



Strategies for Engaging Young Voters in 2020

Along with the challenges posed by COVID-19, another key challenge is how to engage younger voters. This fact was evident by the March 3 Primary Election youth voter turnout, which was lower than in previous years. In California, young people ages 16 and 17 can pre-register to vote. [Use this guide to explore strategies to motivate younger voters and visit MyVoteMyHealth.org for more information on pre-registration, election information, toolkits, and other outreach materials.](#)



Issue Organizing

Issue organizing is all about messaging and young people tend to be value-based and socially conscious. Center your messages on the policy impacts of voting or not voting as they relate to key issues such as the economy, expanding health care (Medicare for all), college debt, racial justice, LGBTQIA+ rights, and climate change.



Peer-to-Peer Organizing

The following are examples of how to leverage personal relationships to effect community change.

✓ My Vote. My Health. Mobile App

The app allows subscribers to utilize their personal address books to promote voter engagement, civic participation, and empower one another to be health care advocates.

- Download the app via the Apple Store or Google Play at: bit.ly/MyVoteMyHealthApp

✓ Voter Lists

There are public lists of registered voters that include voter data like party affiliation, address, and other details including phone numbers. The vendors below can provide lists at a nominal cost:

- Political Data, Inc. (PDI) [PoliticalData.com](https://www.politicaldata.com)
- L2 Political [L2Political.com](https://www.l2political.com)

✓ Text Banking

Text banking is an effective practice for reaching out to young voters via mobile devices, and a safe alternative to door-to-door canvassing during the pandemic. A personalized text message from a trusted messenger carries additional weight.

- Sample scripts, talking points and other text messaging tips and FAQs are available at [MyVoteMyHealth.org](https://www.MyVoteMyHealth.org)

User-friendly and cost-effective texting platform vendors include:

- Hustle
- ThruText
- CallHub

GROW BOLD

AltaMed



Social Media

Strategic use of social media can be an effective and relatively low-cost, way to reach this key audience, particularly on outlets that favor short video content. Regardless of which platform you use to share the message, your approach should consider the following tactics.

✓ Paid Promotion

Paying a small amount to boost your post also allows you to micro-target who sees it — which involves the added bonus of being able to include demographic details such as age, ethnicity, gender, location, as well as interests.

✓ Organic Promotion

Leveraging your trusted messenger role, organic posts and stories on social media continue to be the most cost-effective and grassroots approach. With the use of AltaMed-branded original graphics and basic messaging, as well as utilizing tagging and hashtags, you can reach people in your network and beyond.

✓ Posts vs. Stories

While static feed posts in Instagram or Facebook are common-place, stories (quick videos that disappear after 24-hours) have found popularity among the millennial and Gen-Z audiences. Try posting to stories and tagging followers or friends you wish to share your content; using fun GIFs to help bring attention to your messaging; or sharing a quick video of yourself speaking. If you publish a static feed post, remember to share it to your stories to increase the likelihood it will be seen.

✓ Influencers

Solicit help from people who have a large youth following. The more followers, the more expensive the fee, but for an important issue such as voting, some high-profile influencers will work with you.

✓ Tagging

Tagging others in your social media posts or stories helps bolster its reach. By tagging others (using @ + their handle/profile name), you grant them permission to publish your content as their own — increasing your reach by allowing their unique audiences (followers) to see your post. Make sure you always tag AltaMed Health Services on all platforms.

✓ Hashtags

Hashtags alert others to what is currently trending and are a way for many to gain access to information they may have otherwise missed. Make sure to use a few of the hashtags AltaMed consistently uses.

- *#ThisIsAltaMed*
- *#MiVotoMiSalud*
- *#GrowBold*
- *#GOTV*
- *#MyHealthMyVote*
- *#Census2020*

✓ Downloadable and easy-to-share social media graphics and messaging can be found at MyVoteMyHealth.org



Virtual Town Halls and Meetings

All of the changes to voting will require more education, information, and mobilization efforts.

✓ Virtual Meetings

As we are seeing across workplaces and society, these can be an effective avenue to communicate updates and changes to voting, and educate voters on candidates, propositions, and other ballot measures.

✓ Virtual Town Halls and Facebook Live

Live streams or virtual town halls featuring community leaders or elected officials are a great way to bring awareness to changes to voting and to educate voters. Schedule for late afternoon or evening to target participation from community members and the public at large.