



## Tennessee GOTV/Vote By Mail Social Media Guidance

Early Vote in Tennessee has already started! It's time to fire up our supporters and get them ready to vote for Vice President Joe Biden! We've got all the tools you need to encourage your followers, friends and family to get out there and make their support for Joe Biden official.

### Let's Get Social!

Follow [@TeamJoe](#) & [@JoeBiden](#) on Twitter

Follow Joe Biden on [Instagram](#)

Like & Follow Joe on [Facebook](#)

Join [Joe for Tennessee](#) Facebook Group

Join the [Team Joe Slack Channel](#)

Don't forget to use #TeamJoe as much as possible!

### Premade Content Types

- [Giphy Stickers](#)  
Are you posting on your Instagram Story about Joe Biden? We've uploaded a slate of new giphy stickers with GOTV/C language. If you like them, use them!
- [Facebook Profile Frames](#)  
Show off your support for Team Joe by changing your cover photos on Twitter or Facebook to the ones we've provided you with. We've made some profile frames for Facebook that you can use, too.
- [Graphics](#)  
As we draw closer to each state's election, we will start to release state specific graphics for you to use on your social media accounts. Make sure to share them with your personal networks to show that you stand with Joe Biden! You can also find them in our [Dropbox Folder](#).

## Guidance

### Messaging Points:

- 2020 is the most critical election of our lifetimes. Four more years of Donald Trump will fundamentally alter our nation.
  - Joe Biden is the candidate who can defeat Donald Trump and move our country forward.
  - As president, Joe will hit the ground running to repair the damage done by Trump's failed, reckless presidency. It'll be a monumental task – there's no time for on-the-job training.
  - Democrats have a choice. We all have good ideas, but we need to ask ourselves which candidate is best prepared to actually get them done for working families.
  - From the Affordable Care Act to the Recovery Act, Joe Biden has a record of getting big things done.
  - The best way to show your support for Joe Biden is getting out there and voting for him.
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- **Sample Social Media Copy**
    - When you talk to your friends and neighbors about Joe's campaign, we win! Help us win this race and take back the White House from Trump by signing up to make calls for #TeamJoe today: <https://joe.link/2GOY4Gg>
    - #TeamJoe needs your help! 📣  
We're looking for fired up supporters to volunteer for our campaign. Sign up now ➡ <https://joe.link/329Qobw>
    - The #TeamJoe app is my go-to tool to connect with friends, family, and colleagues about ways we can help @JoeBiden win the primary and beat Trump in November. Ready to download?  
📱 **iOS:** <https://joe.link/2V6SO9q>  
📱 **Android:** <https://joe.link/android>
    - I'm on #TeamJoe because I want a president who is ready on day one. Ready to help him win back the White House? <https://joe.link/329Qobw>

- Vote @JoeBiden  
Beat Trump  
#TeamJoe
- Calling all members of #TeamJoe: we need you! Folks are fired up and ready to make Joe Biden our next president. If you want @JoeBiden to be the nominee, chip in here to help us keep the momentum going:  
**<https://joe.link/327TfSB>**
- Joe Biden is ready to win the Volunteer State — but he can't do it without your help! Sign up to volunteer for the campaign today:  
**[joe Biden.com/volunteer](https://joe Biden.com/volunteer)**
- With early voting, it's easy and convenient to cast your vote for Joe Biden ahead of the March 3rd primary. Your vote will help make sure we can win Tennessee and earn the Democratic nomination:  
**<https://iwillvote.com/>**
- Tennessee — you don't have to wait until March 3rd to cast your ballot, you can vote early now! Head to **<https://iwillvote.com/>** to find all the info you need to make your voice heard in the primary.
- Early Voting in Tennessee has already started. Make your voice heard and vote for @JoeBiden! To find an early vote site near you:  
**<https://iwillvote.com/>**
- Voting for @JoeBiden is easy, but having a plan makes it easier. ✓

Do you know where your polling location is and how you're getting there? Will you walk, drive, or take a bus? If you're unsure, visit:

**<https://iwillvote.com/>**

- Early voting is happening now in Tennessee and I'm ready to support @JoeBiden! The most important to-do's: make a plan, and confirm your polling location. Head to **<https://iwillvote.com/>**

### Important Links - Tennessee

- **FIND YOUR POLLING LOCATION:** <https://iwillvote.com/>
- **EARLY VOTE:** <https://sos.tn.gov/products/elections/early-voting-person>
- **GO VOLUNTEER:** [joe Biden.com/volunteer](https://joe Biden.com/volunteer)

- **SIGN-UPS:** [jobiden.com/join](https://jobiden.com/join)
- **DONATE:** [jobiden.com/donate](https://jobiden.com/donate)