

PROTECT MY VOICE



LOUISIANA State Voting Rights Act

Messaging & Social Media Toolkit





MESSAGING & SOCIAL MEDIA TOOLKIT: Louisiana State Voting Rights Act

Purpose:

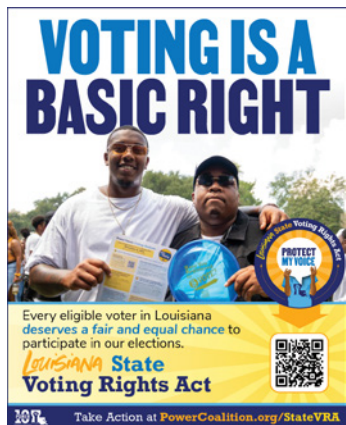
On March 18th, we're heading to the Capitol to stand in support of the State VRA. Hundreds of us will be there, carrying our message loud and clear. And we don't want it to stop there. We need to take that message to every corner of Louisiana. By coordinating our social media posts, we can turn our Power Day at the Capitol into something the whole state feels.

Hashtags:

#LAVRA #PCEJ #VOTINGRIGHTS #StateVRA

Here are the core messages we hope to lift up on Power Day:

- 1. Voting is a basic right.** Every eligible voter in Louisiana deserves a fair and equal chance to participate in our elections.
- 2. Louisiana needs stronger protections for voters.** A State Voting Rights Act would help make sure voting rules are fair and that communities are protected from discrimination.
- 3. Fair maps mean fair representation.** The State VRA would help put a stop to practices that weaken the voting power of communities of color.
- 4. Communities deserve a real voice in government.** The State VRA would help ensure voters can elect leaders who actually represent them.
- 5. Election changes should never happen in the dark.** The State VRA would require real transparency whenever voting rules or election systems change.
- 6. Every voter should feel safe at the polls.** The State VRA would strengthen protections against voter intimidation and misinformation.
- 7. Voting should be accessible to everyone.** The State VRA would improve language access and make voting information clearer for all voters.
- 8. Louisiana voters should be able to defend their rights.** The State VRA would give communities stronger tools to challenge discrimination and protect fair elections.





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Sample Tweets

Voting is a basic right. Louisiana deserves a #StateVRA that protects every voter and keeps our elections fair.

Fair maps mean fair representation. A Louisiana #StateVRA would help stop the practices that strip voting power from our communities.

No voter should face intimidation, confusion, or last-minute rule changes. The #StateVRA would put stronger protections in place for voters across Louisiana.

Democracy works best when every voice is heard. Louisiana needs a State Voting Rights Act now. #StateVRA

States across the country are stepping up to protect voting rights. Louisiana, it's our turn. #StateVRA

Sample Facebook Posts:

Voting is the foundation of our democracy, and every eligible voter deserves a real, fair shot at participating. A Louisiana State Voting Rights Act would strengthen protections for voters and make sure every community has a voice in our elections.

Fair elections mean fair representation. A State Voting Rights Act would help prevent discriminatory maps and protect the voting power of communities across Louisiana. That's not too much to ask.

Voters deserve to know what's going on. A Louisiana State Voting Rights Act would require transparency when election rules change and protect voters from intimidation at the polls.

Every voter deserves clear information and a safe experience. The State Voting Rights Act would make sure all Louisiana voters can show up, participate, and do it with confidence.

Louisiana communities deserve the power to protect their own voting rights. A State Voting Rights Act would give voters the tools to push back against discrimination and make sure every voice counts.

ELECTION CHANGES SHOULD NEVER HAPPEN IN THE DARK

The State VRA would require real transparency whenever voting rules or election systems change.

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Take Action at PowerCoalition.org/StateVRA

EVERY VOTER SHOULD FEEL SAFE AT THE POLLS

The State VRA would strengthen protections against voter intimidation and misinformation.

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VOTING SHOULD BE ACCESSIBLE TO EVERYONE

The State VRA would improve language access and make voting information clearer for all voters.

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LOUISIANA VOTERS SHOULD BE ABLE TO DEFEND THEIR RIGHTS

The State VRA would give communities stronger tools to challenge discrimination and protect fair elections.

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