



Partner Content Toolkit: Week of 5/29

FACEBOOK PAGE TO LIKE

[facebook.com/yes68ca](https://www.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: #SAFEPAKSCA
#CLEANWATERCA

Below are partner social media posts starting **5/29**. 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:



[DOWNLOAD HERE](#)

Sample Facebook Language:

On June 5th, Californians have the opportunity to protect our state's water, parks, and natural resources. Vote YES on Prop 68 to ensure future generations can continue to enjoy California's spectacular beauty.

Learn More: <https://yes68ca.com/>

Sample Twitter Language:

On June 5: Vote #YesOn68 to invest in CA's future & protect our state's water, parks, & natural resources for future generations. 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
Committee for Clean Water, Natural Resources, and Parks, Yes on Proposition 68,
The Nature Conservancy, and
Yes on Proposition 68 - Conservation Action Fund for Clean Water and Parks, sponsored by Environmental Groups.
Funding Details at www.FPPC.ca.gov



SOCIAL POST B:



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Sample Facebook Language:

(Insert organization name here) supports Prop 68, a smart and critical investment in improving and protecting our state's open spaces. Vote YES this June 5 to safeguard CA's natural beauty for future generations. Learn More: <https://yes68ca.com/>

Sample Twitter Language:

(Insert organization name here) supports Prop 68, a smart and critical investment in protecting our state's open spaces. Vote YES this June 5. Learn More: <https://yes68ca.com/>

SOCIAL POST C:



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Sample Facebook Language:

Vote YES on Prop 68! By mail or at the polls on June 5, help guarantee clean drinking water and protect our natural resources for future generations. Learn More: <https://yes68ca.com/>

Sample Twitter Languages

Vote YES on Prop 68! By mail or at the polls on June 5, help protect our natural resources for future generations. Learn More: <https://yes68ca.com/>





SOCIAL POST C:



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Sample Facebook Language:

¡Vote Sí a la 68! Por correo o en las urnas el 5 de junio, ayude a garantizar el agua potable limpia y protega nuestros recursos naturales para la nueva generación.

Sample Twitter Languages

¡Vote Sí a la 68! Por correo o en las urnas el 5 de junio, ayude a proteger nuestros recursos naturales para la nueva generación.

Aprenda más: <https://yes68ca.com/>

Email

TOPLINES | VOTE VOTE VOTE

- Now's the time to make your voice heard on the future of California's water and natural resources.
- 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.
- Every family in CA deserves access to clean, safe drinking water. California's water future depends on your vote.
- Californians must vote #YesOn68 to protect our state's natural resources for future generations.
- Prop 68 brings critically needed funds to protect our local water, parks and natural resources.
- A YES on 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](#)).

