



VOTE.

THE REST IS JUST NOISE.

VOTE CAMPAIGN

TEXAS  STATE
UNIVERSITY[®]

MEMBER THE TEXAS STATE UNIVERSITY SYSTEM

CAMPAIGN FRAMEWORK

COLLECT

data-driven content to encourage voter registration among Gen Z

- Data on historical young adult voter registration
- Meaningful stories from TXST students on the value of voting
- Imagery for print and digital assets

CREATE

original content to increase voter registration in Hays County

- VOTE website for registration details, important dates, voting locations, and more
- Organic social content and photos
- Message-driven graphics and giphys
- User Generated Content via #TXSTVotes

CONVERT

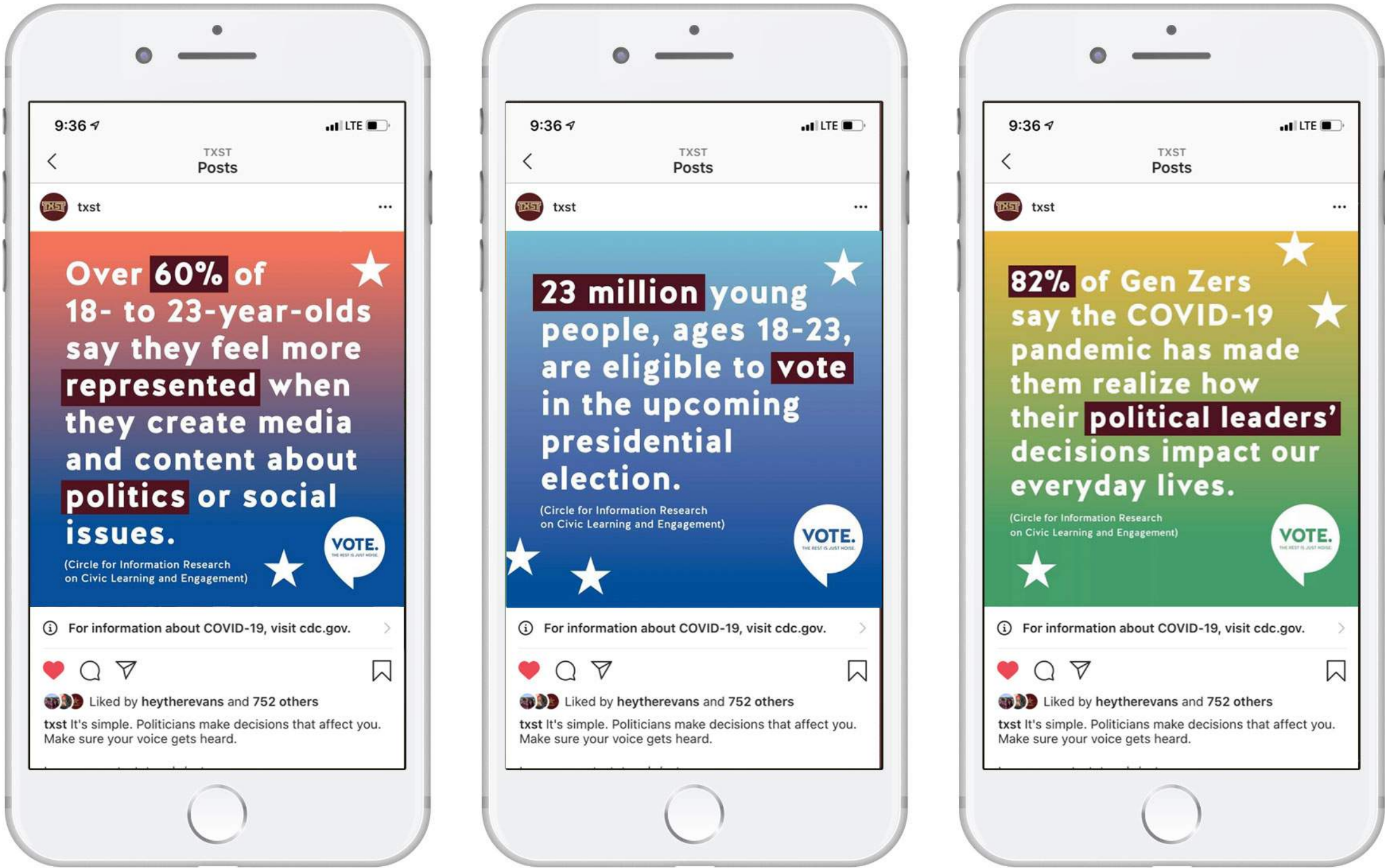
the number of registered voters to ballots

- Organic social content, #TXSTVotes
- Empower registered voters with how and where to vote on campus
- Increase number of ballots cast within Hays County and via on-campus polling locations





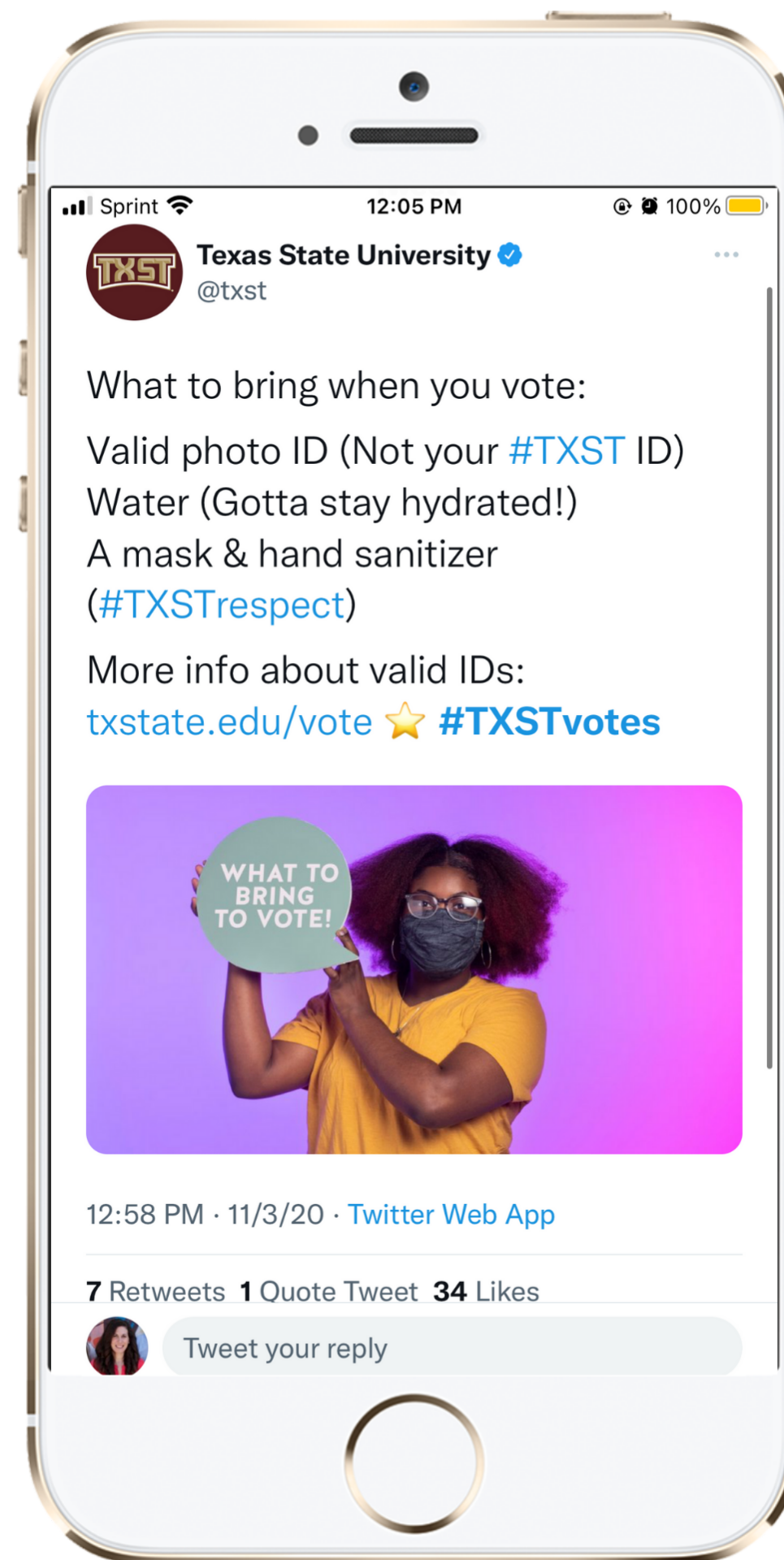
HAYS COUNTY became the **FIRST COUNTY IN AMERICA** to surpass its 2016 turnout.





Social Media Campaign

Organic Posts: 50+ | Impressions: 430K+ | Engagements: 13K+



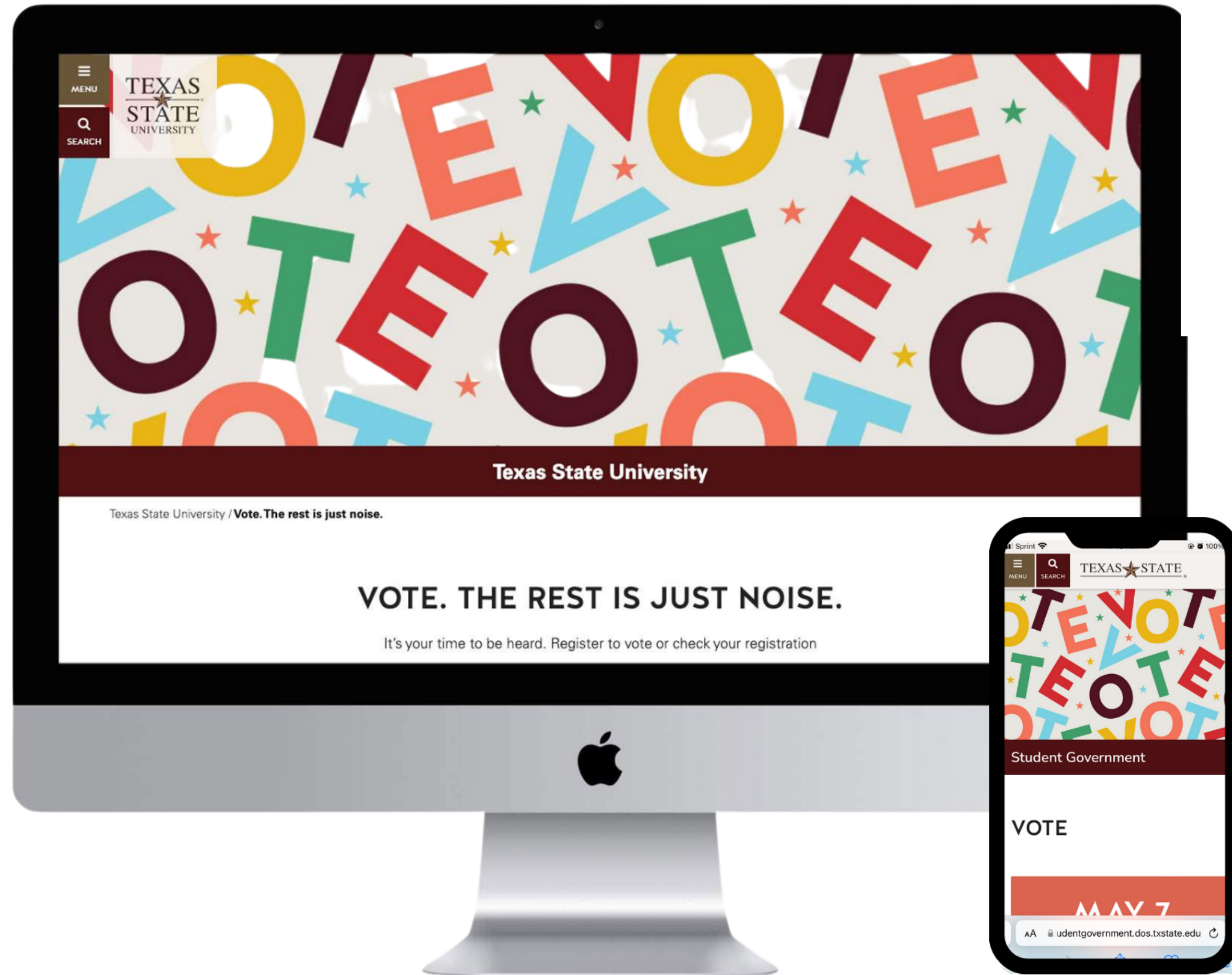


Hays County had **16,429 MORE**
REGISTERED VOTERS compared to 2018.



More than **8,400 BALLOTS** were cast
at our **ON-CAMPUS** polling location.





VOTE Website

Unique Visitors: 10.5K | Page Views: 19K

Site: txstate.edu/vote

Hays County saw **RECORD VOTER TURNOUT** at **71.58%**,
the highest since 1992.





Texas State University was designated a
“Voter Friendly Campus.”