt ppl bruh
	24-28	Tik Toker	31/10/20 00:39:42	0	he IDENTIFIES as a Democrat. his views line up with communism, I did not say he is . ive done hours and hours of research, why don't u do that too.
	24-29	🇺🇸🇺🇸🇺🇸	31/10/20 00:58:14	0	i never said i didn't agree or care, i'm just saying you should look into policies in a candidate more than just their party because to me, thats
	24-30	🇺🇸🇺🇸🇺🇸	31/10/20 00:58:19	0	the most important
	24-31	🇺🇸🇺🇸🇺🇸	31/10/20 01:01:06	0	i do think a lot of republican don't support it or advocate against discrimination, you can't just assume something bc of someone's party affiliation
	24-32	🇺🇸🇺🇸🇺🇸	31/10/20 01:01:30	0	many republicans actually don't like trump because he's a terrible president. settle for Biden and do research
	24-33	Sixie	31/10/20 01:41:58	1	I've been researching and support Bernie since 2016, I'm confident in my beliefs. Bernie is not a communist, if anything he's more liberal.
	24-34	Tik Toker	31/10/20 01:44:13	0	that's not how many people see it, a lot of ppl agree with me, but im pretty sure a lot of ppl agree w you. I respect everyone's beliefs but Bernie is
	24-35	Tik Toker	31/10/20 01:44:21	0	in that category for me
	24-36	Hannah Riegler	31/10/20 13:03:06	0	reagan was 100% not an amazing president
	24-37	Tik Toker	31/10/20 19:28:45	0	yeah he was...
	24-38	Aurum Gold	30/10/20 07:30:10	4	Dude never vote for politicians like you cheer for sports teams thats how you end up with the worst people in office
	24-39	Tik Toker	31/10/20 01:39:16	0	I chose people by how they benefit the country, but by party. like I think trump and Obama were awful. I think jfk and reagan were amazing.
	24-40	Tik Toker	30/10/20 06:40:50	2	I dont understand why people are divided by 2 groups, when everyone should be open to each, they should look at both sides and choose who's better
	24-41	Tik Toker	30/10/20 17:49:34	0	no need to be rude about it. you said mediocre so I told you some examples of amazing things he did, he was great. there are better and worse i agree
	24-42	KANSAS GIRL 🇺🇸	30/10/20 17:53:40	0	I didn't say he was a full leftist he just has some leftist views but mostly he's a democratic socialist.
	24-43	Tik Toker	30/10/20 16:40:00	0	not really, he's the only reason my boyfriends family is here. he granted many people citizenship and many other things. compare him to trump or obama
	24-44	Tik Toker	30/10/20 06:40:10	0	but trump is an example of one that sucks🤢 and there's many good democrats but many bad ones that will do harm too. research research research!!
25		Dewey Decimal System	30/10/20 06:07:32	12	Boost boost boost for the alg!
	25-1	Shut the hell up	30/10/20 13:08:32	0	train edging urchin bts Rico he'll Irving earful off-site function prices Gregg knoll v Justin handy sarin Hancock ordinal ought (Sorry boos ting) bra
	25-2	ailyn s	01/11/20 11:05:30	1	All the time when we walked out and saw that we walked into our house 🏠 the room and I walked into my car 🚗 I just pressed the last word on the slot
	25-3	Shut the hell up	01/11/20 12:42:28	0	Jonathon king stomping moving Jung Houston park jerk cubic maintaining Jenison bus ash vote blue lol modifying Jayne trend hooked Buick judge think he
26		sonny (she/her)	30/10/20 06:19:09	17	YESS!!!
	27	Valentina Lopez	30/10/20 06:35:58	10	I voted 3 days ago and I had no idea who anyone was and so confused as to why no one was talking about all you have to vote for.
	28	user2418081557551	30/10/20 07:04:39	8	My friend& i were just talking about this! For the longest time I though when you voted you only had two options&no one teaches people there is alot<
	28-1	user2418081557551	30/10/20 07:05:19	1	>to voting than just voting for the president!! They teach kids this is 6th or 7th grade & never bring it up again!!
	29	natashazake	30/10/20 07:28:16	8	Literally why Women in my town and I formed a whole organization in order to inform people of local elections
	30	colette renae	30/10/20 07:38:54	8	commenting for algorithm
	31	Toaster	30/10/20 08:43:25	6	anyway kick Greg Abbott out
	32	J	30/10/20 09:34:05	12	Yes! Thank you! I always say that . Presidents are basically useless and just for presentation congress holds more power and makes more decisions
	32-1	J	30/10/20 09:34:56	2	Ppl need to start realizing that. A senator seat is far more important especially in a 2 party system than picking a president. It's so...
	32-2	J	30/10/20 09:36:21	2	important we start voting progressives into office if we want to do anything about environment police and healthcare like I can't stress it enough
33		Muna	30/10/20 09:48:36	18	BOOST BOOST BOOSSTTTT
	34-14	Trish	30/10/20 20:13:04	0	it did!! i voted :)
	35	anna	30/10/20 10:21:00	65	this in a general sense isn't right but vote everything blue this elections for judges etc etc. The Senate has been Republican since forever
	35-1	anna	30/10/20 10:22:17	16	like before obama that's why he couldn't get so much done bc it was predominately republican. So think about how much hasn't changed with the right.
	35-2	anna	30/10/20 10:22:47	17	it's time to VOTE BLUE even if it doesn't work out, RED was never working out in these years theyre views have changed into extreme conservatism
	35-3	anna	30/10/20 10:23:49	8	Please use your intellect when voting. And Please Vote Blue. If you have the privilege to not care enough I promise you your not losing anything-
	35-4	anna	30/10/20 11:08:22	4	if you vote blue. But if trump wins people will lose they're rights and lives
	35-5	MaKayla 🇺🇸❤️	30/10/20 11:31:01	0	how is this not right tho?
	35-6	anna	30/10/20 11:35:55	1	what didn't you get?
	35-7	MaKayla 🇺🇸❤️	30/10/20 11:46:17	0	you just started with "this generally isn't right" but went in to explain why to vote. so what's incorrect?
	35-8	anna	30/10/20 11:47:41	3	when i say that i mean if Trump era never existed. It's generally not right to assume that democrats are for the people. At the end of the day they-
	35-9	anna	30/10/20 11:50:35	4	are politicians put in power because of fortune 500. You shouldn't associate with a party so heavily that you'll vote in anyone who's a dem.

	35-10	Barnes and Noble	30/10/20 11:58:35	2	The first two years of Obama's presidency he had the Senate. And now there is a significant chance that the House, Senate, & presidency are going blue
	35-11	anna	30/10/20 12:03:55	2	I hope so, but we also thought the same thing 4 years ago. So keep pushing to vote it's better to downplay it bc i'm afraid people will actually-
	35-12	anna	30/10/20 12:04:23	2	believe the polls again see biden's winning and think they don't have to vote
	35-13	Barnes and Noble	30/10/20 12:05:50	1	Exactly.
	35-14	cevallosmayra	03/11/20 06:43:29	0	There is a really good chance of flipping the senate (4-5 seats) experts believe of joe wins there is high prob senate flip also
36		bladeby ☒	30/10/20 12:11:48	9	i'm only 17 ☺
37		Piñata	30/10/20 13:29:05	15	on actual ballots does it say which party they're apart of? This is my first time voting and Im trying to memorize before but I'm scared Ill forget
	37-1	Carmen Fritz	30/10/20 13:31:21	4	In Iowa it states who Democratic, Green, Republican, etc. I'm sure the majority of other states state this as well on the ballots
	37-2	Jackiesoo	30/10/20 13:33:59	1	yes it says which party they're on for CT they're all in the same row. make sure to fill all of them in and not just the presidential vote part
	37-3	Sophie	30/10/20 13:34:02	3	I'm almost 100% you're allowed to bring your phone into the booth and take as much time as you need
	37-4	Artemis♥	30/10/20 13:33:08	3	It does state their party. I suggest filling out a sample ballot with the candidates you researched/feel are the best fit & bringing it in with you
	37-5	Lima	30/10/20 15:02:51	1	Yep! You can also bring your phone in, and there's also people from each party handing out sample ballots. They can probs answer questions too
	37-6	Tiffany	31/10/20 08:38:31	1	It depends on the state. Ohio tried to pass a measure to remove political parties from ballots so people had to research. It was voted down.
38		Tr0	30/10/20 13:37:23	46	What's the site that shows you the ballot and what they stand for ? Also I need help who lives in Florida? It's my first time voting and I need help
	38-1	tacotaylorbreter	30/10/20 13:48:32	5	not sure what site she used but i used ballotpedia. you just put your address in and it will show u who's on it and a little bit about them
	38-2	Tr0	30/10/20 13:50:31	1	I don't think it tells you what they stand for and how come on some of the choices there's only one person running for the spot?do I just pick that 1
	38-3	tacotaylorbreter	30/10/20 13:58:28	1	for some it did show what they stand for but i also went straight to their websites to get more info. i asked my mom about why there is only one for -
	38-4	tacotaylorbreter	30/10/20 13:58:51	0	some and she said it's bc there's no one running against them.
	38-5	tacotaylorbreter	30/10/20 14:00:00	0	it's my first time voting presidential second time voting so i'm sorry if i don't have all the answers!
	38-6	mad	30/10/20 14:00:01	1	use ballotpediq!!
	38-7	mad	30/10/20 14:00:05	0	pedia **
	38-8	SydKneeCapz	30/10/20 14:37:28	0	Vote soon bc early voting ends Nov 1st and then Election Day will be PACKED
	38-9	tacotaylorbreter	30/10/20 13:49:54	0	also u should have gotten a sample ballot in the mail. i filled my sample ballot out while doing research to stay organized
	38-10	Tr0	30/10/20 13:51:12	0	I didn't omg, I sent my ballot request a while back and still haven't received anything after that wow I might have to go in person now great
	38-11	tacotaylorbreter	30/10/20 14:02:32	0	oh weird! i didn't do mail in, i just had the sample ballot bc they should just send it to anyone that is registered. i went in person and where i'm—
	38-12	tacotaylorbreter	30/10/20 14:03:00	0	at in florida it wasn't bad at all! short lines
	38-13	Meri Nelson	30/10/20 15:27:30	0	look up your sample ballot on your local election/auditors office site. ballotpedia had mine jumbled.
	38-14	SydKneeCapz	30/10/20 14:35:26	0	I recently voted in FL! - ballotpedia.org/Florida_State_Senate_elections,_2020
39		The Sex Man 🤖	30/10/20 14:19:27	9	bru who cares if they are woman if poc just pick good people for the job, and no im not saying they can't be, I support aoc alot
	39-1	✂️777✂️	30/10/20 14:24:23	32	As a woman AND a POC I care ALOT because there needs to be more people in positions of power who can advocate for marginalized groups
	39-2	The Sex Man 🤖	30/10/20 15:29:08	4	well yeah of course, but that shouldn't be the only reason you vote for them
40		mx	30/10/20 14:21:07	27	THANK YOU THANK YOU FOR USING YOUR PLATFORM FOR THIS
41		amiba	30/10/20 14:42:32	11	Yes thank you for saying all this it is SO important
42		lmg	30/10/20 14:45:55	19	They are just lazy. I can't with them.
43		✂️777✂️	30/10/20 14:54:10	147	GUYS THE VIDEO IS SAVEABLE NOW!!!🔥
44		Kdramas + Animes	30/10/20 15:03:11	17	YES!!!!!! It was my first time voting and I didn't even realized you vote for so many positions.
45		danya	30/10/20 16:29:11	0	@icyisabella
	45-1	danya	30/10/20 16:29:23	0	we cant vote but i want more people to see
	45-2	icy isabella ☒	30/10/20 17:24:22	1	I know I saw this sksksks heheeh I yyyyy the way to the game but it is a fun way of playing with ur apps like this video game and it will help you out
	45-3	danya	30/10/20 17:24:58	0	tes and the car went vroom vroom then crashed on this bleep
	45-4	icy isabella ☒	30/10/20 17:25:47	1	Yes yes I'm sorry I didn't get to see it again lol lol I just got off work I'll see if you want
	45-5	danya	30/10/20 17:26:22	0	i took a shoop and then went boop and it is an apple on a stick
46		Dez	30/10/20 16:29:19	0	I wish people would understand. like I'm Canadians but I know yall need to flip congress and the senate ☺
47		¿lil?	30/10/20 16:30:46	0	i had some friends who filled in random people but im looking up EVERYONE and EVERYTHING to make sure i vote right, it matters yall
48		THE.OG.ARIEL	30/10/20 16:31:36	0	THIS. THANK YOU.
49		lo	30/10/20 16:39:58	0	THANK YOU SO MUCH!! This is what I just found out about bc it's my first time voting and I was thinking to myself why we aren't told about the others
50			30/10/20 16:40:36	0	I actually didn't know this lol this years my first year voting and I was surprised by how much the ballot had
52		marv 🍷	30/10/20 16:41:35	0	this is my first vote and i didn't know this! i legit asked my mom and she said, yeah you aren't just voting for president! mind blown
53		Shantel	30/10/20 16:46:26	0	YES! SO many ppl don't know this information. In FL we voted to raise our minimum wage as well
54		Dariana	30/10/20 16:48:17	0	Boost boost boost
55		Laila	30/10/20 16:48:34	0	WHAT WEBSITE IS THAT
56		Rice	30/10/20 16:48:53	0	Reminder that YOU ARE ALLOWED TO BRING YOUR PHONE INTO THE VOTING BOOTH TO RESEARCH CANDIDATES
57		gabby	30/10/20 16:51:00	0	BOOST

58		gabby	30/10/20 16:51:03	0	algorithm
59		kyndahl	30/10/20 16:51:42	1	RIGHTTT
60		rileysxo	30/10/20 16:52:48	0	My us senators aren't up for re-election this year but everyone else I voted blue blue blue
61		BLUE	30/10/20 16:55:29	0	FACTS DUDE
62		user3683067707955	30/10/20 16:55:55	0	Donald Trump is killing the deep state. The media wants you against him. 🍌👎
63		BLUE	30/10/20 16:56:20	0	I ALWAYS WONDERED ABOUT THEM LIKE
64		JessieGarlasco	30/10/20 16:58:13	0	THIS IS JUST FACTS
65		Astrid.m9n	30/10/20 16:59:33	0	Ah this is so important, I'm so happy your spreading this information 😊
66		LampingItUp	30/10/20 17:01:06	0	Boost boost boost I didnt even realize this till I was voting lol I was like who are these other people!!!!!! Everyone vote for change!!!!!!
67		👑Melissa Valentine👑✦	30/10/20 17:06:00	0	Yesssss look up EVERYONE on the ballot and at least read their platforms or what they want to see done/changed
68		Andrew Yang News & Updates.	30/10/20 17:06:22	2	Yessirr
69		Conniesaur	30/10/20 17:07:07	0	Like even the county corner is up for election in some places (like mine). VOTE 🗳️
70		mckayla	30/10/20 17:09:41	0	please please vote 🍌
71		Brando	30/10/20 17:09:51	0	Yes yes yes
72		eliza	30/10/20 17:10:11	0	yes!!! i looked up all of my local government and voted for all the ones that had the best policies. it felt empowering to be able to do that.
73		Auntie BB	30/10/20 17:10:46	0	Yes!! You have the power! Young people, please vote!!! Every vote counts! 🗳️🗳️
74		just.me	30/10/20 17:10:50	0	yes ✦
75		Cristal Rubio	30/10/20 17:17:45	0	yes!!! more people should talk about this!!
76		Marcy	30/10/20 17:18:15	0	I was arguing with adults who are "light workers" on isn't a because they told their followers not to vote because the system is corrupted bad energy
76-1		Marcy	30/10/20 17:18:40	0	but I said that's exactly why we need to vote and they had the audacity to try and brainwash me
77		Korbon	30/10/20 17:20:35	8	Skin color isn't a factor in my vote 😊
77-1		sowhatandisaidhi	30/10/20 17:21:57	51	no one asked 😊
77-2		Korbon	30/10/20 18:17:29	2	Sorry I don't base my vote on skin color or gender like you do !!!! It's identity politics it's insane lol no u missed the point. no one votes beause of their skin color or gender. they bote because
77-3		sowhatandisaidhi	30/10/20 18:23:06	11	the conditions they live in are affected by these (1
77-4		sowhatandisaidhi	30/10/20 18:23:45	8	elections and relate to their skim and/or gender. its correlation not causation :) (2)
77-5		Aaliyah	01/11/20 06:05:31	2	That's why she provided resources for you to learn more about the people running for office
77-6		nōfāñ	01/11/20 10:15:06	0	gender is definitely a factor this election
77-7		Sixie	30/10/20 20:39:44	8	By your weirdly offended comment I'm going to assume common sense isn't going to be a factor either
77-8		user2429587953347	02/11/20 10:01:47	0	Cool. Hope the country run all by old white farts is working for you.
78		Jordan Richardson	30/10/20 17:21:07	0	Thank you so much for this. This is my first year voting and this is useful
79		Actualcrybaby	30/10/20 17:24:20	0	And you also vote for things like local levies 😊
80		Queen👑❤️🗳️	30/10/20 17:24:42	0	Can we also talk about the fact that we aren't voting for a president but actually some random people no one know in the electoral college
81		giselle.co	30/10/20 17:25:08	2	@jasmin_ramos321 @vivi_ramos_ check this website
82		Dumbass	30/10/20 17:33:50	1	Just because democrats are in government doesnt mean our issues will be solved omg, you are perpetuating an endless cycle of unresolved oppresions
83		michaela	30/10/20 17:34:04	0	WE NEED MORE PEOPLE TALKING ABOUT THIS!!!!
84		soggy 🍌	30/10/20 17:34:04	0	i voted before acb got sworn in and i wish i had known :/// so i can see who voted for her
85		bee	30/10/20 17:35:19	0	boooooost
86		Herny	30/10/20 17:40:57	0	VOTE BLUE 🍌🍌🍌🍌🍌
87		Herny	30/10/20 17:41:25	0	PACK IT UP WITH DIVERSITY!! NO MORE WT PPL
88		chaeyoungs wife	30/10/20 17:50:39	1	@p3niseater2000 RIGHTTTTTTTTTTTTTTTT YUPPPPPP
89		Frog	30/10/20 17:51:12	0	i am just telling myself my vote doesn't matter to stop the guilt i am having since i cant vote bc of my parents
90		Jessica	30/10/20 17:53:14	0	Yesssss!!!!!!
92		Riley	30/10/20 17:55:31	0	did my research before voting 😊. also I really hope my senator doesnt get reelected cause he helped swear in ACB
93		Chemicalevent	30/10/20 17:58:02	0	LOCAL GOVERNMENT IS SO IMPORTANT
94		drodrigueez	30/10/20 18:00:09	0	!!!!
95		SpitfireGemini	30/10/20 18:00:11	0	The millions of people who don't vote cause their votes "don't matter"? If they actually voted, they would swing the election. Everyone needs to vote.
97		allison	30/10/20 18:01:01	0	YES THANK YOU
98		SpitfireGemini	30/10/20 18:01:30	0	AND there are questions to vote on. In Nevada we voted on gay marriage (!!!!) And shit. That's so important! How can people not vote?!
99		Helloooo	30/10/20 18:01:58	0	Yes! I had a conversation with my partner about this. Changed his mind to vote and vote blue 🍌
99-1		Helloooo	30/10/20 18:02:04	0	he's very happy with the resources I provided him to-
100		Nicole 🗳️	30/10/20 18:05:45	0	Make his decision
101		leslie<3	30/10/20 18:07:25	0	I told someone this and then they replied with it's a mafia 🗳️🗳️ they are brain dead
102		Karime.Gutierrez5	30/10/20 18:11:24	0	EXACTLYYYY
104		user4490942845903	30/10/20 18:16:46	15	It was my first time voting & I was SHOCKED when I saw the other things I had to vote for. I wish I would have known about this before.
105		Soph :.)	30/10/20 18:18:21	0	RIGHT! Every vote does count!!!❤️us♥️! Blue all the way will make a difference!
109		k	30/10/20 18:26:45	0	YES!! This is what I try and tell people when they refuse to vote 😊
110		Robot 1101	30/10/20 18:27:05	0	PROPOSITIONS!
111		Blu	30/10/20 18:30:13	0	2018 people in tx who won helped legislate expanded voting polls in Houston. The city of Houston might swing the whole state. The WHOLE US!!!
113		Vicious_Licious	30/10/20 18:34:01	0	I wish I could've use this before I voted, thank you for this!!
116		Jamie Lee	30/10/20 18:43:34	0	Yes! I voted yesterday and I was thinking about this too! There's two sides to the ballot don't forget this!!
121		ruby 🍌	30/10/20 19:10:30	0	Exactly! And laws as well
122		i get views but no likes	30/10/20 19:13:20	0	thank you for talking about this !!
123		Jakob👉	30/10/20 19:14:06	0	ur literally my comfort person ily
				0	yes! this! people need to focus on the local level just as much as we do the presidential election!

217		☆Emilee☆	31/10/20 07:01:05	0	YES YES RESEARCH. DONT JUST VOTE FOR THE PARTY OMG
220		Allegra Maria Pilati	31/10/20 07:58:11	0	Get this information out there!!!!
224		Tiffany	31/10/20 08:34:04	1	Can we also talk about how elections don't just happen every four years? Vote for every primary and midterm election.
	224-1	Tiffany	31/10/20 08:34:57	0	One of my senators is up for re-election in 2022. If he has a challenger, I am going to change parties for the primary just to get him OUT.
	224-2	Tiffany	31/10/20 08:35:36	0	Primaries and midterms historically have lower voter turnout and are usually when the majority party lose seats. Show up every election.
225		Kane Dominic David	31/10/20 10:14:23	0	@tiktokforbiden chain. also y'all need to talk about this
226		krystalquinto	31/10/20 10:22:03	1	Thank you <3
229		Liz	31/10/20 11:13:01	0	Yess and then people complain about them likeYALL HAVE TO VOTE !
232		mark	31/10/20 12:30:36	0	EXACTLY. I would do ANYTHING to vote but I'm 17 and I'm so so mad at these people throwing away their ability to vote. Like, vote for us since we can't.
233		flowie	31/10/20 12:36:26	0	Yes this is so helpful ☺
234		Angelyna	31/10/20 12:41:56	0	Also for the people that think their vote won't make an impact, it will. Imagine if everyone who had your mindset voted. Huge impact.
235		user2039600597821	31/10/20 12:52:06	0	True dat. President isn't gonna fix those potholes on your street
237		Sweagulle	31/10/20 13:24:35	0	exactly!! my dad always said if you want change you gotta start "smaller" like the senate and governors
238		acc ☺	31/10/20 13:42:10	0	HOW DO I BOOST THIS?????
239		Denzel Sugayan	31/10/20 13:43:04	0	electoral college?
240		+*	31/10/20 13:56:46	0	I've been trying to find who's running in my local area and google would not show me ☹
241		Zpagh	31/10/20 14:05:19	0	Yass but also some places embrace voter suppression. My village was sued for violating the voting rights act and our elections are in spring
242		Lena+*	31/10/20 14:07:56	1	@ovodot vote ☺☺☺☺
246		user6028486260806	31/10/20 14:35:59	0	Yes! I did this yesterday and im going in PREPARED.
247		Rosieeeee	31/10/20 14:37:02	0	Really wish i could of voted this year ☹☹ I will be voting when I can - but this stuff has consequences for us. Everyone who can should vote. Damn.
248		Angie	31/10/20 14:37:59	0	What website did you use??
249		dayanam394	31/10/20 14:38:27	0	Yesss!!! People please do your research before voting
250		fishonthesun	31/10/20 14:42:08	0	for real! local politics can be easily effected by even a small amount of votes. lots of people ignore it
251		Leech	31/10/20 14:44:57	0	Shoot y'all I'm so sorry it was my first time voting and I skipped through them, I'll pay more attention next election.
252		Juana	31/10/20 14:45:50	0	THE SENATE - NO ONE TALKS ABOUT THAT
253		srrylmao	31/10/20 14:48:24	0	that's so true
254		calvin	31/10/20 14:56:47	0	what site are you using to find out who's on your ballot?
255		meli	31/10/20 15:02:30	0	This just made me feel so much better ab my vote, my mom told me my vote doesn't matter and I cried ☹ but now I feel good so nvm I VOTED!!!!
256		Jay	31/10/20 15:08:51	0	can someone please help me find a site to see the candidates and what they stand for ☹☹
257		Steam Bug K	31/10/20 15:14:50	0	well maybe say that next time shit☹ I bet a lot of ppl will want to vote if they knew that
258		Aliyah	31/10/20 15:24:03	0	I am a huge voter especially for my county, but my boyfriend is the type that thinks voting is dumb and it hurts my heart ☹ I try to educate him
266		K	31/10/20 16:02:25	0	Change starts at home
267		K	31/10/20 16:02:58	0	Local elections and props have more impact on you than you would think
268		sanjida12	31/10/20 16:10:37	0	Y'all share this
269		Brenda	31/10/20 16:12:24	0	Yes boost
270		lol	31/10/20 16:26:50	0	@thecopinourhead
	270-1	anna [they/them]	31/10/20 17:58:54	0	y'all be like "omg the state will protect my rights" when the state actively takes them away and then gives them back to you like it's benevolence ☹
	270-2	anna [they/them]	31/10/20 17:56:07	0	Idk who you are or what you think you're doing but local govt is not effecting change either ☹ try again
271		alyssa	31/10/20 16:46:19	1	i was convincing my mom for like WEEKS to vote and she JUST voted yesterday for the first time ever!!!!
272		Leydy Gonzalez	31/10/20 16:48:21	0	This is what I needed. This is why I haven't voted. I was overwhelmed lol.. this is my first time voting and DIDNT know how to deal w this so thank u!
275		*lexlex*	31/10/20 17:41:33	0	what if we reinvented a strain of covid that makes people not be racist or homophobic ☺☺☺
277		luna	31/10/20 18:24:19	0	voting would be a lot easier ☺☺☺
281		Martine Simon	31/10/20 18:58:59	0	don't mind me jus sending that to my mom bc I'm a ch i l d
282		☺	31/10/20 19:08:23	0	i always show up to the ballot like who r all these other ppl ☺, this time ill be better lol
284		☺	31/10/20 19:08:23	0	Rigged.
284		Lipgloss 🍷 ☺	31/10/20 19:14:34	0	I wish I saw this earlier
285		Davidah	31/10/20 19:23:55	0	I made the mistake of not researching my local officials SO PLEASE BOOST THIS!!
286		emily !	31/10/20 19:31:11	0	yes
287		V	31/10/20 19:34:29	0	Vote trump and republican straight down
288		user9589628398972	31/10/20 19:58:31	0	i swear ppl think they're so smart cuz they ain't voting☹ "i don't like biden or trump" there's more ppl to vote for, clearly you ain't that smart
	288-1	user9589628398972	31/10/20 20:01:01	0	not voting doesn't help anyone, it just hurts
289		wendy.marroquin	31/10/20 20:29:18	1	VOTER EDGE IS SOOO GOOD
290		Ashely Fearlessly Fi	31/10/20 20:36:52	0	What is the website?
	290-1	SD	01/11/20 19:07:40	0	In CA- VotersEdge.org. That's what she's using. In other states, Vote411.org
293		Rea 🍷	31/10/20 22:23:58	0	How do you find this info for Florida !!!
	293-1	SD	01/11/20 19:06:24	0	Vote411.org
294		Hollz	31/10/20 22:41:15	0	#TRUTH!!!!
295		~_(\`)/_	31/10/20 22:45:35	0	we have the same head wrap sis☺
298		Jennifer Le	31/10/20 23:38:37	0	I freaking love your videos. Amen 🍷
299		gngsdttg	01/11/20 01:15:13	0	Yes vote local office come onnnnnnnnnnn I looked up all of the people and chose the best option
300		Lil_Snowy	01/11/20 01:36:32	0	Y'all thank you. I voted for the first time the other day and I'm actually shocked that you are voting for all of that along with the president.
301		:))))	01/11/20 02:06:49	0	plus the every 2 year elections

391		user764479	02/11/20 08:25:19	0	thank u 4 this bc i legit didnt know anything on the ballot lol
392		Shanil Cooks	02/11/20 08:28:08	0	YES TY STATE & LOCAL HAS LED THE NATION DURING THE PANDEMIC. Plus all the props in CA this year?? Voters have so much power
393		s	02/11/20 08:31:03	0	Agreed
394		s	02/11/20 08:31:22	0	I'm sayinggg
396		user2429587953347	02/11/20 10:01:01	0	Yup!! Get out and vote for the things that directly impact your community
400		Garbage	02/11/20 11:59:13	0	They don't teach about it enough in school. I really thought it was just the president until this year. I was one that initially didn't want to vote-
400-1		Garbage	02/11/20 11:59:48	0	Because I felt too uneducated in politics. But month after month shit is getting unbearable. I early voted.
404		awalnut	02/11/20 13:30:28	0	WE LOVE AN EDUCATED QUEEN!! ty for sharing 🍷🍷
405		stefk86	02/11/20 13:32:07	0	Yes! Local elections are so important! these directly affect your every day life. Took me a while but I always try to vote them now.
406		helliott	02/11/20 13:53:40	0	i did it!
409		Alex	02/11/20 14:09:24	0	thank you so much for educating people on the importance of voting while not telling us who your voting for/endorsing a candidate. mad respect 🙏
413		🙏	02/11/20 14:48:52	0	LOCAL ELECTIONS ARE WHAT IMPACT YOUR LIFE THE MOST AND PEOPLE DONT REALIZE IT
414		_ynthi_a	02/11/20 14:53:14	0	Bro that's what I did. I did my research. I was prepared!
415		Xoxogilmoregirl	02/11/20 14:53:49	0	Not all of the senators are up for re-election unfortunately
417		👍	02/11/20 15:04:34	0	I voted 🙏!
418		Amanda	02/11/20 15:20:19	0	yes yes yesss
420		Katherine Mora	02/11/20 15:55:59	0	I think a huge reason why this happens is our education system...like most know how to solve a triangle but don't know stuff like this
422		idfk	02/11/20 16:09:25	0	i voted for the first time the other day, but once i got past the presidential vote idek what i was looking at afterwards. i felt so guilty 😞
425		user4370234701239	02/11/20 16:23:14	0	Yes!!!! Oh my gosh yes! In my state, the first indigenous woman is running for house (in my state not the country). And hardly anyone realizes it here
426		Shaniyah	02/11/20 16:38:59	2	just as a reminder @hollywater12 @gross_yucky @breep6 🙏🙏🙏🙏🙏🙏
427		First Last	02/11/20 17:03:57	0	VOTE FOR ALL THE OTHER THINGS TOO!!!
436		ccaitlynns	02/11/20 18:38:07	0	Yes!!! My coworker said this & I said "well at least vote for your city/county" smh
437		abel.gregory	02/11/20 19:07:03	0	What is the website????
438		👉👉ratscatsdogratscatsdog👉👉	02/11/20 22:00:13	0	Some of them are trying to but chips in us as a vaccine like rember me if it happens in 2021 🙏🙏
441		Hatori	02/11/20 23:22:32	0	omg thank you! This is so important.
442		🙏	02/11/20 23:59:30	0	thanks for sharing this i didn't know !!
444		👉	03/11/20 01:38:38	1	Why mentioning their race, color & gender?? please do not vote based on race & gender 😞 that's wrong 😞
444-1		👉777👉	03/11/20 01:48:10	3	Wanting more people in positions of power that encompass the same marginalized groups i do, is not wrong🙏
445		alice	03/11/20 01:48:55	0	we should be voting in every election not just the presidential!! there's the primaries, midterms, etc. which can rly make a difference
447		Cisco_213	03/11/20 04:20:19	0	People don't know a thing about this kind of stuff, neither did I until my girl opened my eyes to it. People don't tend to research themselves.
448		Corrin Scott	03/11/20 04:28:13	0	Please send this to people that haven't voted yet and undecided voters!!! Vote blue❤️❤️❤️❤️
449		Elba Marie	03/11/20 04:36:51	0	Omg thank you for spreading this around because I was the part of group that didn't vote for that reason WITHOUT KNOWING about all the other things
449-1		Elba Marie	03/11/20 04:37:09	0	So I'm upset I didn't know before because I could've voted for the other things. 🙏
450		Mars	03/11/20 04:38:23	0	more ppl needa see this
451		No	03/11/20 04:38:48	0	you're also voting for laws and stuff so
452		Candice Burson	03/11/20 04:44:26	0	cough cough primaries
453		Tater Tots	03/11/20 04:59:12	0	Yes !!!!!
456		amanda	03/11/20 05:21:37	0	Also VOTE IN THE PRIMARIES!!!
457		lauren	03/11/20 05:44:33	0	I DIDNT KNOW THEY WERE UP FOR RE-ELECTION VOTE EM OUT PLZ
464		lil_pepper54	03/11/20 06:58:21	0	A girl told me she only votes for "important things"..... LIHKKEE???? Sis stop playing you've never had an opinion about anything 🙏
465		LIA	03/11/20 07:28:49	1	when most ppl say they wont vote they're talking SPECIFICALLY about the presidential, not local and other elections that don't use the electoral...
466		CLK	03/11/20 07:33:21	0	I wish I knew about a site like that because when I went to vote there were so many people I knew nothing about, I just didn't know who to vote for.
466-1		CLK	03/11/20 07:33:34	0	I felt so lost and unprepared and felt like I wasted those votes.
467		Kimberly Danielle Wo	03/11/20 14:23:51	0	Exactly fuck Mitch McConnell I stg if KY don't ditch Mitch this go around I'm relocating
468		Leah	03/11/20 15:13:37	0	and m*rijuana legalization 🙏
469		Charisma Cortez	03/11/20 22:23:09	0	Trump because Biden is a 🙏🙏
470		Deya Thaslaya	04/11/20 01:26:09	0	OR THE FACT THAT THERE ARE 20 OTHER CANDIDATES TO VOTE FOR! I swear I'm so tired of being a black woman that's unheard🙏https://youtu.be/a7B4ogAffr4
471		Rachell Rubio Díaz	04/11/20 04:12:34	0	HOW DO I LIKE THIS VIDEO MORE THAN ONCE ?!!!
472		ash	04/11/20 04:37:45	0	My grandma ! She is 76. Took a WEEK to fill out her ballot Bc she made sure to do research on all the people on the ballot !! BIDEN all the way❤️🙏
473		depressed	04/11/20 06:14:48	0	True I agree but I'm just not educated enough and I would if I cared and was educated