



Partner Content Toolkit: Week of 5/21

FACEBOOK PAGE TO LIKE

facebook.com/yes68ca

FACEBOOK PAGE TO TAG

@YES68CA

TWITTER PAGE TO FOLLOW

twitter.com/yes68ca

TWITTER ACCOUNT TO TAG

@YES68CA

WEBSITE TO LINK

www.yes68ca.com

HASHTAGS TO USE ON SOCIAL MEDIA

PRIMARY HASHTAG: #YESON68

SECONDARY HASHTAGS: #SAFE PARKS CA
#CLEAN WATER CA

Below are partner social media posts starting **5/23**. We invite you to post any or all of this content by selecting the posts that would work the best for your audience and editing them as you see fit. Please tag us and use **#YesOn68!**

SOCIAL POST A:



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Sample Facebook Language:

We owe it to future generations to preserve what we love about California, like our open spaces and parks, clean water, and natural resources. Vote #YesOn68 so that our children and grandchildren can continue to enjoy California's unique beauty. Learn More: <https://yes68ca.com/>

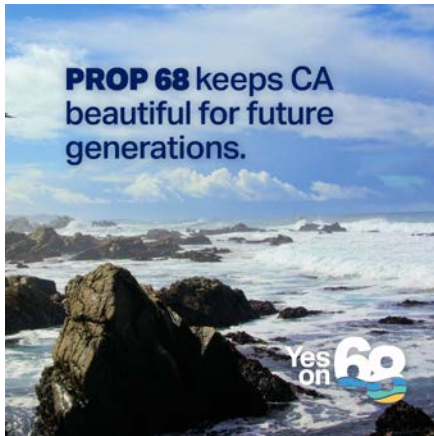
Sample Twitter Language:

Open spaces & parks. Clean water. Nature. Vote #YesOn68 to ensure that future generations can continue to enjoy California's unique beauty. Learn More: <https://yes68ca.com/>

Paid for by Yes on Proposition 68 - Californians for Clean Water and Safe Parks, Sponsored by Conservation Groups. Committee major funding from Yes on Proposition 68 - Conservation Action Fund for Clean Water and Parks, sponsored by Environmental Groups, The Nature Conservancy, and Committee for Clean Water, Natural Resources, and Parks, Yes on Proposition 68. Funding Details at www.FPPC.ca.gov



SOCIAL POST B:



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Sample Facebook Language:

Voting #YesOn68 is critical to improving and protecting our state's natural resources. (Insert organization name here) supports #YesOn68 to ensure future generations can explore the California we know and love. Yes68CA.com

Sample Twitter Language:

#YesOn68 is critical to improving and protecting our state's natural resources. (Insert organization name here) supports #YesOn68 to ensure future generations can explore the California we know and love. Yes68CA.com

SOCIAL POST C:



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Sample Facebook Language:

Despite California's abundance of natural resources, there are communities that lack access to local parks. Prop 68 expands access to our state's open spaces and natural resources for all Californians. This June 5, vote #Yeson68. Learn More: <https://yes68ca.com/>

Sample Twitter Languages

Prop 68 expands access to our state's open spaces and natural resources for all Californians. This June 5, vote #Yeson68. Learn More: <https://yes68ca.com/>





Email

TOPLINES | FUTURE GENERATIONS

- We owe it to our children and grandchildren to preserve what we love about California, like our open spaces, clean water, iconic redwood trees, coastline, and parks. We need **#YesOn68** so that future Californians can continue to enjoy our beautiful state.
- Prop 68 is a chance for Californians to step up and protect what matters to us, like clean water and safe parks – and to prepare for the impacts of climate change.
- Prop 68 protects and restores our natural resources for the climate challenges ahead, ensuring our greatest assets are available for future generations.
- Prop 68 will invest 4.1 billion dollars in protecting our water, parks, and natural areas to prepare for the impacts of climate change.

CALL TO ACTION

- + Repost/Share/Retweet Yes on 68 California content on **Facebook** and **Twitter**.
- + Follow Yes on 68 California on **Facebook** and **Twitter**.

WHAT ELSE CAN YOU OR YOUR ORGANIZATION DO TO HELP PASS PROP 68?

- ✓ Like & Follow Yes On 68 California on **Facebook** and **Twitter**.
- ✓ Tell your friends why you support Yes on 68.
- ✓ Invite your friends to like the Yes On 68 California **Facebook Page**.
- ✓ Write a newsletter in support of Yes On 68 (**here**).
- ✓ Join the Yes On 68 coalition (**here**).
- ✓ Send out a press release to your network (**here**).

