



# DIGITAL CIVIC ENGAGEMENT TOOLKIT

The ALL IN Campus Democracy Challenge (ALL IN) has designed this toolkit for faculty, staff, students, and nonpartisan student voting groups at colleges and universities to leverage virtual engagement opportunities to support student nonpartisan civic engagement in the ever-evolving digital landscape.

This resource aims to empower individuals, colleges, and universities to promote nonpartisan civic engagement through digital methods.

## CIVIC ENGAGEMENT IN THE DIGITAL AGE

In today's digital environment, community engagement has transformed significantly. With increases in access to technology, it has become easier and more effective for individuals to participate in civic activities. Digital platforms offer valuable opportunities to connect, inform, and mobilize individuals and communities. By utilizing virtual methods for civic engagement, you can increase awareness, enhance civic education, and encourage participation.

— ★ ★ **Examples of successful digital engagement by campuses:** ★ ★ —

DARTMOUTH CIVICS



APP VOTES



WASH U VOTES



NORTHEASTERN VOTES



TERPS VOTE



# KEY INFORMATION FOR VIRTUAL CIVIC ENGAGEMENT

*When engaging virtually, it is essential to understand your audience's landscape and demographics.*

*These considerations include:*

<p>★</p> <p><b>IDENTIFY YOUR AUDIENCE:</b></p> <p>Tailor your approaches based on the age, interests, and goals of your target audience for successful engagement.</p>	<p>★</p> <p><b>UTILIZE MULTI-CHANNEL COMMUNICATION:</b></p> <p>Use a mix of social media, video content, email newsletters, webinars, and community forums. This enables you to reach your target audience in multiple ways, increasing engagement and viewership.</p>	<p>★</p> <p><b>CREATE ACCESSIBLE CONTENT:</b></p> <p>Ensure that the content and materials are easy to understand, inclusive, and available in multiple formats to ensure equal access to all. Working with a disability resource office on campus can be a great way to ensure accessibility.</p>	<p>★</p> <p><b>REGULARLY PROMOTE EVENTS:</b></p> <p>Use the platforms available to consistently spread the word about virtual events and engagement opportunities.</p>	<p>★</p> <p><b>HIGHLIGHT STUDENT VOICES ON VARIOUS PLATFORMS:</b></p> <p>Students are more likely to listen to their peers on becoming civically engaged. Elevate their voices by providing fact-based language from ALL IN to Vote and ALL IN.</p>
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## HOW TO VIRTUALLY ENGAGE EFFECTIVELY

*Engaging your audience in a virtual environment requires a clear, strategic understanding of your goals and the tools available to you.*

<p>★</p> <p><b>SET CLEAR OBJECTIVES:</b></p> <p>Define what you hope to achieve through virtual engagement efforts, whether it's raising awareness, increasing voter registration, or promoting a specific initiative.</p>	<p>★</p> <p><b>MONITOR ENGAGEMENT METRICS:</b></p> <p>Track the participation rates, feedback, and overall engagement to assess the effectiveness of your strategies.</p>	<p>★</p> <p><b>ADJUST YOUR APPROACH:</b></p> <p>Be responsive to the engagement metrics you receive to enhance participation.</p>	<p>★</p> <p><b>PROVIDE FOLLOW-UP RESOURCES:</b></p> <p>After events, it is good practice to share additional materials, recordings, and other action items to encourage engagement and to ensure that this material is accessible to all.</p>
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# RESOURCES FOR VIRTUAL CIVIC ENGAGEMENT

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The following is a list of resources with additional methods and information on virtual democratic engagement.

- 1 [ALL IN to Vote:](#)**

ALLINToVote.org is a free, web-based nonpartisan tool where students can check and update their registration status, register to vote online, find their polling place, request an absentee ballot, sign up for election reminders, vote triple (share the link with their contacts), review what information will be on their ballot, and pledge to vote.
- 2 [ALL IN Resource Toolkit:](#)**

ALL IN creates resources to enable faculty, staff, and students to provide support and structure for colleges and universities to institutionalize nonpartisan civic engagement. Some of these resources are created in collaboration with the Students Learn Students Vote Coalition and other partners. Every year, the ALL IN Resource Toolkit provides an overview of resources available to your campus.
- 3 [ALL IN Elections Communications Toolkit:](#)**

This communications toolkit provides nonpartisan messaging and graphics for campuses to encourage student participation where elections are happening in 2026. Tag ALL IN Campus Democracy Challenge on [Instagram](#), [LinkedIn](#), [Facebook](#), and [X](#) and use #AllInToVote and #VoteReady in your posts.
- 4 [Ask Every Student \(AES\)](#)**

Ask Every Student uses the framework that full student voter participation comes from integrating person-to-person voter registration into existing processes, such as orientation or classes that reach all students. Every campus has different challenges, opportunities, and contexts, so creating a program that asks every student about their democratic engagement plan requires careful consideration.
- 5 [Civic Holidays](#)**

Civic Holidays are nonpartisan days of action that strengthen and celebrate our country's democracy! They bring together a wide range of organizations and communities in pursuit of an America where everyone participates and votes.
- 6 [Friend to Friend Texting](#)**

ALL IN supplies students with the tools and information they need to host nonpartisan texting parties on campus.
- 7 [Program Examples Library](#)**

To support campuses in developing in-person and virtual nonpartisan programming, the ALL IN team has compiled a list of campus examples that can be modified to fit your institution's needs. Each program example is categorized by resource type (civic learning, voter participation, and engagement in democracy), campus type (2-year vs. 4-year), and the capacity it may require an institution to offer the program.