

General Election 4 July 2024

Comms toolkit to help share voter information with people assessed as requiring social care support

- We are promoting a campaign to raise awareness of the different ways people can cast their vote in the general election.

To help promote the campaign this toolkit provides information to help support people who are assessed as requiring social care support to vote in the general election on Thursday, 4th July.

Please share this with your staff, partners and networks so that the messages can be amplified across the county.

How you can help

This toolkit is aimed at:

All adult social care colleagues (including NYC social workers and care homes), care providers, public health colleagues, external health partners, Learning Disability Board and any other groups of voters that can be supported by HAS colleagues.

As colleagues and partners who work with groups who may need extra support with voting, please help us by sharing the details of ways to vote in the election through your communication channels with your networks, groups, and contacts. This toolkit is designed to help provide content for you to share if possible – in it you will find wording to copy and paste, and images to use.

We will strive to provide voter information specifically about the election in any format that is requested (i.e., braille, BSL, audio etc) to facilitate people to vote.

Please email elections@northyorks.gov.uk to request accessible formats, and marketing collateral.

IF THERE IS ANYTHING ELSE THAT WOULD BE USEFUL TO HELP YOU SHARE THIS CAMPAIGN, PLEASE GET IN TOUCH VIA THE ABOVE EMAIL ADDRESS.

This toolkit includes:

- Newsletter/ bulletin/ email copy
- Social media post copy and images

- Supporting video featuring Christopher Porter - Self Advocate

- Supporting information

- My Vote My Voice resources
- Promote the Vote: A BASW practice 'How to' guide to support adults with learning disabilities to vote

Thank you for your helping to share our campaign. If you have any questions, please email elections@northyorks.gov.uk

- **[Newsletter/bulletins/email copy](#)**

Please copy the text and link and drop it into your email or newsletter directly without making any changes to the link. This helps us to understand how many people are reading these messages

The Members of Parliament that represent North Yorkshire will be chosen by you in the election on **Thursday 4 July 2024**.

In North Yorkshire there are seven parliamentary constituencies that North Yorkshire Council is responsible for.

- Harrogate and Knaresborough.
- Richmond and Northallerton.
- Scarborough and Whitby.
- Selby.
- Skipton and Ripon.
- Thirsk and Malton.
- Wetherby and Easingwold.

Find out how to vote at www.northyorks.gov.uk/election2024

To see the list of candidates standing in the election in your area visit www.northyorks.gov.uk/election2024

You can cast your vote however it suits you – in person, by post or by proxy, which is when you identify someone to vote on your behalf.

If you are voting in person you will need to bring a Photo ID to your polling station. You can make sure you have an accepted form of identification here, www.northyorks.gov.uk/your-council/elections-and-voting/how-vote

If you don't have an accepted form of identification, you can apply for free voter ID by **5pm on Wednesday 26 June**. Apply for free voter ID here: www.gov.uk/apply-for-photo-id-voter-authority-certificate


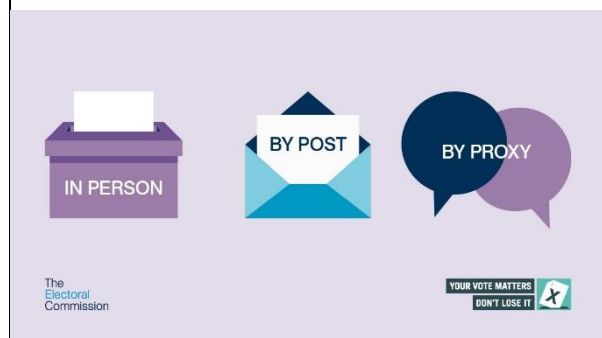
To find out where your polling station is, enter your postcode here:
www.northyorks.gov.uk/your-council/elections-and-voting/how-vote.


You can also call **0300 131 2 131** (please say 'Election' when prompted) to request information about how to vote.

Accessible formats are available on request.

- **Suggested social media messages**

Social media posts to use on your channels to publicise ways to vote in the general election on 4 July 2024.

 The graphic shows three icons: a ballot box labeled 'IN PERSON', an envelope labeled 'BY POST', and two speech bubbles labeled 'BY PROXY'. It includes the Electoral Commission logo and a 'YOUR VOTE MATTERS DON'T LOSE IT' slogan with a ballot box icon.	<p>Use up to and including 3 July Facebook version</p> <p>How will you cast your vote in the general election on Thursday 4 July 2024?</p> <p>You can vote however it suits you – in person, by post or by proxy.</p> <p>Find out how to arrange the way you want to vote at: www.northyorks.gov.uk/election2024</p> <p>#GetReadyToVote #YourVoteMatters</p>
<p>Please add this image to your message from the folder attached to the email – the file is called Facebook Voting Options</p>	
 The graphic is identical to the Facebook version, showing 'IN PERSON', 'BY POST', and 'BY PROXY' options, the Electoral Commission logo, and the 'YOUR VOTE MATTERS DON'T LOSE IT' slogan.	<p>-----</p> <p>X (formerly Twitter) version:</p> <p>How will you cast your vote in the general election on Thursday 4 July 2024?</p> <p>You can vote in person, by post or by proxy. Find out more at www.northyorks.gov.uk/election2024</p>
<p>Please add this image to your message from the folder attached to the email – the file is called Twitter Voting Options</p>	
<p>Please copy the text and link and drop it into your social message directly without making any changes to the link. This helps us to understand how many people are reading these messages.</p>	

 <p>The Electoral Commission</p> <p>YOUR VOTE MATTERS DON'T LOSE IT</p>	<p>Instagram version</p> <p>How will you cast your vote in the general election on Thursday 4 July 2024? You can vote however it suits you – in person, by post or by proxy. Find out how to arrange the way you want to vote at: www.northyorks.gov.uk/election2024</p> <p>#GetReadyToVote #YourVoteMatters</p>
<p>Please upload this image from the folder attached to the email – the file is called Instagram Voting Options</p>	

3. Supporting video of Christopher Porter – Self Advocate

Christopher has kindly given us permission to use his video for this campaign – it can also be shared with partners – details are below.



There are two ways you can access the video to use on your channels:

- YouTube link to the video is here https://youtu.be/D_F-dZnxpyY
- (the video is unlisted, but it will work on social media if you want to use the video in a social media post)

- Alternatively, the video file can be downloaded and used on your channels is here – please email julie.walden@northyorks.gov.uk if you need this.

The video can be used in whatever context you feel it would work best:

- As part of a presentation
- On social media (see below)
- In a one to one or group situation

Suggested social media message:

The video can be used any time up to 3 July.

Use your vote!

The members of parliament representing North Yorkshire will be chosen by you in the election on Thursday 4 July 2024.

Find out who is standing in your constituency and information about the different ways to cast your vote.

www.northyorks.gov.uk/election2024

#GetReadyToVote #YourVoteMatters

• **Supporting information**

Printed information and accessible formats of voter information

Please email elections@northyorks.gov.uk to request braille, easy read, large print and any other formats of the candidate address book.

- Voter information and advice on how to support people to vote is also available on the My Vote My Voice website www.myvotemyvoice.org.uk/about/
- www.myvotemyvoice.org.uk/voting/quick-guide-to-voting/
- [Supporting voters – My Vote My Voice](#)
- Promote the Vote: A BASW practice 'How to' guide to support adults with learning disabilities to vote.

<https://new.basw.co.uk/policy-and-practice/resources/promote-vote-basw-practice-guide>

Thank you for your helping to share our campaign

If you have any questions, please email elections@northyorks.gov.uk

