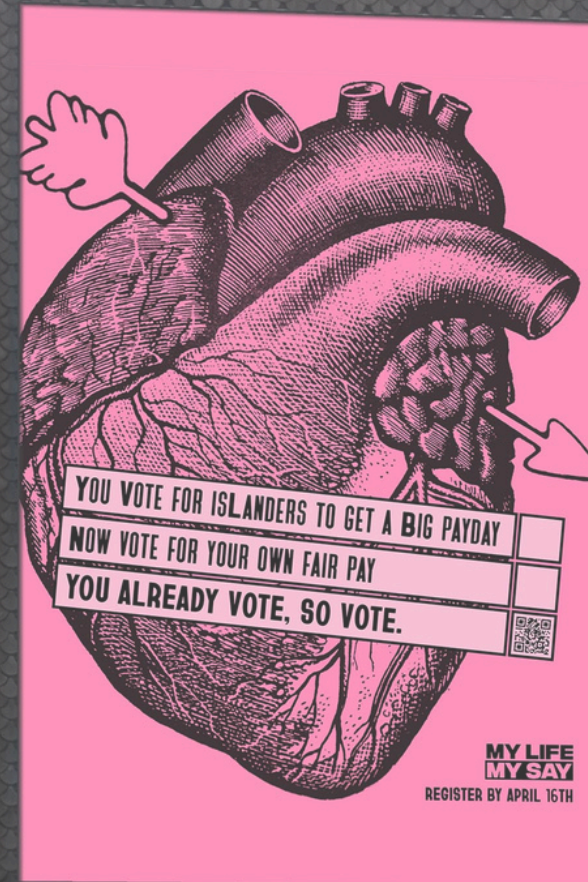


NATIONAL VOTER REGISTRATION DAY

MLMS SOCIAL MEDIA TOOLKIT



MY LIFE
MY SAY

GIVE AN ~~XX~~

BACKGROUND

My Life My Say will be powering a special **Don't Sit On The Sidelines** edition of NVRD on **11 April** acting as the last youth-voter registration activity moment before the local elections.

The local elections will be taking place in the following areas in May 2025.

On NVRD, we want to encourage young people to vote via Social. There will be numerous brands, youth-sector organisations and influencers that will be helping to spread this message.

We've designed two distinct assets—one with the bold Don't Sit on the Sidelines theme and another with a more general NVRD focus. We are asking if on the 11th of April you choose the one that best fits your social media pages!



STORIES ASSETS



Use IG in-built stickers feature to add the link to our voter registration site [link is provided in final slide of toolkit].

It is important that this link is used in order for us to track registrations and measure the success of the campaign

Feel free to add text to the Stories post to give more context to your audience in terms of why they are seeing this post:

eg. We're proud supporters of National Voter Registration Day
Please also tag @mylifemysay on Instagram

ON-FEED ASSETS



MY LIFE MY SAY

ON-FEED ASSETS



Copy Suggestion 1

We're supporting the thousands of people who will be registering to vote today on National Voter Registration Day. If you haven't registered to vote yet, head to the link in our Stories to register to vote – it only takes 5 minutes.

#NVRD #RegisterToVote

Copy Suggestion 2

Have you registered to vote? 🤔

Today is National Voter Registration Day which means it's the last day to register in time for your local elections.

Register to vote today and have your voice heard.

#NVRD #RegisterToVote

RECORDING VIDEOS TO CAMERA

We would encourage any partners to utilise any affiliated influencer/content creators to create a recorded video to camera.

We have drafted two script suggestions for you to use. You can use these as a guide.

If posted to Stories, please use the link provided and call this out within the video.

Video Script Suggestion 1

Hey, it's [name] here

Did you know there's elections this year? Yup that's right, if you live in Hertfordshire, Oxfordshire, Nottinghamshire, Devon, Kent or 19 other councils in England then you have scheduled elections on May 1st. Make sure you've registered today, it only takes 5 minutes.

Video Script Suggestion 2

Hi [wave to camera]

I give an x about [delete where appropriate] transport, social care, education, housing, leisure and recycling services in my area and that's why I've registered to vote in the local elections. I want to have a say on how these services are provided and the first step to this is making sure I can vote on May 1st.

YOU CAN FIND ALL USEABLE ASSETS HERE

MY LIFE MY SAY

**LINK TO
REGISTRATION PAGE**

<https://qrco.de/giveanx>

**ANY QUESTIONS OR QUERIES
PLEASE CONTACT
PARIS@MLMS.ORG.UK**

Please use this exact link/QR Code in all stories
posts so we can track all the click throughs

MY LIFE MY SAY