2022 SOCIAL MEDIA

# Toolkit

VOTE YES
CLEAN AIR, CLEAN WATER & WILDLIFE

PAID FOR BY VOTE YES FOR CLEAN AIR, CLEAN WATER, AND WILDLIFE NFP

# Campaign Overview

**Since 1914, the Forest Preserves of Cook County have been an integral part of our community and contribute to our quality of life. Our forest preserves play an important role in helping to protect water and air quality, as well as habitat for wildlife. They give residents of all ages a place to explore nature, be active and healthy, and provide job and scholarship opportunities in communities throughout the county.**

On November 8, we're encouraging Cook County voters to vote YES to protect clean water sources, air quality, and wildlife for our residents to enjoy for generations to come.

# Top 5 Reasons to Vote Yes

### CLEANER AIR AND LESS POLLUTION

*This measure will protect and restore the natural areas that make air cleaner to breathe in the Cook County area, reducing health complications such as asthma. The forest preserves protect millions of trees that absorb pollution and keep our air clean.*

### CLEANER WATER SOURCES AND LESS FLOODING

*Forest preserves filter storm and rainwater, keeping pollution from entering our waterways and reducing the risk of flooding from heavy rainfall in communities across the area.*

### PROTECTION FOR LOCAL HABITAT AND WILDLIFE

*When land and water is conserved, native wildlife thrive. Support of this initiative will ensure that our forest preserve land is maintained, protecting our plants and animals that call the forest preserves home.*

### RESTORATION OF FOREST PRESERVE LAND

*This measure would invest in restoration and stewardship, helping restore 30,000 acres of forest preserve land to good health. Restoration of forest preserve land helps keep our water and air clean, reduces flooding, and allows local wildlife to thrive in their native habitats.*

### JOBS FOR OUR COMMUNITIES

*Approval of this measure will create and sustain thousands of jobs and lead to more opportunities for county residents. The Forest Preserves of Cook County plan to add summer jobs and scholarships, including those specifically for historically underserved communities.*

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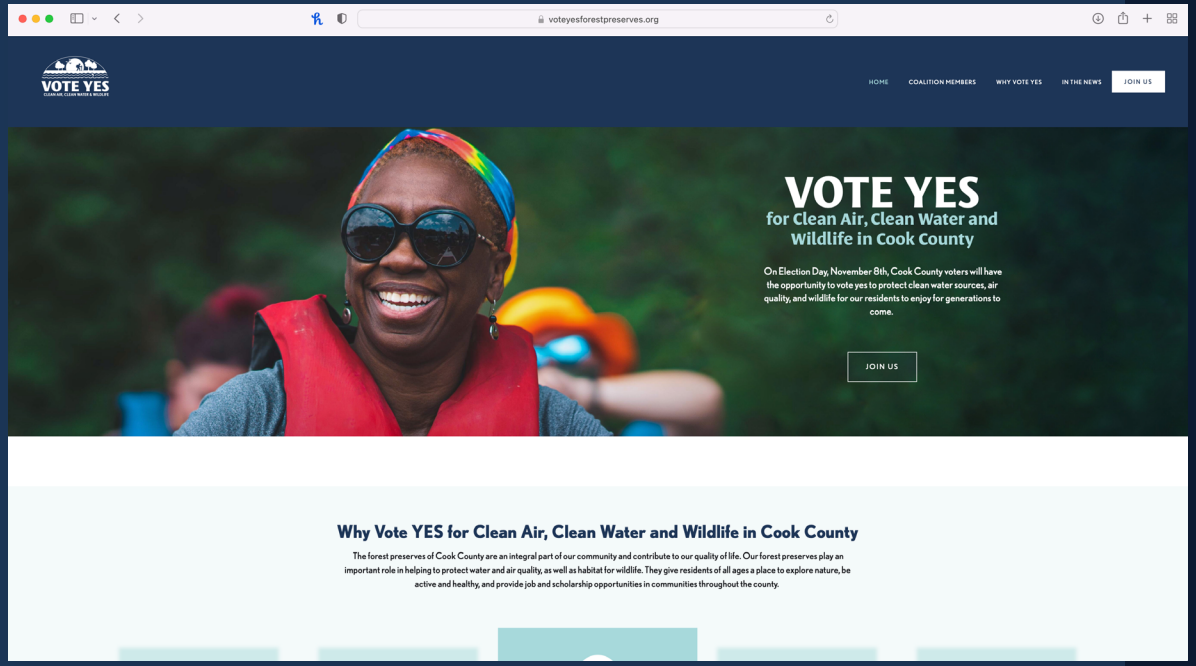
# We are Officially Online!




Above is our new website, click the link to visit us.

## VISIT US

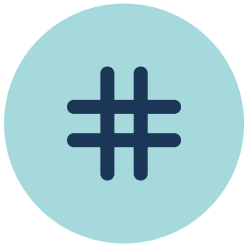
**VOTEYESFORESTPRESERVES.ORG**

# How to Get Involved Online

## FOLLOW US ON SOCIAL MEDIA

## SHARE YOUR POSTS

*Share posts from our pages directly to your own to easily spread the campaign message to your followers on a regular basis*



## CREATE YOUR OWN POSTS

*Remember to tag us and use the hashtag **#VoteYesForestPreserves** and **#CleanAirWaterWildlife** in each post!*

# Show Your Support

## 1. Announce that your organization has endorsed the proposal

[Organization] has endorsed @VoteYesForestPreserves and encourage Cook County voters to vote YES on November 8 for clean air, water, and wildlife protection! #VoteYesForestPreserves

Shares

Like Comment Share

## 2. Share why this is important to your organization

[Organization] supports @VoteYesForestPreserves because forest preserve land protects our water sources, air quality, and wildlife habitats in Cook County. #CleanAirWaterWildlife

Shares

Like Comment Share

By voting YES on @VoteYesForestPreserves in Cook County this November, you'll be supporting cleaner air and less pollution, cleaner water sources and less flooding, protection for local wildlife, and so much more! #VoteYesForestPreserves

Shares

Like Comment Share

# Downloads

**ASSET LIBRARY**

Above is a button with all shareable campaign assets.

# Twitter & Facebook Posts

Above are pictures with the campaign logo for you to share on your social media pages.

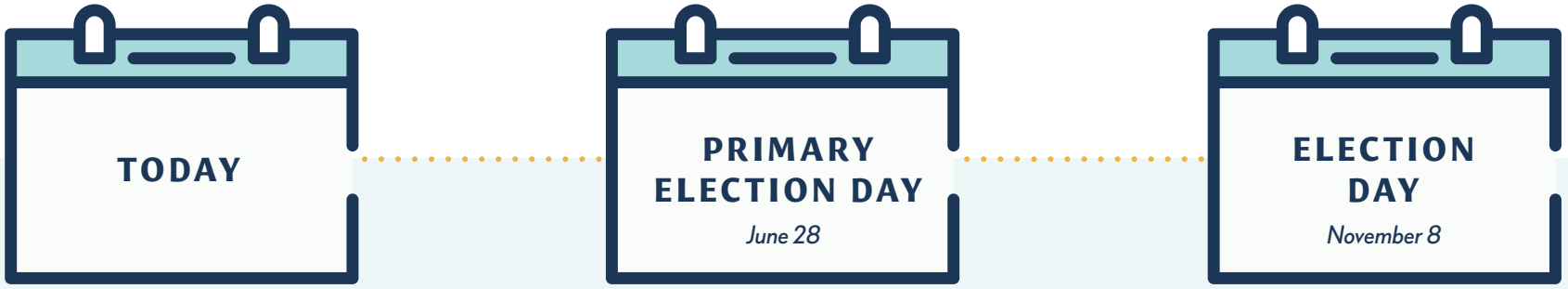
# Instagram Posts

Above are pictures with the campaign logo for you to share on your social media pages.

# Logo Formats

Above are downloadable logos you can use to design your own pictures for social media content.

# A Look Ahead




ORGANIZING AND MOBILIZING ACTIVISTS AND SUPPORTERS

ROBUST AND PUBLIC VOTER OUTREACH AND CAMPAIGN COMMUNICATIONS

Above is a timeline outlining our campaign's strategic focus between now and Election Day.

# Thank You

FOR YOUR SUPPORT

VOTE YES
CLEAN AIR, CLEAN WATER & WILDLIFE