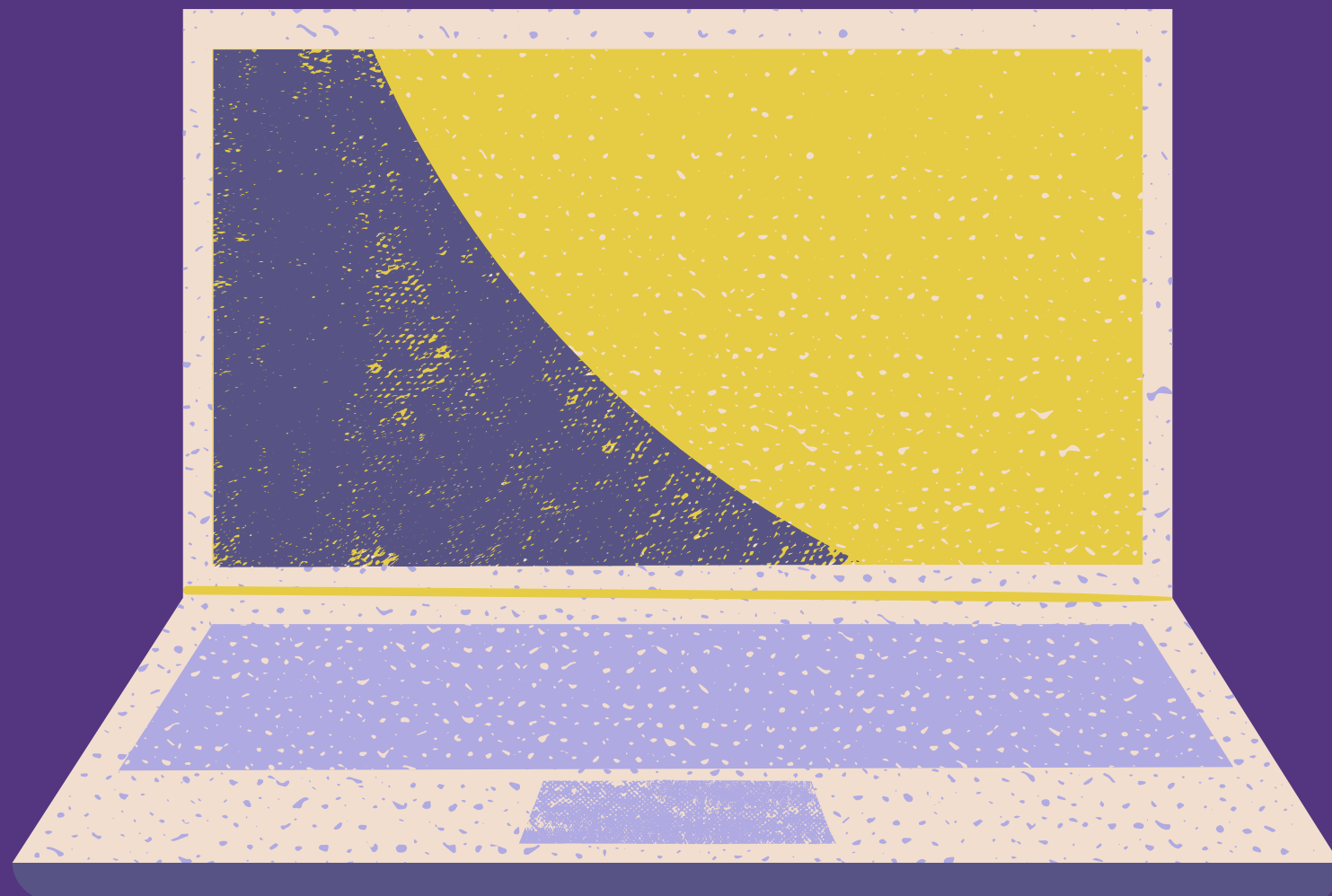


GET OUT THE GEN Z VOTE!

Insights into Gen Z and effective
social media use

GRETCHEN COLEMAN

AUGUST 5, 2020



About me

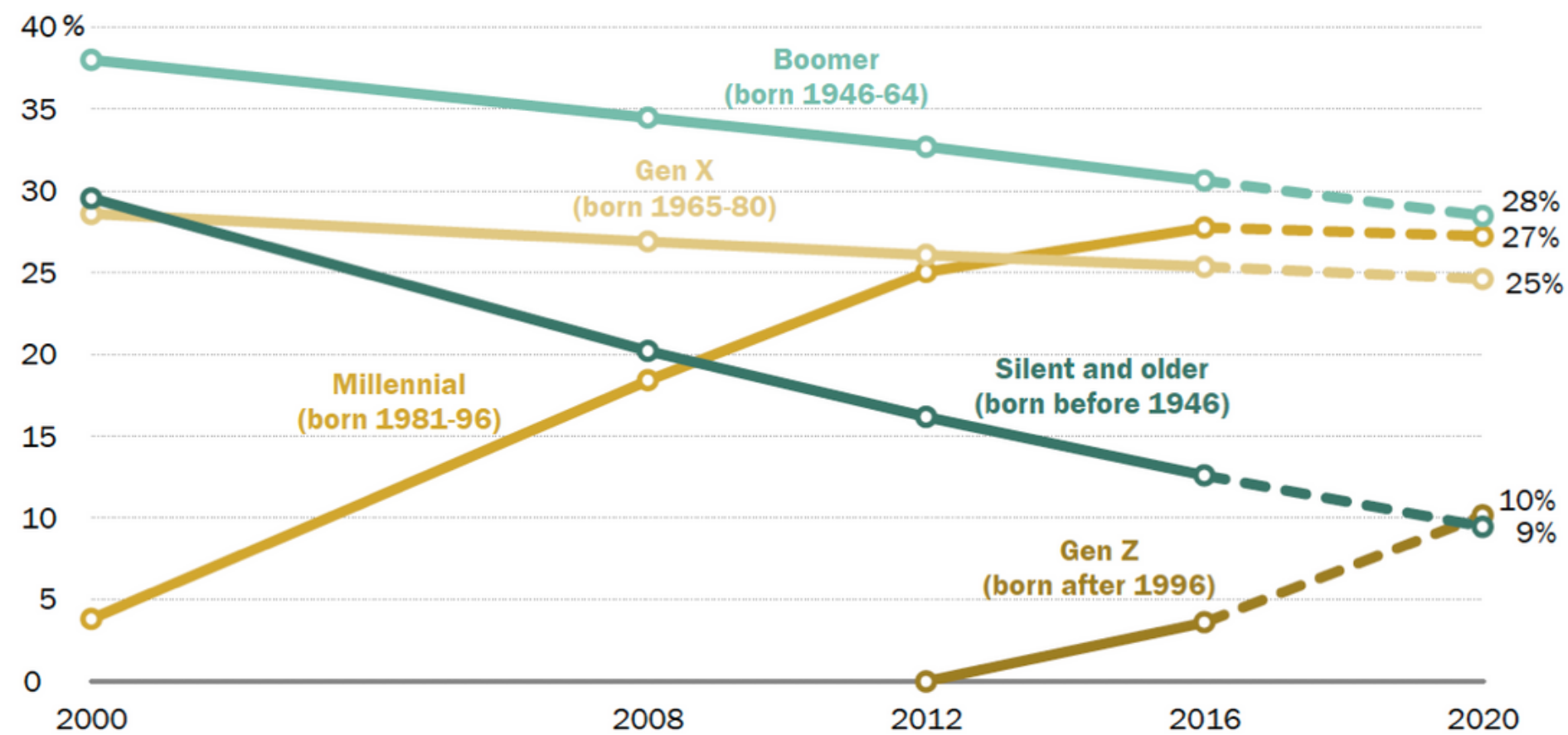
- FREMD HIGH SCHOOL (PALATINE),
CLASS OF 2018
- SYRACUSE UNIVERSITY, CLASS OF
2022 - POLITICAL SCIENCE
- INVOLVED WITH CAMPAIGNS IN
PALATINE AREA
- MEMBER OF THE PALATINE LEAGUE



THE IMPORTANCE OF GEN Z VOTER TURNOUT

In 2020, one-in-ten eligible voters will be members of Generation Z

% of eligible voters by generation



Note: Eligible voters are U.S. citizens ages 18 and older.

Source: Data from 2000 to 2016 from Pew Research Center analysis of 2000 decennial census and 2008, 2012 and 2016 American Community Survey (IPUMS). Data for 2020 from Pew Research Center projections of the electorate based on U.S. Census Bureau 2017 population projections.

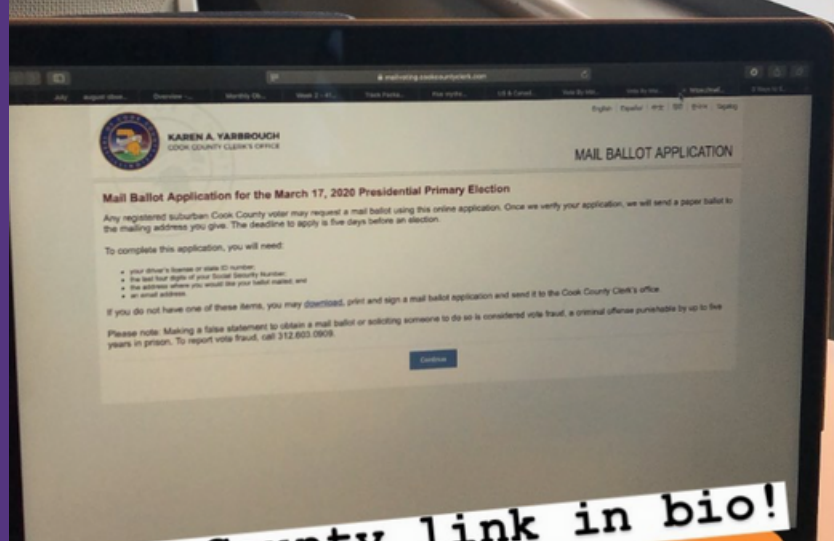
PEW RESEARCH CENTER

PAST ELECTIONS

Voting! 16w

Primaries are coming - request your absentee ballot today!

Please let me know if you need help!



Cook County link in bio!

ILLINOIS PRIMARY

01:27:11

months days hours

More

Last day to register online to vote in IL primary!

Make sure your voice is heard on the 17th!

The link for Cook County is in my bio - let me know if you have any questions!

VOTE!

REGISTER TO VOTE

I VOTED!

REGISTRATION DEADLINE

00:00:00

hours minutes seconds

Sent in my absentee ballot today!

Tomorrow is the last day to request a mail-in ballot before the IL primary - a great option for social distancing!



PLEASE VOTE!

I VOTED!

Link for Cook County in my bio!

WELCOME TO

SYRACUSE UNIVERSITY


MY NAME IS...

Gretchen

Catch me @

HOMETOWN Palatine, IL

HOBBY helping people vote!



BALLOT Z DESIGN

- website (www.ballot-z.org)
- email/text reminders
- social media

Ballot Z [HOME](#) [GET VOTING REMINDERS](#) [VOTING INFORMATION](#) [CONTACT](#)

Encouraging young voters in the Chicago suburbs

We are engaged and invested in our communities. We know that our futures are at stake in every election. We want to make a difference. We are Gen Z. We just need a little push to get our voices heard.

[GET VOTING REMINDERS](#)



OUR GOALS:



- help voters take advantage of Illinois voting infrastructure by making resources easy to find
- provide nonpartisan resources to help voters make an informed decision
- make Gen Z voters comfortable and confident voting (many of them for the first time!)



HOW WE'RE APPEALING TO GEN Z

- trying to establish a "voting culture"
 - encouraging, empowering messaging
- providing information where they want it

Gen Z voters are on social media!

Gen Z voters tend to look to social media for news and resources.

Lots of accessible voting-related content is already online – we just need to make sure voters can find it.

You all probably are already a trusted source for voting information with your friends and family, so you can use social media to amplify your message.



Ballot Z social media

Ballot Z
May 27 at 3:58 PM · 🌐

In this COVID-19 era, being able to vote by mail is more important than ever. Here's some information about how your vote is protected. If you have more questions, please comment and let us know!
#votebymail

Sources:
<http://www.ilga.gov/legislat.../.../documents/001000050K20-8.htm...>
See More

IS VOTING BY MAIL SECURE?

YES!

In the 2016 general election, nearly 25% of all votes were cast by mail.

There are even five states - Oregon, Washington, Hawai'i, Utah, and Colorado, that conduct "all-mail" elections, where the elections are conducted primarily (although not exclusively) by mail.

Requesting a mail-in ballot is like registering to vote.

*** The verification process is extensive.**

Trained officials ensure that the signature on the envelope matches the one they have for you on record.

Ballot Z
@ballot_z

Mail voting makes elections more accessible – especially during the COVID-19 era. Fortunately, Illinois offers no-excuse absentee voting, which means that any voter can request a mail-in ballot for any reason.

Age Group	Actual 2018 Turnout	Projected turnout without all-mail voting
Youngest	~55%	~45%
Youngest (with mail-in)	~65%	-
Older	~85%	~80%

Turnout increased the most for young voters

AT&T 11:12 AM 95%

BALLOT.Z Posts

ballot.z
Illinois

127

DAYS UNTIL ELECTION DAY

❤️ 💬 📍 📌

Liked by amanda_marie_143 and 12 others

ballot.z There are 127 days until Election Day. What are you doing today to make sure you and your friends are ready to vote? #mondaymotivation... more

🏠 🔍 + ❤️ 👤

League of Women Voters social media

LWV leagueofwomenvoters

CENSUS COUNTS 2020



the census isn't complete without you

When you're missing from the census, you're missing from the conversation.

187 likes

leagueofwomenvoters Who counts on Census Day? Everyone! Every neighbor, every immigrant, every child, everyone. If you're living in America, you should be counted in the 2020 Census. Spread the

AT&T 6:21 PM 44%

Tweet

LWV of Illinois @LWVIL

Tonight there will be a Twitter and Facebook for a virtual watch party of #TheVotePBS! Watch on @AmExperiencePBS at 9pm ET. #WomensVote100 #lwwil #lww #suffragists #vote



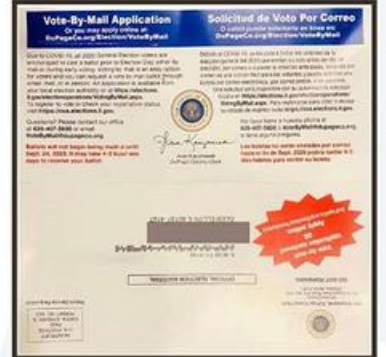
WOMEN WEREN'T GIVEN THE VOTE. THEY TOOK IT.

WATCH TRAILER THE VOTE

LWV lwwglenellyn

This is not junk mail.

Look for your ballot application this week, mailed to all registered voters in DuPage County.



If you did not receive, visit dupageco.org/election

LWV LEAGUE OF WOMEN VOTERS OF GLEN ELLYN

Liked by lwwheaton and 2 others

lwwglenellyn DUPAGE COUNTY RESIDENTS! Be on the lookout for your ballot application to arrive in the mail this week! Or, if you think you've missed... more

LWV LWV of Cook County @CookLWV

Kudos to Ill. state legislators for passing a bill that includes expanded vote-by-mail and early voting!




9:01 AM · 5/23/20 · Twitter Web App

5 Retweets and comments 8 Likes

League of Women Voters of the U was live. Jun 20 ·

On June 20, right between the primaries and the conventions, we rise together. Join us at Ju... See more



CONNECTICUT

Watch together with friends or with a group Start

143 19 comments 40 shares



Facebook

We use it to share family photos and life updates, but it can also be a source for voting information - articles, voting applications, and election reminders



Gretchen Coleman

Jun 29 · 👥

Register to vote and request your mail-in ballot today! Please let me know if you have any questions about voting procedures!



Ballot Z

Jun 29 · 🌐

There are 127 days until Election Day. What are you doing today to make sure you and your friends are ready to vote? #Monda... See more

127
DAYS UNTIL
ELECTION DAY

👍 Joseph Pham and 3 others



Like



Comment



Share



Gretchen Coleman

5 d · 🌐

A tax amendment sounds boring, but it has huge implications for Illinois and our future! Learn more about what you'll be voting on in November.



Ballot Z

5 d · 🌐

At Ballot Z, we're trying to make it easier to make informed decisions on your ballot! Leading up to the election, we're going to introduce... See more

WHAT'S ON MY BALLOT?
Illinois Allow for Graduated Income Tax Amendment
(you vote on whether to change the Illinois Constitution)

A yes vote:
allows the state to put in place a graduated income tax (by repealing the constitutional requirement that personal income tax rates are flat)

A no vote:
prevents the state from changing the tax structure (keeps in place the constitutional requirement that personal income tax rates are flat)

GRADUATED INCOME TAX:
the tax rate increases as the amount of income increases

FLAT INCOME TAX:
the tax rate is at the same marginal level regardless of income

Right now, the Illinois Constitution requires that all income is taxed at the same, flat rate (currently 4.95%).

This ballot measure would get rid of that requirement so the state can put in place a graduated income tax.

Stay tuned to find out what this would mean for your taxes!



Tracey Kendall Coleman and 6 others



Like



Comment



Share

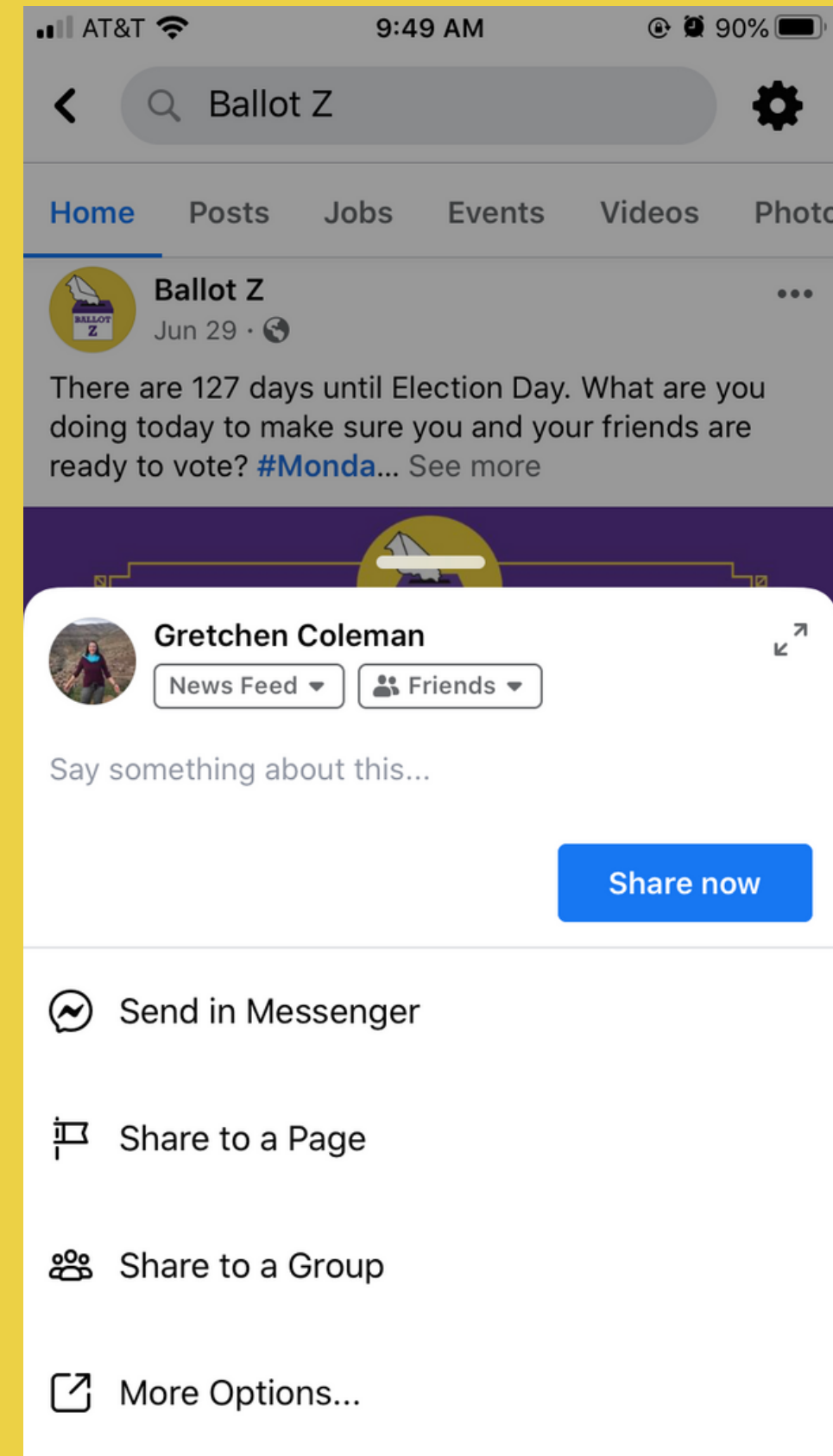


Gretchen Coleman

6 d · 🌐



Sharing content from your phone



Sharing content from your computer

100 YEARS and BEYOND

League of Women Voters of Illinois @LWVofIllinois

Home About Events Photos Videos Community Groups Posts Create a Page

Like Follow Create Fundraiser

Write a comment...

League of Women Voters of Illinois July 1 at 3:25 PM

Vote-by-mail applications are open NOW on many local election authority's websites!

While people are now able to apply for a ballot on their own, everyone who has voted in the past two years — in the 2018 General Election, 2019 Consolidated Election or 2020 Primary Election — will automatically receive an application for a vote-by-mail ballot in their mailbox for the 2020 General Election.

But why wait? Get registered and apply to vote by mail TODAY.

VOTE.
BY MAIL OR AT THE VOTING BOOTH.

ELECTIONS.IL.GOV
Voting By Mail Information

36 55 Shares

Like Comment **Share**

Write a comment...

League of Women Voters of Illinois July 1 at 3:25 PM

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VOTE.
BY MAIL OR AT THE VOTING BOOTH.

ELECTIONS.IL.GOV
Voting By Mail Information

36

Like Comment **Share**

- Share Now (Friends)
- Share...**
- Send as Message
- Share in a Group
- Share on a Friend's Timeline
- Share to a Page

Share on Your Timeline

Say something about this...

Include Original Post

VOTE.
BY MAIL OR AT THE VOTING BOOTH.

ELECTIONS.IL.GOV
Voting By Mail Information

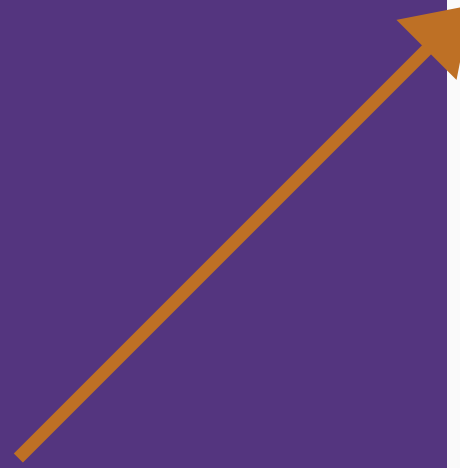
Friends Cancel Post



Instagram

- Same functions as Facebook, but posts must include a visual component
- Only one place to include a link
- You can only post from your smartphone
- To share another user's posts, you share them to your Instagram story

"LINK IN
BIO"



AT&T 12:37 PM 87%

gretchenmcoleman 4

60 Posts 517 Followers 772 Following

Gretchen Coleman
🍊 '22
ballot-z.org/

Edit Profile

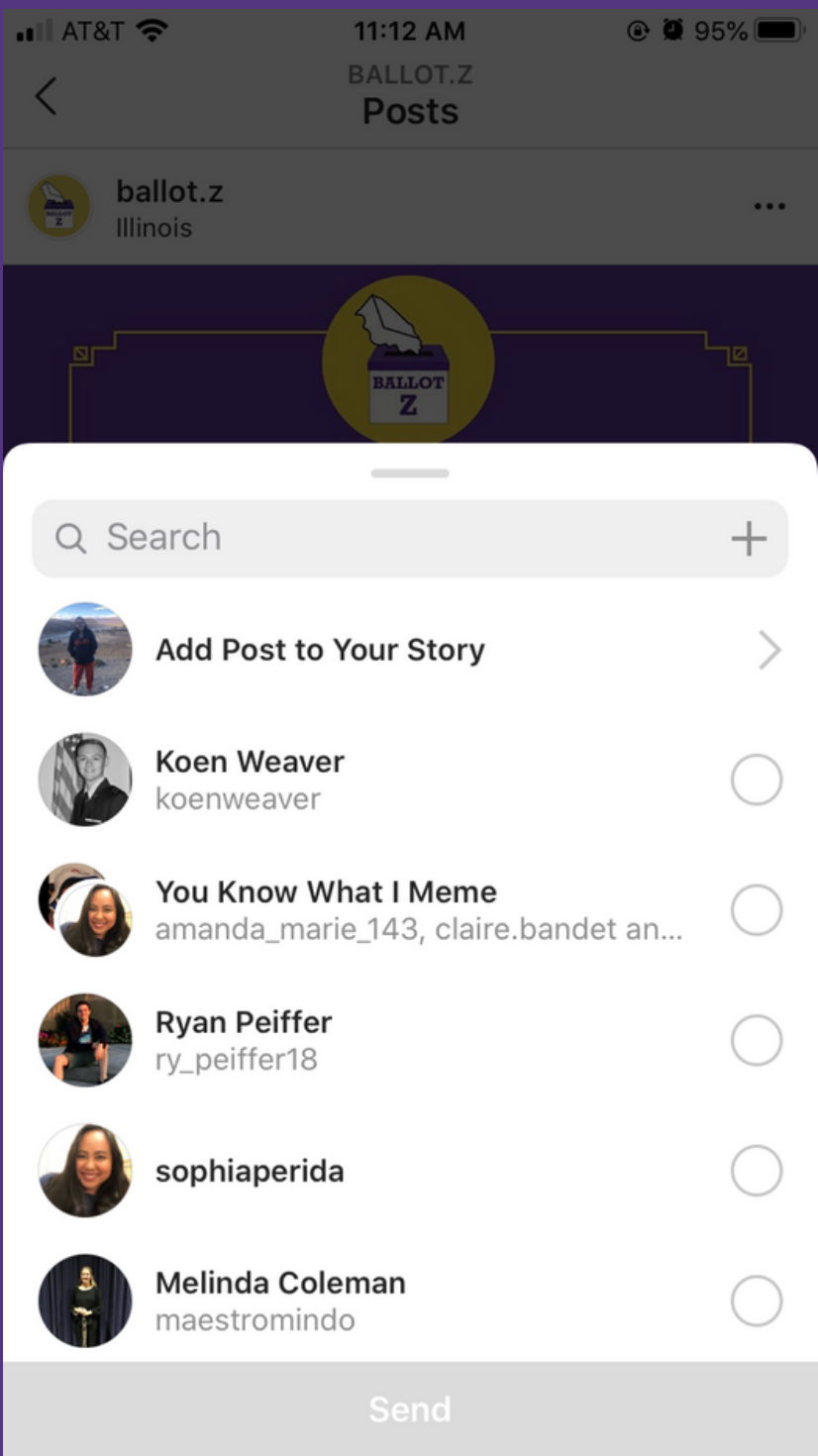
New Study Abroad Voting! UK and Irel...

PEACEFUL PROTEST IN PALATINE FOR RACIAL JUSTICE
Saturday, June 6 3 PM
Rte 14 and Hicks - Volunteer Plaza
NWSOFA
Bring a mask, water bottle, and sign.
Please socially distance!

Home Search Add Heart Profile

Instagram Stories

Phone demonstration





Twitter

- Less of an image component
- Tweets limited to 280 characters
- To share another user's content, you can like, retweet, or comment on their tweet

TWEETING OPTIONS



LWV of Illinois @LWVIL · 50m

Expanding vote by mail is important to our democracy and our health. #lwvil #lwv #VoteByMail buff.ly/2Ck1BOc



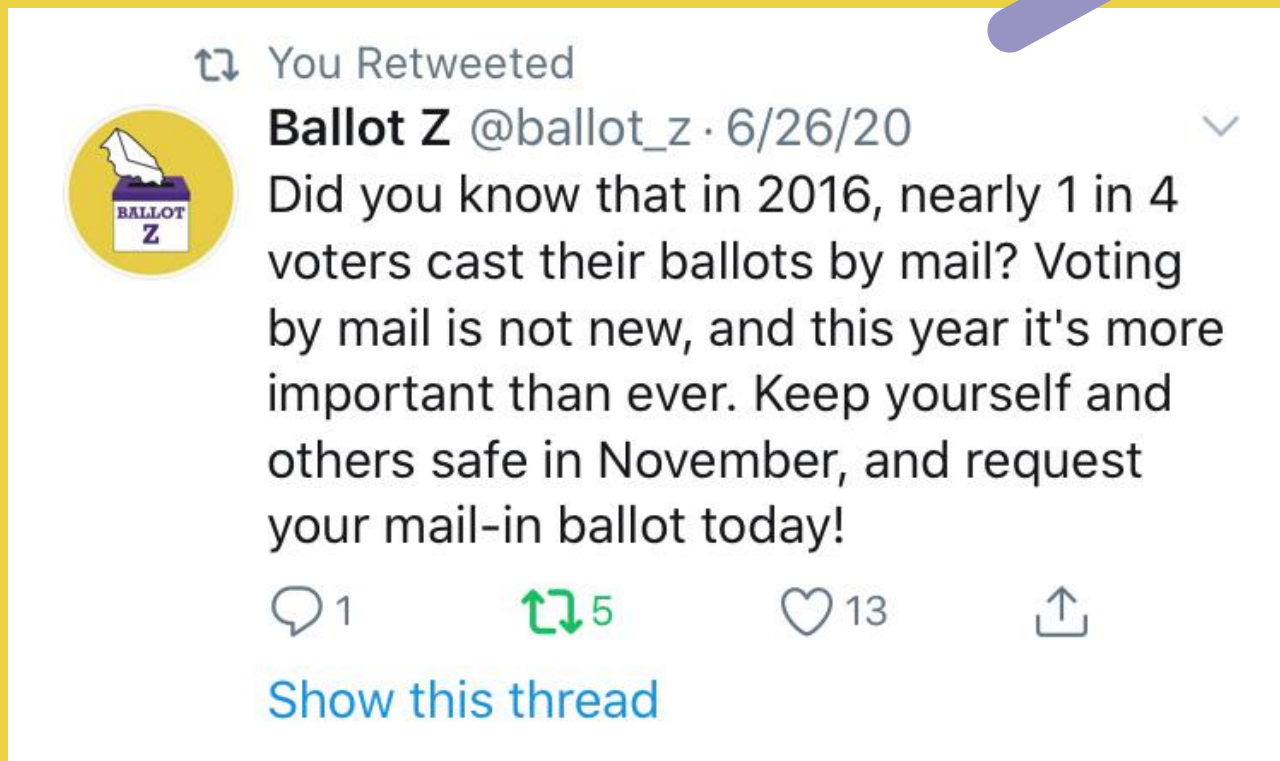
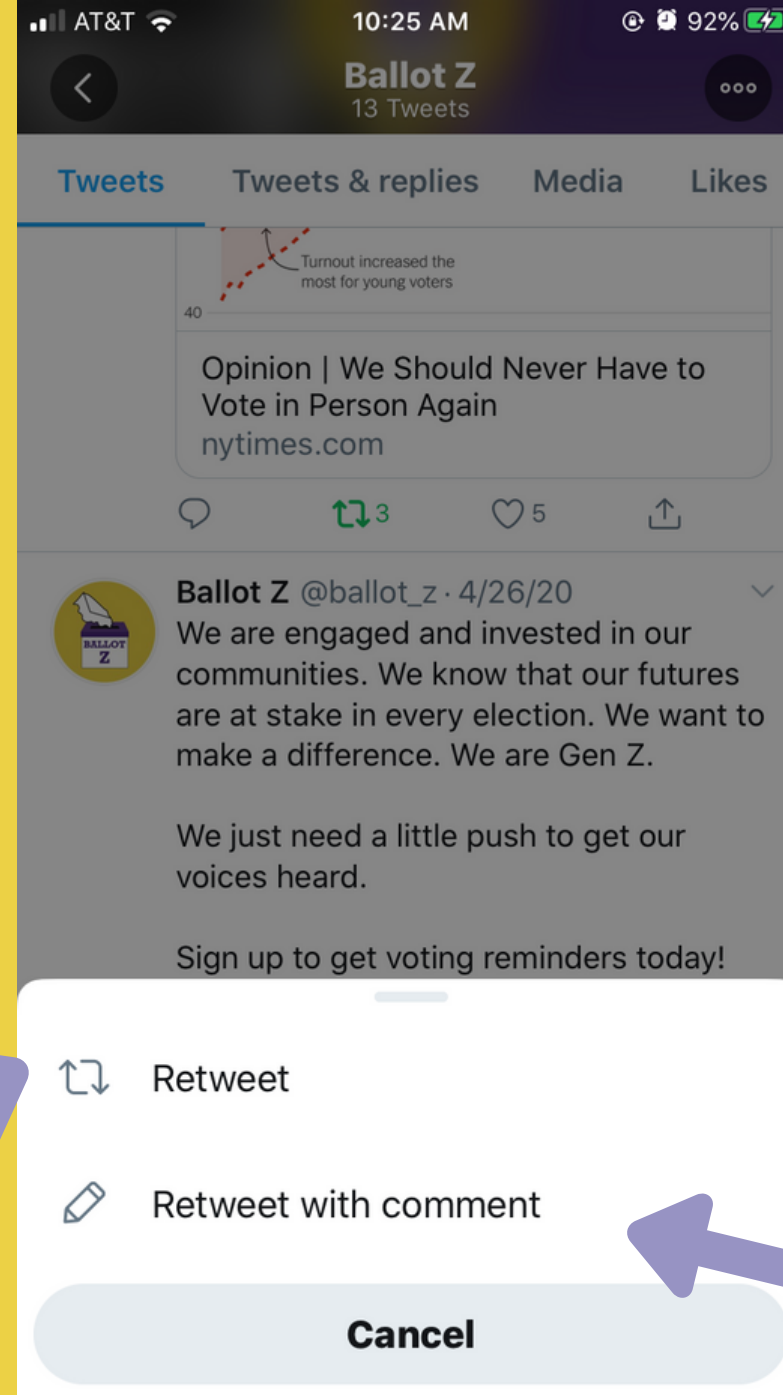
Comment

Retweet

Like

Send

RETWEET



HOW YOU CAN HELP REACH GEN Z

VOTERS!

- Use social media to amplify your message! Share Ballot Z (and other voting content) on your personal accounts
- Talk to Gen Zers in your life about Ballot Z and voting - send them links to voter registration and VBM applications
- Connect me with other groups, organizations, and people you think could be helpful

THANK YOU!

www.ballot-z.org

ballotz.2020@gmail.com

Facebook: @ballotz.2020

Instagram: @ballot.z

Twitter: @ballot_z

