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### Social Media Best Practices

#### Instagram

- Post to your feed.
- Follow [hashtags](#) so Prop 35 content will organically show up in your feed for you to engage with. (i.e. #Prop35, #YesonProp35, #Yeson35)
- [Respond](#) to comments & posts - this will help increase a post's reach and provide information to those reading comments.
- Engage with campaign content to show the breadth and depth of the support for Yes on Prop 35.

#### Twitter/X

- Post to your timeline.
- [Search](#) for content using hashtags, and insert yourself in the conversation.
- Don't feed the trolls - respond to legitimate questions on your own channels, but don't engage with trolls who are looking to get into an internet fight.
- Engage with campaign content to show the breadth and depth of the support for Yes on Prop 35.

#### Facebook

- Post to your feed.
- Respond to positive comments & posts - this will help increase a post's reach and provide information to those reading comments.
- Engage with campaign content to show the breadth and depth of the support for Yes on Prop 35.

### Content Ideas & Examples

#### Action Center

Visit our [action center](#) for easy-to-share graphics, profile picture frames, cover photos, and downloadable fact sheets.



## Videos

Film simple videos including selfie videos demonstrating why you see the need for Prop 35 firsthand. Check out our sample video scripts below and real examples here: [Example 1](#) & [Example 2](#).

## Selfies

Post a picture of yourself with Yes On 35 swag along with a caption explaining your support for the measure. Posts with real people always perform better than stock/animated graphics.

## News Coverage

Comment and share links from the [campaign's newsroom](#) that show CA's health care system in crisis (Closures, long wait times, end of labor/delivery services). And check out this [example](#).

## How to Shoot a Social Media Video

- **Find a quiet place** with good lighting.
- **Keep it short** - less than 90 seconds is ideal. 30-45 seconds is even better!
- **Make it personal** - emphasize your role in health care and that you're seeing California's urgent health care needs firsthand
- **Stick to the basics** - Prop 35 will:
  - Protect Medi-Cal for over 15 million Californians
  - Guarantee health care funding that can't be redirected.
  - Keep hospitals open and accessible
  - Train more health care workers
  - Reduce emergency room wait times for everyone
- **NOTE: Content should be created outside of a health care facility – do not film/take pictures inside a medical facility or an emergency department area where patients are present. Outside with the medical facility in the background is fine.**

## Sample Scripts for Selfie Videos

I'm a \_\_\_ (Role within health care) \_\_\_ in \_\_\_ (Place) \_\_\_, California. And I want to encourage you to join me in voting YES on Prop 35 this November. Prop 35 guarantees the health care funding we need to protect Medi-Cal, reduce ER wait times, and train more health care workers. Vote Yes on Prop 35 to expand and protect access to care.



I work at \_\_\_ (Hospital name) \_\_\_\_\_ in \_\_\_ (Place) \_\_\_\_\_, California, and I'm voting Yes on Prop 35. Hospitals like ours are on the frontlines providing essential health care for millions of Californians every day. Prop 35 will secure dedicated funding for health care to expand services and patient access to care. We support YES on 35 because it will help families and individuals like you across California.

### X/Twitter Posts

Millions of Medi-Cal patients rely on hospitals like ours for their health care needs. Yes on Prop 35 will protect and enhance our health care system for 15 million patients on Medi-Cal and ALL Californians. #YesOn35

Whether it's a broken arm, a fever, or a birth, **(name of hospital)** offers essential services to anyone who walks through our doors. Prop 35 helps ensure we are able to provide and expand access to these services in our community. #YesOn35

We're proud to stand with hospitals up and down the state in voting Yes on Prop 35. #YesOn35 provides critical funding that will help us provide the critical health services that Californians deserve.

### Facebook/Instagram Posts

VoteYes35.com

## PROP 35 WILL

- Guarantee health care funding - **that can't be redirected**
- Protect Medi-Cal for over **15 million** Californians
- Keep hospitals and ERs open, accessible, and available for our patients
- Train more health care workers

Ad paid for by Committee ID 1462573  
Top funder: California Association of Hospitals and Health Systems

[Download Link](#)

### Caption:

Our hospital is on the frontline every day offering critical health care services to our neighbors. #YesOn35 will ensure dedicated funding for health care to keep critical services accessible and train more health care workers.



“Prop 35 will **improve health care** for all Californians. Access to health care for Medi-Cal recipients (which includes up to half of children in California!) will improve. People will be able to get routine, preventative care, and use emergency services less. Wait times for urgent appointments and emergency services will improve. **Prop 35 is a great step in this direction.**”

**BRIAN G., PHYSICIAN**  
SAN FRANCISCO, CA

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[Download Link](#)

**Caption:** By securing dedicated, ongoing health funds, Prop 35 protects and expands access to care for ALL Californians. Vote #YESon35

**YES on PROP 35**

“As an emergency physician, we are seeing more Medi-Cal patients than ever and with no increases in reimbursement for over 20 years it is almost impossible to keep up with the volume. **We must get increased funding for this fragile population.**”

**CHAD C., ER PHYSICIAN**  
Corona, CA

www.voteyes35.com

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Top funder: California Association of Hospitals and Health Systems

[Download Link](#)

**Caption:**

ER doctors like Chad C. are voting YES on Prop 35 because it:

- ✓ Guarantees health-care funding - that can't be redirected
- ✓ Protects Medi-Cal for over 15 million Californians
- ✓ Keeps our hospitals and ERs open, accessible, and available for our patients
- ✓ Trains more health care workers

#Yeson35



**YES on PROP 35**

“ I have been an emergency room physician serving the Central Valley of California for 13 years. Dwindling payments have left me without specialty consultation and **crowded emergency departments**. This proposition will improve my ability to provide and facilitate the care necessary for our community. I hope Californians will pass Prop 35, as **it will benefit the health of all Californians**. ”

**WILLIAM F., ER PHYSICIAN**  
Bakersfield, CA

www.voteyes35.com

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[Download Link](#)

**Caption:**

ER physician William F. knows the challenges of serving overcrowded emergency rooms. Prop 35 will bring the funding needed to improve care for all Californians. Vote YES this November! Learn more at [\[Link in bio\]](#) OR [\[VoteYes35.com\]](#) #YesOn35

**YES on PROP 35**  
Protect Access to Health Care

**BREAKING NEWS:  
SACRAMENTO BEE  
ENDORSES PROP 35**

**THE SACRAMENTO BEE**

“Proposition 35 on your November ballot...  
**deserves support.**”

Ad paid for by Committee ID 1462573  
Top funder: California Association of Hospitals and Health Systems

[Download Link](#)

**Note: These are available regionally for the Sacramento Bee, Fresno Bee, Modesto Bee, Merced Sun-Star, San Luis Obispo Tribune. See the download link for all versions.**

**Caption:**

The Sacramento Bee has endorsed Prop 35 because they recognize the measure will improve health care access for 15 million Medi-Cal patients and all Californians. This November, vote YES on Prop 35. #YesOn35 #Prop35



**YES on PROP 35**  
Protect Access to Health Care

**The San Diego Union-Tribune**

Opinion: Proposition 35 helps **protect and expand health care** access for Californians

Proposition 35 will address our most urgent health care priorities by securing dedicated, ongoing funding — **without raising taxes on individuals** — to protect and expand access to care for primary care and specialty care physicians, community health clinics, dentists, hospitals, emergency rooms, family planning and mental health providers.

Ad paid for by Committee ID 1462573  
Top funder: California Association of Hospitals and Health Systems

[Download Link](#)

**Caption:**

From major newspapers to local voices, voters agree: Prop 35 is essential for California's health care future. It will guarantee resources for 15 million Medi-Cal patients and community clinics across the state. Learn how it will help our health care system at [\[Link in bio\]](#) OR [\[VoteYes35.com\]](#) #YesOn35



PROUDLY SUPPORTS

**YES on PROP 35**  
Protect Access to Health Care

VoteYes35.com

Ad paid for by Committee ID 1462573  
Top funder: California Association of Hospitals and Health Systems

[Editable Download Link](#)

**Caption:**

Voting YES on Prop 35 supports guaranteed funding for health centers, hospitals and community clinics across California - without raising taxes. Let's protect access to care for everyone. We are proud to support #YesOn35.



ORGULLOSAMENTE APOYA



Anuncio pagado por Comité ID 1462573  
Financiación principal del comité por: California Association of Hospitals and Health Systems



[Editable Download Link](#)

### Spanish Caption:

Votar sí en la Propuesta 35 es la única manera de garantizar fondos para los hospitales en todo California, sin aumentar los impuestos. Protejamos el acceso a la atención para todos. Por eso estamos orgullosos de apoyar la 35.

## Zoom Backgrounds



Show your support on Zoom with one of these Zoom backgrounds. [Download them here.](#)