Qualifying period announcement: social media drafts

DRAFT FOR REVIEW Not approved for public use. Sample County is fictional.

Neutral, nonpartisan posts that announce the qualifying period for county offices and send people to the Sample County candidate page. Every version says the same thing, and every post comes with a graphic option, because posts without an image get skipped. Fill in every **[NEED: …]** from official sources before posting: dates from the Division of Elections calendar, links and phone numbers from your own website.

Three ways to get the graphic

1. **If you wrote these posts with Claude:** Claude doesn't make images (it can make charts, diagrams, and designed layouts). Copy the post's image prompt into ChatGPT, Gemini, or Microsoft Copilot Chat, download the image, and attach it to the post.
2. **If you're using ChatGPT (chat, the desktop app, ChatGPT Work, or Codex):** it can make the image in the same chat with ChatGPT Images. Ask for the post and the image together, for example: “Write the Facebook post from these facts, then make a 1:1 image from this image prompt: [paste the prompt].”
3. **Already have a graphic you're allowed to use?** Skip image generation. Paste it in (for example, one of the two text cards that come with this kit) and ask the AI to write the post and alt text around it.

Every post below has its own image prompt and alt text. Tool facts checked September 26, 2026: Claude Help Center: Can Claude produce images?; Gemini Apps Help: image generation. Features change, so check before you rely on them.

How the character counts work

- “As drafted” counts every character, including the **[NEED: …]** text.
- “When filled in” is an estimate. It assumes the qualifying dates take about 45 characters, a link about 40, and a phone number 14. On X, every link counts as 23 characters.
- Limits are from each platform's official pages as of September 26, 2026 (see the site's platform-specific posts use case). Alt text: Instagram allows up to 1,000 characters. Always confirm the final count in the platform's own composer.

Facebook

Thinking about running for a county office in Sample County? Qualifying for county offices is **[NEED: qualifying dates from the Division of Elections calendar]**. Our office must receive all qualifying papers by noon on the last day.

Before you accept contributions, spend campaign money, or collect petition signatures, you must file Form DS-DE 9 (Appointment of Campaign Treasurer and Designation of Campaign Depository) with our office.

Our candidate page has the qualifying checklist, forms, and a link to the state's Candidate and Campaign Treasurer Handbook: **[NEED: link to the office's candidate page]**

Questions about forms and deadlines? Call our qualifying desk at **[NEED: qualifying desk phone]**.
#SampleCountyVotes

Characters: 723 as drafted; about 686 when filled in (no official limit found).

No official limit found on Facebook's help pages. Long posts get cut off in the feed, so the key fact comes first. Facts from: Handbook pp. 8, 19; s. 106.021(1)(a); s. 99.061(2), (7)(a), F.S.

Graphic for the Facebook post

Image prompt (paste into ChatGPT, Gemini, or Copilot)

```
Create a clean, flat vector illustration for a county elections office social media post announcing that the candidate qualifying period is coming.

Scene: a wall calendar with one week highlighted in gold, a stack of blank forms with a pen, a checklist with check marks, and a clock showing noon, arranged across the bottom two-thirds. The clock's hands both point straight up to show noon.

Colors: navy #0F2E4C, gold #F2B544, and white only.

Size: 1:1 square, 1080 by 1080 pixels (Facebook feed).

Layout: leave the top third of the image as clean, empty navy space for a headline that will be added later.

No words, letters, or numbers anywhere in the image. Any calendar, form, or checklist stays blank, and the clock has tick marks instead of numbers.

Rules: No candidates. No real or realistic people or faces. No campaign signs. No political party symbols, and no colors or color combinations associated with a political party. No ballots. No voting machines. No seals, flags, or logos. Keep it calm, simple, and neutral.
```

Then: add your headline in PowerPoint or Canva, use the alt text below, and label it as AI-generated if your office's policy requires.

Headline to add: Thinking about running for county office?

Alt text:

> Flat illustration in navy, gold, and white: a calendar with one week highlighted, blank forms with a pen, a checklist, and a clock at noon. Headline: Thinking about running for county office?

Alt text: 191 characters as drafted; about 191 when filled in.

Instagram

> Qualifying for Sample County's county offices is **[NEED: qualifying dates from the Division of Elections calendar]**. Thinking about running? Your first step is Form DS-DE 9, filed with our office before you accept contributions, spend campaign money, or collect petition signatures. Qualifying checklist, forms, and the state handbook: **[NEED: how your office handles Instagram links, e.g., "link in bio"]**.
>
> #SampleCountyVotes

Characters: 423 as drafted; about 347 when filled in (within the 2,200-character limit).
Caption limit: 2,200 characters. Links in captions aren't clickable. Facts from: Handbook pp. 8, 19; s. 106.021(1)(a), F.S.

Graphic for the Instagram post

Image prompt (paste into ChatGPT, Gemini, or Copilot)

```
Create a clean, flat vector illustration for a county elections office social media post announcing that the candidate qualifying period is coming.

Scene: a wall calendar with one week highlighted in gold, a stack of blank forms with a pen, a checklist with check marks, and a clock showing noon, arranged in a tidy two-by-two grid in the bottom two-thirds. The clock's hands both point straight up to show noon.

Colors: navy #0F2E4C, gold #F2B544, and white only.

Size: 1:1 square, 1080 by 1080 pixels (Instagram feed).

Layout: leave the top third of the image as clean, empty navy space for a headline that will be added later.

No words, letters, or numbers anywhere in the image. Any calendar, form, or checklist stays blank, and the clock has tick marks instead of numbers.

Rules: No candidates. No real or realistic people or faces. No campaign signs. No political party symbols, and no colors or color combinations associated with a political party. No ballots. No voting machines. No seals, flags, or logos. Keep it calm, simple, and neutral.
```

Then: add your headline in PowerPoint or Canva, use the alt text below, and label it as AI-generated if your office's policy requires.

Headline to add: County office qualifying is coming

Alt text:

> Flat illustration in navy, gold, and white: a calendar with one week highlighted, blank forms with a pen, a checklist, and a clock at noon, in a grid. Headline: County office qualifying is coming

Alt text: 195 characters as drafted; about 195 when filled in.

X

> County office qualifying in Sample County: **[NEED: qualifying dates from the Division of Elections calendar]**. Thinking of running? File Form DS-DE 9 before you raise or spend money or collect signatures. Checklist and forms: **[NEED: link to the office's candidate page]** #SampleCountyVotes

Characters: 286 as drafted; about 247 when filled in (within the 280-character limit).

Limit: 280 characters for standard accounts. X counts every link as 23 characters. Facts from: Handbook pp. 8, 19; s. 106.021(1)(a), F.S.

Graphic for the X post

Image prompt (paste into ChatGPT, Gemini, or Copilot)

```
Create a clean, flat vector illustration for a county elections office social media post announcing that the candidate qualifying period is coming.

Scene: a wall calendar with one week highlighted in gold, a stack of blank forms with a pen, a checklist with check marks, and a clock showing noon, in a single row across the bottom two-thirds. The clock's hands both point straight up to show noon.

Colors: navy #0F2E4C, gold #F2B544, and white only.

Size: 16:9 wide, 1600 by 900 pixels (X post with a link).

Layout: leave the top third of the image as clean, empty navy space for a headline that will be added later.

No words, letters, or numbers anywhere in the image. Any calendar, form, or checklist stays blank, and the clock has tick marks instead of numbers.

Rules: No candidates. No real or realistic people or faces. No campaign signs. No political party symbols, and no colors or color combinations associated with a political party. No ballots. No voting machines. No seals, flags, or logos. Keep it calm, simple, and neutral.
```

Then: add your headline in PowerPoint or Canva, use the alt text below, and label it as AI-generated if your office's policy requires.

Headline to add: County office qualifying: **[NEED: qualifying dates from the Division of Elections calendar]**

Alt text:

> Flat illustration in navy, gold, and white: a calendar with one week highlighted, blank forms with a pen, a checklist, and a clock at noon, in a row. Headline: County office qualifying: **[NEED: qualifying dates from the Division of Elections calendar]**

Alt text: 250 characters as drafted; about 231 when filled in.

Nextdoor

Subject line: Thinking about running for county office?

> Hello, neighbors. Qualifying for county offices in Sample County is **[NEED: qualifying dates from the Division of Elections calendar]**. If you're thinking about running, start with our candidate page. It has the qualifying checklist, forms, and a link to the state's Candidate and Campaign Treasurer Handbook: **[NEED: link to the office's candidate page]**
>
> Our qualifying staff can answer questions about forms and deadlines at **[NEED: qualifying desk phone]**. (We can't give legal advice.)

Characters: 484 as drafted; about 447 when filled in (no official limit found). Subject line: 41 characters.

No official limit found on Nextdoor's help pages. Agency pages can target posts to neighborhoods or the whole county. Facts from: Handbook p. 1

Graphic for the Nextdoor post

Image prompt (paste into ChatGPT, Gemini, or Copilot)

```
Create a clean, flat vector illustration for a county elections office social media post announcing that the candidate qualifying period is coming.

Scene: a wall calendar with one week highlighted in gold and a clock showing noon, with a pen resting on a blank form in front of them, in the bottom two-thirds. The clock's hands both point straight up to show noon.

Colors: navy #0F2E4C, gold #F2B544, and white only.

Size: 1:1 square, 1080 by 1080 pixels.

Layout: leave the top third of the image as clean, empty navy space for a headline that will be added later.

No words, letters, or numbers anywhere in the image. Any calendar, form, or checklist stays blank, and the clock has tick marks instead of numbers.

Rules: No candidates. No real or realistic people or faces. No campaign signs. No political party symbols, and no colors or color combinations associated with a political party. No ballots. No voting machines. No seals, flags, or logos. Keep it calm, simple, and neutral.
```

Then: add your headline in PowerPoint or Canva, use the alt text below, and label it as AI-generated if your office's policy requires.

Headline to add: Thinking about running for county office?

Alt text:

> Flat illustration in navy, gold, and white: a calendar with one week highlighted, a clock at noon, and a pen on a blank form. Headline: Thinking about running for county office?

Alt text: 177 characters as drafted; about 177 when filled in.

LinkedIn

> Qualifying for county offices in Sample County is **[NEED: qualifying dates from the Division of Elections calendar]**.
>
> If your organization works with people interested in public service, please help us share this. Candidates for county office file their paperwork with the Sample County Supervisor of Elections. The first step is Form DS-DE 9, which must be filed before a candidate accepts contributions, spends campaign money, or collects petition signatures.
>
> Our candidate page has the qualifying checklist, forms, and the Florida Division of Elections' Candidate and Campaign Treasurer Handbook: **[NEED: link to the office's candidate page]**
>
> #SampleCountyVotes

Characters: 663 as drafted; about 641 when filled in (within the 3,000-character limit).
Limit: 3,000 characters. Facts from: Handbook pp. 8–9, 19; s. 106.011(11); s. 99.061(2); s. 106.021(1)(a), F.S.

Graphic for the LinkedIn post

Image prompt (paste into ChatGPT, Gemini, or Copilot)

```
Create a clean, flat vector illustration for a county elections office social media post announcing that the candidate qualifying period is coming.

Scene: a checklist with check marks, a stack of blank forms with a pen, a wall calendar with one week highlighted in gold, and a clock showing noon, arranged left to right across the bottom two-thirds. The clock's hands both point straight up to show noon.

Colors: navy #0F2E4C, gold #F2B544, and white only.

Size: 1.91:1 wide, 1200 by 627 pixels (LinkedIn post with a link).

Layout: leave the top third of the image as clean, empty navy space for a headline that will be added later.

No words, letters, or numbers anywhere in the image. Any calendar, form, or checklist stays blank, and the clock has tick marks instead of numbers.

Rules: No candidates. No real or realistic people or faces. No campaign signs. No political party symbols, and no colors or color combinations associated with a political party. No ballots. No voting machines. No seals, flags, or logos. Keep it calm, simple, and neutral.
```

Then: add your headline in PowerPoint or Canva, use the alt text below, and label it as AI-generated if your office's policy requires.

Headline to add: Help us share: county office qualifying is coming

Alt text:

> Flat illustration in navy, gold, and white: a checklist, blank forms with a pen, a calendar with one week highlighted, and a clock at noon. Headline: Help us share: county office qualifying is coming

Alt text: 199 characters as drafted; about 199 when filled in.

Ready-made text cards (DRAFT SAMPLE)

Two square text cards (1080 by 1080 pixels) come with this kit as PNG files. They use only text and simple shapes in navy, gold, and white, with no people, seals, logos, or ballots. Every text color pair has a contrast ratio of at least 4.5 to 1. Replace each **[NEED: …]** and remove the DRAFT SAMPLE tag in your own copy before posting.

Graphic 1: Thinking about running?

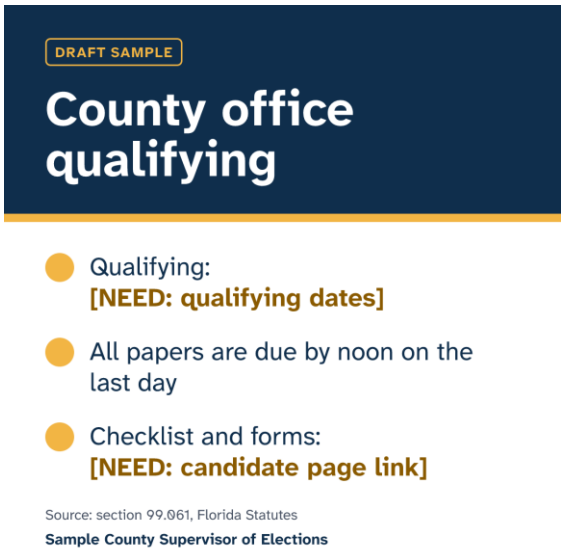


Use for: Facebook, Instagram, and Nextdoor (square). File: candidate-graphic-1-thinking-of-running-DRAFT.png. Lowest text contrast: 5.9 to 1.

Alt text:

Navy graphic with a gold circle in the corner. Text reads: Thinking about running for county office? Start with Form DS-DE 9. File it before you raise or spend money or collect signatures. Checklist and forms: **[NEED: candidate page link]**. Source: Candidate and Campaign Treasurer Handbook, page 8. Sample County Supervisor of Elections. Marked draft sample.

Graphic 2: Qualifying dates and noon deadline



Use for: X, LinkedIn, or any feed (square). File: candidate-graphic-2-qualifying-deadline-DRAFT.png. Lowest text contrast: 5.9 to 1.

Alt text:

White graphic with a navy header titled County office qualifying. Three points, each next to a gold circle: Qualifying: **[NEED: qualifying dates]**. All papers are due by noon on the last day. Checklist and forms: **[NEED: candidate page link]**. Source: section 99.061, Florida Statutes. Sample County Supervisor of Elections. Marked draft sample.

Before you post

- Fill in every **[NEED: ...]** from official sources, and check each date against the Division of Elections calendar.
- Add an image to every post, and paste its alt text into the platform's alt text field.
- Label AI-generated images if your office's policy requires it. Check each image for stray text, numbers, people, or symbols the prompt ruled out.
- Keep it nonpartisan: no candidate, party, or campaign names, hashtags, symbols, or colors.
- Paste each post into the platform's composer to confirm it fits.
- Get your office's normal approval before scheduling.