



#LetMEVote

Social Media Action Toolkit

Background

Thank you for helping us protect voting rights in Maine!

The following referendum question will appear on Maine's statewide ballot this November:

*Do you want to change Maine election laws to eliminate two days of absentee voting, prohibit requests for absentee ballots by phone or family members, end ongoing absentee voter status for seniors and people with disabilities, ban prepaid postage on absentee ballot return envelopes, limit the number of drop boxes, **require voters to show certain photo ID before voting**, and make other changes to our elections?*

Toolkit Objectives

- Inform Maine voters about the existence of the referendum question
- Educate Mainers about how the bill will impact the right to vote
- Educate Mainers about the ways a Voter ID law would suppress Maine voters, especially people experiencing homelessness, members of the BIPOC community, people with disabilities, and older adults.

Messaging and Graphics

Pair any of the following graphics with the following sample posts on your Facebook, Instagram, BlueSky, LinkedIn, and other social media accounts! Please encourage your network to share.

Graphics

View and download social media graphics here: [#LetMeVote Toolkit - Preble Street](#)

Sample posts

- Voter ID laws suppress turnout and disenfranchise voters — especially people experiencing homelessness, members of the BIPOC community, people with disabilities, and older voters, all of whom are less likely to have driver's licenses.

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- Requiring a photo ID will prevent eligible and registered voters from voting. Older Mainers and people living in poverty who can't afford a car are less likely to have a driver's license. #LetMEVote
- Many Mainers experience barriers to getting photo identification, including people experiencing homelessness, people with low incomes, older adults, people with disabilities, and BIPOC members of our community. A barrier to photo ID should not be a barrier to the right to vote. #LetMEVote
- Voter ID laws make voting a privilege instead of a right. Mainers living in rural areas, with low incomes, or who are unhoused have additional challenges getting to state offices to obtain a photo ID. Birth certificates, passports, and other documents required to get a photo ID cost money and require resources that many Mainers do not have. #LetMEVote
- Requiring a photo ID sends the message that voting is a privilege, not a right, undermining our democracy and the ideals of the U.S. #LetMEVote
- Requiring photo ID will increase the administrative burdens on local government staff and election volunteers and require additional resources and training that is not currently in place. #LetMEVote
- Requiring photo ID to vote is an attack on our already secure election system. The Heritage Foundation reports only two cases of voter fraud in Maine since 1982. #LetMEVote
- The travel required to obtain a photo ID is an obstacle for people experiencing homelessness, older adults, people with disabilities, people living in rural areas, and other people without transportation. Every citizen has the right to vote, not just people with easy access to transportation. #LetMEVote
- Our democracy does not work when voting is not accessible to all citizens. #LetMEVote
- Voting should never impose a cost to the voter, whether it's time, transportation, or money. The Voter ID referendum's policies risk deepening civic exclusion. #LetMEVote
- The photo ID requirement to vote is inherently discriminatory. Many groups are disproportionately affected by voter suppression tactics like requiring photo ID, including people experiencing homelessness, BIPOC communities, young people, older adults, and people with disabilities. #LetMEVote

- People experiencing homelessness have the most knowledge about how housing, shelter, and substance use policies affect our communities. But too often, they face barriers to making their voices heard in the democratic process. A photo ID requirement would only further suppress this community. #LetMEVote
- People experiencing homelessness already face significant obstacles to voting. We should be making the right to vote more accessible to them, not less. #LetMEVote
- Even when people experiencing homelessness have photo IDs, external barriers make it difficult for them to keep them. There are many ways for those documents to get lost or stolen, and it can be nearly impossible to replace these crucial documents while unhoused. Not having a safe space for your belongings should not exclude you from the voting process. #LetMEVote
- Local governments often respond to encampments or other places where unsheltered people are staying by seizing and destroying their property. This increases the likelihood of IDs, birth certificates, Social Security cards, and other important documents being lost or tossed out. You don't need a home to vote, and you shouldn't need a photo ID to vote. #LetMEVote
- Maine leads the nation in voter participation, but a recent report on Maine's democratic process found that voter turnout in the lowest income House districts across the state was half that of the wealthiest ones. Voter turnout by homeowners was much higher than by people who did not own homes. A photo ID requirement to vote will further widen this gap and further silence the voices of people with low income. #LetMEVote
- We should all oppose efforts that block citizens' constitutional right to vote, including photo IDs. #LetMEVote
- The proposed photo ID requirement to vote would exclude several currently accepted IDs, including student and tribal IDs. #LetMEVote
- Evidence suggests that photo IDs don't prevent voter fraud. #LetMEVote
- For Mainers to obtain a new ID or update an existing one, they must present several other identification documents, making it difficult to obtain for people experiencing homelessness, people with disabilities, older voters, and people in rural communities. We cannot allow barriers to accessing documents to become barriers to the right to vote. #LetMEVote