



Prop 16 Social Media Toolkit

Thank you for your support —help spread the word!

We need to reach millions of CA voters if we want to win, so it's critical that we amplify why we need to vote #YesOnProp16! Feel free to pick and choose from the language below.

Download our Prop 16 One Pager [HERE!](#)

Join Our Text Program

Having real conversations with voters has been shown time and time again to be the most effective way to get someone to vote. A pandemic makes that a little difficult, but not impossible: that's why we're kicking off our text team!

It's easy to get started and you can reach thousands of people in a single shift-- from your own home! If you are interested in joining the text team, sign up for a training here:

vote16.info/text

TextBank Tweet

📌📌 Californians have a chance to fight gender discrimination and systemic racism at the ballot box this November with #YesOnProp16—sign up to learn how to help Prop 16 by sending texts!

<https://vote16.info/text>

Social Media Content

Social Media Cover Photos



Download Links: [Twitter](#) | [Facebook](#)



Graphics for Social Post



Download Links: [Zoom Background](#) | [Graphic 2](#) | [Graphic 3](#) | [Kamala Endorsement](#)

Social Media Content: Twitter

Ending CA's ban on affirmative action is the first step to ensuring every Californian—regardless of who they are, what they look like, or how they got to CA— an equal chance to succeed. I'm happy to join @KamalaHarris in supporting and voting #YesOnProp16 this November.

Equal work deserves equal pay. Black women are paid 62 cents for every dollar a white man makes. #YesOnProp16 will reinstate affirmative action and fight race and gender based pay discrimination. Join me and vote #YesOnProp16 this November.

voteyesonprop16.org

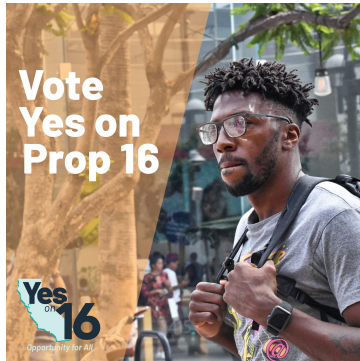
We have a chance to fight gender and race discrimination in CA this November by voting #YesOnProp16 to reinstate affirmative action. Join me and get involved with this movement! vote16.info/vol

Right now California is one of only 8 states that bans affirmative action. We must reverse this ban to provide a better future for women, people of color, and CA as a whole by voting #YesOnProp16 this November! voteyesonprop16.org

This election is our opportunity to meet this historic moment -- to reverse the ban on affirmative action, and ensure equal opportunity for ALL Californians. Join me in voting #YesOnProp16 this November. voteyesonprop16.org



FB/Instagram Image + Caption:



Download Links: [Download graphic](#)

Right now CA is one of 8 only states in the country that bans affirmative action policies.



Voting #YesOnProp16 would reverse the ban on equal opportunity policies so that we can design programs that provide good jobs, better wages, and access to great schools for all Californians.

We're in historic times and we need to stand up for what we believe in this November. I'm supporting #YesOnProp16 because _____