Get Out the Vote Social Media Toolkit

2026

YOUR VOTE IS YOUR VOICE. BE HEARD.

www.nursesvote.org

American Nurses Association

OVERVIEW:

Voting is a social determinant of health. In other words, civic and voter participation is associated with better self-reported health. As part of ongoing non-partisan get out the vote (GOTV) efforts this year, the American Nurses Association (ANA) is encouraging nurses to be well-informed and civically engaged.

This toolkit is for ANA members, Constituent/State Nurses Associations, and nurses interested in increasing civic engagement and voter participation. Suggested hashtags, links, social media copy, and graphics are below.

Voting and election rules differ by state. It's recommended to encourage nurses to vote based on your states' guidelines and deadlines. **These resources are for non-partisan GOTV efforts only.**

IMPORTANT DATES/CIVIC HOLIDAYS:

General Election Day: November 3, 2026

- **National Voter Education Week:** October 5-9, 2026
- **Vote Early Day:** October 24, 2026
- Registration deadlines vary state to state. Visit Vote.gov/register to help find your state's voting regulations.

HASHTAGS:

#NursesVote

#VoteEarly #VoteReady #[CivicHoliday] | Example: #VoteEarlyDay

JOIN THE #NURSESVOTE CAMPAIGN

Share an ANA graphic, customize one of the sample posts, or record your own short video encouraging your nursing community to get vote ready. Tag your colleagues, school, workplace, or nursing organization and use #NursesVote so others can join in.

LINKS:

Voting Information

- Nurses Vote
    - ANA's voting and election resources hub for nurses
- Vote.gov

Partner Organizations

- National Voter Registration Day
- Vot-ER

Feel free to personalize these posts for your organization, school, workplace, or state. Always verify your state's voter registration and election deadlines before posting.

POSTS:

Make Your Voting Plan

Registered to vote? Great. Now make your plan.

✓ Know when you'll vote

✓ Know where you'll vote

✓ Know what's on your ballot

Nurses plan for others every day. Take a few minutes to make a plan for your own voice, too.

Visit NursesVote.org to get #VoteReady.

#NursesVote

User-Generated Content (UGC)

I vote because _____.

Nurses, how would you finish the sentence?

Share yours and tag another nurse to keep it going.

#NursesVote

Campaign-forward

Nurses care. Nurses advocate. Nurses vote.

Make sure you're ready to make your voice heard this election season.

Check your registration and find voting resources at NursesVote.org.

#NursesVote #VoteReady

X/Bluesky:

1. Nurses have a voice. Make yours heard this election season.
   Check your voter registration, learn what's on your ballot, and make your voting plan at NursesVote.org.
   #NursesVote #VoteEarly #VoteReady
2. When #nurses speak, Washington listens! Exercise your right to vote on Tuesday, November 3 & make your voice heard.
   Visit NursesVote.org to check your registration status, find your candidates, & more.
   #NursesVote #VoteEarly #VoteReady
3. Moved? Changed your name? Recently turned 18?
   Take a minute to make sure your voter registration is up to date. Get #VoteReady at NursesVote.org.
   #NursesVote
4. #Nurses! Last chance to make sure your voice is heard on Election Day! It's the last day to register to vote or update your voter registration in [State].
   Visit NursesVote.org to check your registration, because #MidtermsMatter
5. Did you know voter participation is associated with better self-reported health? (learn more: bit.ly/4cTm3Rq).
   Visit NursesVote.org to check your registration status today! #NursesVote #VoteReady

Facebook/LinkedIn:

1. Add your voices to all the #nurses shaping health policy! Exercise your right to VOTE during the midterm elections!
   Visit NursesVote.org to check your registration status, find your candidates, & more. #NursesVote #MidtermsMatter
2. Calling all #nurses & #futurenurses! Have you recently:

   • moved,
   • changed your name, or
   • turned 18?

   Make sure your voter registration is up to date, so you'll be #VoteReady on election day, Tuesday, November 3! Visit NursesVote.org today. #NursesVote #MidtermsMatter
3. Did you know voter and civic participation is associated with better self-reported health? (learn more: bit.ly/4cTm3Rq).
   As a #nurse, your voice can help shape health policy. Make your voice heard by exercising your right to VOTE this election season.
   Visit NursesVote.org to check your registration status, find your candidates, and more. Because when nurses speak, Washington listens. #NursesVote #VoteEarly #VoteReady

Civic Holidays:

X/Bluesky:

1. When #nurses speak, Washington listens! This #[CivicHoliday], make sure you're ready & registered to vote! Visit NursesVote.org or Vote.gov to check your status or register today.
   #NursesVote #VoteEarly #VoteReady

Facebook/LinkedIn:

1. When #nurses speak, Washington listens! This #[CivicHoliday], make sure you're registered to vote and ready to make your voice heard!
   Visit NursesVote.org or Vote.gov to check your registration status or register today.
   #NursesVote #VoteEarly #VoteReady

CREATE YOUR OWN GOTV VIDEO:

Help spread the word in your own voice! Record a short video encouraging nurses, students, colleagues, or your community to get #VoteReady.

Keep it simple:

- Film vertically — 9:16 (1080 × 1920)
- Aim for 15–30 seconds
- Record somewhere quiet with good lighting
- Look directly at the camera and speak naturally
- Keep your phone steady and at eye level
- Add captions/on-screen text
- Keep important text/logos away from screen edges
- End with one Call to Action (CTA):
  Visit NursesVote.org
- Keep all messaging nonpartisan

Prompt 1 — Why I Vote

"I'm a nurse, and I vote because _____. Make your voice heard. Visit NursesVote.org."

Prompt 2 — Get Vote Ready

"Nurses, are you #VoteReady? Check your registration, know your voting options, and make your plan at NursesVote.org."

Prompt 3 — Future Nurses

"Calling all nursing students and future nurses: your voice matters, too. If you're eligible to vote, make sure you're registered and ready at NursesVote.org."

SOCIAL MEDIA GRAPHICS:

ANA has created an ad series for you to use on your organization's website and social media platforms to promote www.nursesvote.org.

The series has these standard ad sizes:

- Feed portrait: 1080 × 1350 px (4:5) — Instagram, Facebook, LinkedIn
- Square: 1080 × 1080 px (1:1) — multi-platform feed use
- Story: 1080 × 1920 px (9:16) — Instagram/Facebook Stories

Download the social media graphics here

QUICK SOCIAL MEDIA TIPS:

Keep it simple:

- Lead with the main message — don't bury it.
- Use one clear CTA: Visit NursesVote.org.
- Use #NursesVote plus 1–2 relevant hashtags.
- Add alt text to graphics when the platform allows it.
- Caption all videos.
- Keep messaging nonpartisan.
- Double-check state-specific voting dates before posting.

Nurses Care.
Nurses Learn.
Nurses Volunteer.
Nurses Advocate.
Nurses Vote.
NURSESVOTE.ORG
American Nurses Association

Your Vote is Your Voice. Be Heard.
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When Nurses Vote, Patients Win.
LEARN MORE ABOUT KEY NURSING ISSUES THIS ELECTION AND HOW YOU CAN GET INVOLVED.
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