



How To: Facebook

Facebook is both a news and image sharing platform, which gives us the opportunity to educate and present detailed information about the California Gubernatorial Recall Election in both written and visual posts.

Other items to keep in mind:

- Facebook's audience is unique and very large, with 7 out of 10 adults in the U.S saying they use Facebook.
- The combination of longer form written information and visual content can be useful in educating Californians about how to take part in the Recall Election and why it matters that they have their voice heard
- Engaging in one-on-one conversations with users who comment positively on posts can also be a great way to connect with voters and provide more details on how to vote in this special recall election, and why voting early by mail is the safest and most convenient option.

Plan your vote today at
[LAVote.net!](https://LAVote.net)

PLAN YOUR VOTE
September 2021

