

Get Out The Vote (GOTV) Resources and Guidelines

Thank you for your support in the Government Affairs Get Out The Vote campaign. Your voice is crucial to promoting civic engagement. The pillars of the 2022 campaign are focused on promoting political involvement through voter registration, nonpartisan voter education and issue education. Before posting, please review the following best practices.

Blog/Vlog Content Ideas/Prompts

1. Why it's important to vote / Why every vote matters
2. Importance of bipartisanship in public policy making
3. First-time voting experiences
4. Teaching younger generations about the importance of voting
5. Experience visiting the US Capitol or your state capitol
6. Volunteering as an election official or for a voter resource organization
7. Memories from civics class
8. Experiences running for public office in your local community
9. Experiences working with Government Affairs in 2022
 - Planning/Attending Town Hall events featuring state or federal lawmakers
 - ERG partnerships
 - Issue specific advocacy partnerships with Government Affairs

Tips/Tricks

- Never blogged/vlogged before? Request your Sharepoint platform [here](#)
- **Remember: all blogs/vlogs must be nonpartisan – meaning you do not endorse any parties, candidates, or specific issues**
- Pictures: one to two relevant photos can add interest to your blog
- Want to record a vlog? You can record in OneNote, request recording access on Teams, or try recording on your cell phone
- If you're recording a vlog:
 - Find a quiet spot where you won't be interrupted
 - Try to stay still - moving around a lot can be distracting as you tell your story
 - Consider how to dress - clothing with lines or noisy jewelry that can bang against the table can be distracting or cause background noise
 - Keep your blog to two-three minutes at most
- Tag 'GOTV2022' and link to The Hartford's [Civic Action Center](#)
- Blogging/vlogging about political engagement satisfies one criteria for The Public Policy Champion digital badge – check out the other ways to earn [here](#)
- **Contact [Molly Griffin](#) with your final draft blog and to discuss suggested posting date to drive reader engagement**
- Feel free to use the following 'selfie' frames (available through the Civic Action Center):

