



# HERE WE VOTE

## DIGITAL TOOLKIT GUIDE

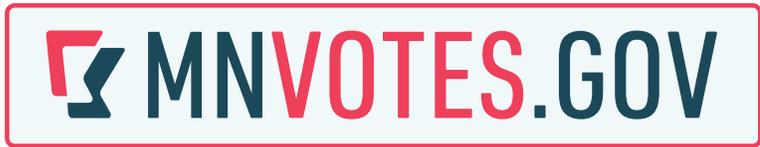


### Here We Vote

*Here We Vote* is a voter outreach and education campaign by the Office of the Minnesota Secretary of State challenging Minnesotans to reclaim our #1 spot in voter turnout in the nation for the 2024 general election.



*Here We Vote* directs Minnesotans to [mnvotes.gov](https://mnvotes.gov), the one-stop shop for election information. On [mnvotes.gov](https://mnvotes.gov), people can register to vote, check their registration, view a sample ballot, request a ballot by mail, track their ballot, and find their local polling place. Election information is available on [mnvotes.gov](https://mnvotes.gov) in *English, Spanish, Hmong, Somali, Vietnamese, Russian, Chinese, Lao, Oromo, Khmer, and Amharic*.



*MNVOTES.GOV* redirects to the official MN Secretary of State election website. Written material should always refer to [mnvotes.gov](https://mnvotes.gov). It is a short and simple website address, easy to remember, and is a trusted source of election information.

*Use QR Codes when clickable hyperlinks are not possible. QR Codes are great for posters, stickers, window decals, or any printed materials. The majority of smartphones now have camera apps with a built-in QR code scanner making QR Codes a useful and convenient way to bridge the analog experience to a digital platform.*

## FOLLOW, SHARE, LINK OR TAG US ON OUR DIGITAL PLATFORMS

WEBSITE: [mnvotes.gov](https://mnvotes.gov)

X (TWITTER): @MNSecofState

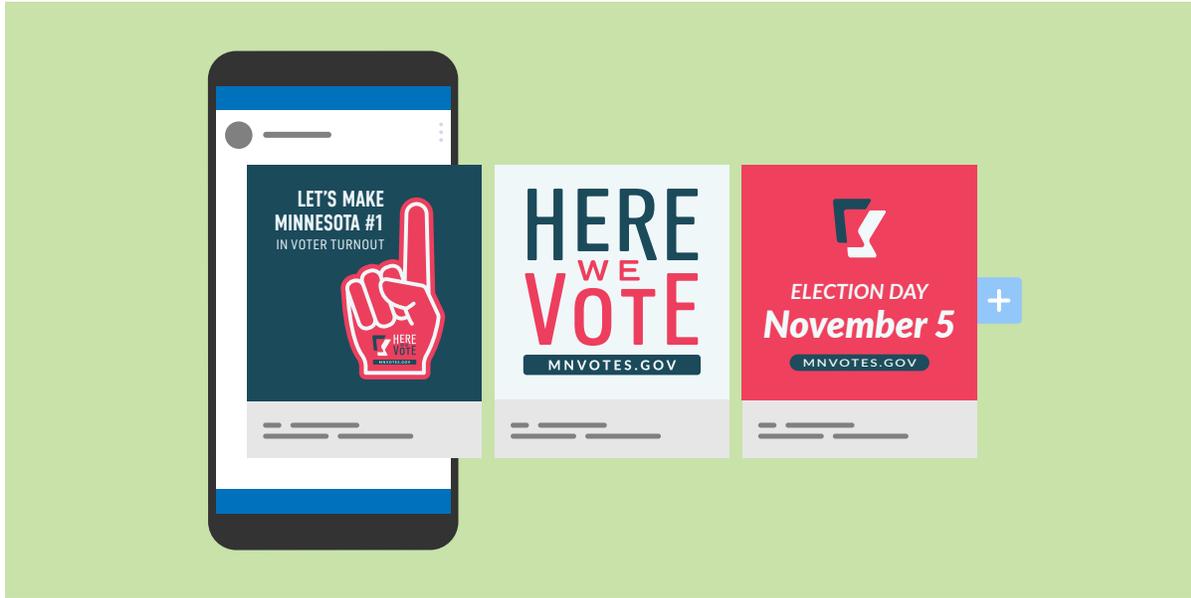
FACEBOOK: [facebook.com/MNSecofState](https://facebook.com/MNSecofState)

INSTAGRAM: @mnvotes



# SOCIAL MEDIA

## SAMPLE POSTS & MESSAGES



📧 #HereWeVote! Minnesotans know their vote is their voice. That's why we routinely lead the nation in voter turnout. Learn more about elections in Minnesota at [mnvotes.gov](https://mnvotes.gov).

📧 Minnesotans vote! Year after year – we've been #1 in the nation for voter turnout. We lost the title in 2022 – but we can get it back. Make your plan to vote at [mnvotes.gov](https://mnvotes.gov). #HereWeVote

Did you know nearly 80% of eligible Minnesotans voted in the 2020 presidential election? Make your plan to vote; in the November 5, 2024 election now at [mnvotes.gov](https://mnvotes.gov). #HereWeVote

📧 Your vote is your voice – get registered to vote in minutes at [mnvotes.gov](https://mnvotes.gov). #HereWeVote

Have you made your plan to vote in the November 5 Election? Find out how and where to vote at [mnvotes.gov](https://mnvotes.gov). #HereWeVote

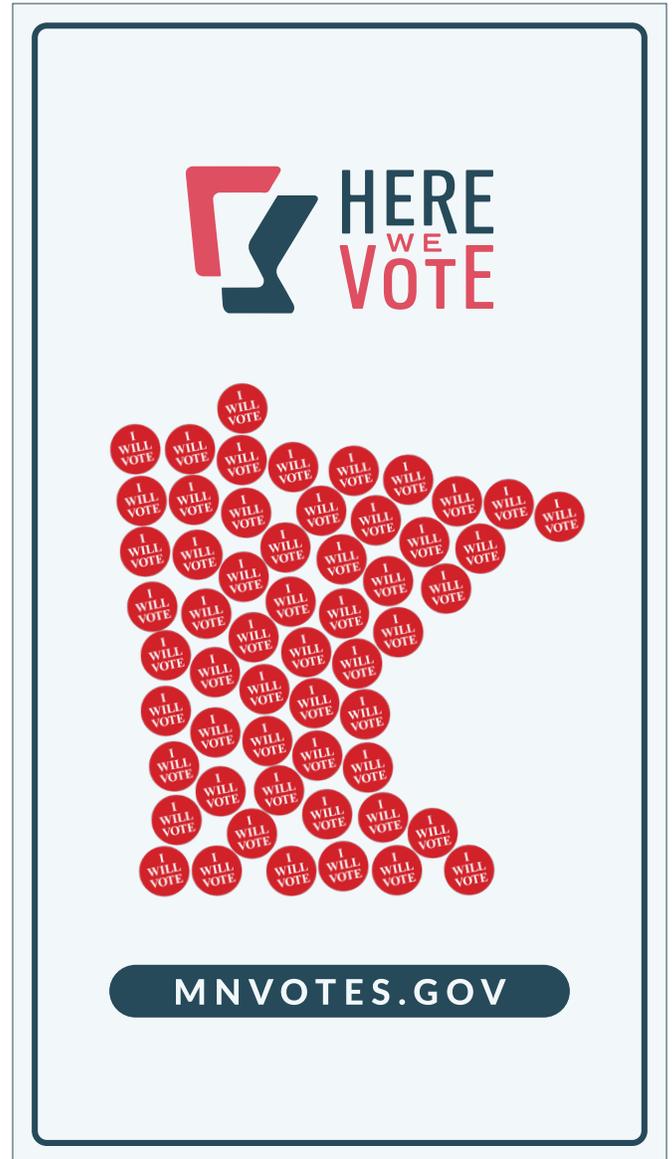
In Minnesota, we vote! If you have questions about where or how to vote visit [mnvotes.gov](https://mnvotes.gov) or call 📞 1-877-600-VOTE (8683). #HereWeVote

Do you have a question about elections in Minnesota? Call 📞 1-877-600-VOTE (8683). #HereWeVote



# SOCIAL MEDIA

## SAMPLE GRAPHICS



### HERE WE VOTE social media graphics

Visit [mnvotes.gov/herewevote](https://mnvotes.gov/herewevote) to download a variety of digital content including GIFs, animated reels, and social media materials. Feel free to post on your online channels, or follow MN Secretary of State on Facebook, X (Twitter) and Instagram and reshare Here We Vote messages.



# DON'T FORGET!

SPECIAL DATES



ELECTION DAY  
**November 5**

MNVOTES.GOV

LET'S MAKE  
MINNESOTA #1  
IN VOTER TURNOUT



ELECTION DAY  
**Nov. 5**

**DON'T FORGET!**  
Voting season starts now.

Early voting begins  
September 20 for the  
general election.

**MNVOTES.GOV**

## SOME IMPORTANT DATES TO REMEMBER

### EARLY VOTING FOR THE GENERAL ELECTION

September 20 – November 4

### ELECTION DAY

Tuesday, November 5

## NOVEMBER 5 (ELECTION DAY) SAMPLE POSTS

🗳️ Election Day is here! Find your polling place at [mnvotes.gov/pollfinder](https://mnvotes.gov/pollfinder). #HereWeVote

🗳️ Minnesota's polling places are open until 8 pm tonight. You have the right to vote as long as you are in line by 8 pm. Find your polling place at [mnvotes.gov/pollfinder](https://mnvotes.gov/pollfinder). #HereWeVote

Today is Election Day! 🗳️ If you still have your ballot at home – bring it to your local election office today before 8 pm to ensure your vote is counted. If you've mailed your ballot and want to make sure it arrived, go to [mnvotes.gov/trackmyballot](https://mnvotes.gov/trackmyballot). #HereWeVote

It's Election Day in Minnesota! If you have questions about where or how to vote visit [mnvotes.gov](https://mnvotes.gov) or call 📞 1-877-600-VOTE(8683). Polls will close tonight at 8 pm #HereWeVote

## AFTER 8 PM (ELECTION DAY)

Unofficial election results will be posted at [sos.mn.gov](https://sos.mn.gov) after polls close at 8 pm. Election results will be reviewed and verified over the next few weeks before they are brought to local and state canvassing boards for certification. #HereWeVote