

Voters to the Polls Social Media Kit

- The Ohio Latino Affairs Commission made a robust, 12-week social media kit based on voter information, the importance of a single vote, “First” politicians, and voter registration. As we know, minority voters and New Americans are extremely vital to the United States success and these voters **will** decide the future of our country. The infographics are provided in English and Spanish and can be disseminated via Instagram, Facebook, Twitter, and other social medias. This kit will provide you with general facts about voter demographics, the hashtags we used, infographics, pictures of the candidates we featured, and more. Please use as much as you’d like and feel free to change up posts and their connected links. Some posts may contain our name, so watch out for that as well!

Facts

Pew Research Center

- The Hispanic population in the Ohio is the 23rd largest in the nation – about 395,000 Hispanics reside in Ohio.
- Ohio’s population was 3% Hispanic in 2016 and growing!
- There are 199,000 Hispanic eligible voters in Ohio which is the 19th largest Hispanic statewide eligible voter population nationally.
- Half of Hispanics in Ohio are eligible to vote, ranking Ohio 16th nationwide in the share of the Hispanic population that is eligible to vote.
- Millennials in Ohio make up a larger share of Hispanic eligible voters (42.2%) than they do among all eligible Ohio Millennial voters such as white millennials (25.2), black (31.5), and Asian (24.2).

OCHLA Latino Community Report 2016

- According to a PEW research study, the economy is the number one issue for Latino voters, followed by healthcare, and immigration.

Ohio Development Agency Hispanic American report

- There’s been a 93% increase in Ohio’s Hispanic population since 2000.
- The median age of Latinos in Ohio is 25.7 years compared to 39.3 years for all Ohioans.

Hashtags

- #LatinOHvote
- #VeYVota
- #FirstVoteFridays

Schedule

- Week 1

- **Facebook:** Voting is Easy as 1,2,3! Infographic
 - Voting really is easy as 1,2,3! This summer, The Ohio Latino Affairs Commission will be showing you just how easy voting is and why voting matters. The first step is making sure you're registered! Register to vote 30 days before Election Day so you're able to choose who you want to represent your beliefs and values. Then, select your method. You can vote by mail or in-person voting, on or before Election Day. The most important part is to make sure you get out and vote! For more information, please visit myohiovote.com. #LatinOHvote #VeYVota
- **Twitter:** Voting is Easy as 1,2,3! Infographic
 - Be sure to visit OCHLA's Ohio Latino Votes page for more voting graphics and all your voting resources and information! #LatinOHvote #VeYVota <https://bit.ly/2l5HFT9>
- **Instagram:** Voting is Easy as 1,2,3! Infographic
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- Week 2

- **Facebook:** First Vote Friday! Frances P. Bolton ® – The first woman elected to Congress from Ohio

- Frances P. Bolton was born in Cleveland, Ohio in 1885. Her husband, Chester Bolton, died in 1939 and Frances was elected to the remainder of his term for the United States House of Representatives. She then proceeded to serve for an additional 14 terms and for 3 of those terms, she served alongside her son, Oliver Bolton. Frances was the first Congresswoman from Ohio and she believed in isolationism, desegregation of the military nursing units, and she advocated for the conscription of women in the draft. She believed that women in the military would develop their character and that would only improve their role in the family. Bolton paved the way for women to follow in her footsteps and run for office and for that, we thank her. Your vote could elect a first-time candidate like Frances Bolton! #FirstVoteFridays
- **Twitter:** First Vote Friday! Frances P. Bolton ® – The first woman elected to Congress from Ohio
 - In 1939 Frances P. Bolton of Ohio became the first woman elected to Congress. Exercise your right and vote in first-time candidates! #FirstVoteFridays
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- Week 3

- **Facebook:** “Am I Eligible to Vote in Ohio?” Infographic (English/Spanish)
 - Have questions about your eligibility to vote in Ohio? Look at the questions below and if you answer yes to all of them, you can vote! You can also call the bilingual hotline at 1-888-839-8682 or go to naleo.org/register tovote to register to vote in under 2 minutes! #LatinOHvote #VeYVota

- **Twitter:** “Am I Eligible to Vote in Ohio?” Infographic (English/Spanish)
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- Week 4

- **Facebook:** First Vote Friday! Danica Roem (D) – One of the first openly transgender women elected to office
 - Danica Roem was elected to the Virginia State Legislature on November 7, 2017 and she is one of the nation’s first openly transgender elected officials. The race was closely followed and Roem defeated the 13-term incumbent, Del. Robert G. Marshall ®. Roem managed to outraise Marshall by almost \$500,000 in donations and she ran on a platform that was largely favorable to immigrants and minorities. At one her rallies, Roem held up her fist and shouted, “¡Sí, se puede!” She then stood on a table and said, “to every person who’s ever been singled out, who’s ever been stigmatized, who’s ever been the misfit, who’s ever been the kid in the corner, who’s ever needed someone to stand up for them when they didn’t have a voice of their own. This one is for you.” Your vote could elect a first-time candidate like Danica Roem! #FirstVoteFridays
- **Twitter:** First Vote Friday! Danica Roem – The first openly transgender woman elected to State office
 - Here’s another First for you. In November of 2017, Danica Roem became the first openly transgender woman elected to State Office in Virginia. #FirstVoteFridays
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- Week 5

- **Facebook:** "Do I Need an ID to Vote in Ohio?" Infographic (English/Spanish)
 - Have you ever wondered if you need to bring your ID to vote? OCHLA has you covered! Take a look at the list below to see the list of available forms of identification you can bring with you to vote. Ohio law says you must provide **one** form of ID but there are many multiple forms of ID you can bring. #LatinOHvote #VeYVota
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- Week 6

- **Facebook:** First Vote Friday! Ravinder Bhalla (D) – The first Sikh mayor of Hoboken, New Jersey and first U.S. Sikh Mayor to wear a turban.
 - Ravinder Bhalla or simply, Ravi Bhalla, was elected to be Hoboken's first Sikh Mayor on November 7, 2017. While there have been a few other Sikh mayors in the United States, this is the United States first Sikh mayor who also wears a turban. Bhalla ran a great campaign despite challenging circumstances, even being called a "terrorist" on a flyer days before the election. Bhalla is an American civil rights lawyer and also served on the city council for Hoboken, NJ before running for Mayor. You can help elect candidates you believe in too! Don't forget to register to vote and see the change you're creating. #FirstVoteFridays
- **Twitter:** First Vote Friday! Ravinder Bhalla (D) – The first Sikh mayor of Hoboken, New Jersey.

- It's another #FirstVoteFriday! Did you know Ravinder Bhalla became the first Sikh mayor of Hoboken, New Jersey AND the first Sikh Mayor in the United States to wear a turban? Be sure to be here in another two weeks for another First Vote Friday.
- **Instagram:** First Vote Friday! Ravinder Bhalla (D) – The first Sikh mayor of Hoboken, New Jersey.
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- Week 7

- **Facebook:** “How Do I Register to Vote in Ohio?” Infographic (English/Spanish)
 - Ohioans who are eligible to vote have 3 options to register to vote. You can go online at olvr.sos.state.oh.us, register by mail and access the forms at sos.state.oh.us, or register to vote in person at the office of the Secretary of State, any county board of elections, any Ohio BMV, public libraries, public high schools, and more! See below for more information and don't forget to visit the Secretary of State's website for the most up-to-date information - <https://www.sos.state.oh.us/#gref>. #LatinOHvote #VeYVota
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- Week 8

- **Facebook:** First Vote Friday! Cathy Murillo (D) – The first Latina mayor of Santa Barbara, California
 - Cathy Murillo is the first Latina Mayor of Santa Barbara, California! Murillo worked a hard campaign and was on the ground, going door-to-door and speaking to potential voters the entire campaign. Murillo promised to tackle homeless problems, creating jobs, affordable housing, environmental issues, and labor contracts. Santa Barbara has a major immigrant population and Murillo is a massive supporter of immigrant rights, as well. She promises to work hard for her constituents and make Santa Barbara proud. #FirstVoteFridays
- **Twitter:** First Vote Friday! Cathy Murillo (D) – The first Latina mayor of Santa Barbara, California
 - Cathy Murillo became the first Latina mayor of Santa Barbara, California. She has promised to work hard for her constituents and make Santa Barbara proud! #FirstVoteFriday
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- Week 9

- **Facebook:** “Upcoming Elections in Ohio” Infographic (English/Spanish)
 - There are 2 more elections in 2018 so make sure you don’t miss them! **August 7** is the US House District 12 Special Election and **November 6** is the General Election. In order to vote for these elections, you need to be registered beforehand. You must be registered by July 9 and/or October 9, respectively for each election. Don’t forget you can request an absentee

ballot and can send in your vote that way! Check out the dates below to keep in mind when you need to vote. #LatinOHvote #VeYVota

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- Week 10

- **Facebook:** First Vote Friday! Helen Rankin (D) – The first African-American woman to serve in the Ohio Legislature
 - Helen Rankin was the first African-American woman to serve in the Ohio House of Representatives. She was appointed in 1978 and served until 1994. She served in the seat of her late husband, James Rankin. After her term ended, she wanted to be elected herself, and served 8 consecutive terms. Some of the most important issues to Rankin were health care, women’s rights, children, and low-income rights. Rankin introduced a bill 4 times before pushing it through and that bill required insurance companies to pay for mammograms. You can vote for candidates like this who have new ideas and bring their diversity and experiences to the table. Make sure you vote! #FirstVoteFridays
- **Twitter:** First Vote Friday! Helen Rankin (D) – The first African-American woman to serve in the Ohio Legislature
 - Helen Rankin became the first African-American woman to serve in the Ohio Legislature in 1978 and served for 16 years! #FirstVoteFridays
- **Instagram:** First Vote Friday! Helen Rankin (D) – The first African-American woman to serve in the Ohio Legislature
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- Week 11

- **Facebook:** “Lifelong Voter” Infographic (English/Spanish)
 - Voting is a lifelong commitment – and so important! It doesn't matter what age you are, 18-100, your vote matters. Under Ohio Law, if you don't vote for 2 years, you'll be sent registration confirmation notices. If you don't vote for the following 4 years, you're removed from the rolls and are no longer a registered voter. You can check your registration status though! Call the NALEO bilingual hotline at 1-800-VE-Y-VOTA to check your status, at least 30 days before the election so you can register again if needed. You got this! #LatinOHvote #VeYVota
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- Week 12

- **Facebook:** First Vote Friday! Tim Brown (R) – The first openly gay man to serve in the Ohio state Legislature
 - Tim Brown, from Bowling Green, Ohio, is the first openly gay man to serve in the Ohio legislature, specifically the Ohio House of Representatives. At the time of election, Brown was 1 of 2 openly gay Republican state legislators in the entire country. Brown ran on a campaign based on jobs and economic recovery, keeping taxes low, agriculture, and education.

Brown served two terms before resigning to become the President of the Toledo Metropolitan Area Council of Governments. Thank you for following along with our #FirstVoteFridays and remember the importance of voting. You could be voting in a “first” to represent you!
#FirstVoteFridays

- **Twitter:** First Vote Friday! Tim Brown (R) – The first openly gay man to serve in the Ohio state Legislature
 - Tim Brown from Bowling Green, OH became the first openly gay man to serve in the Ohio State Legislature. #FirstVoteFriday
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