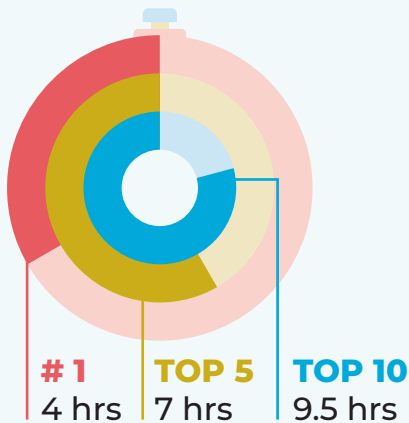


# NATIONAL VOTER

2023 HIGHLIGHTS

# REGISTRATION DAY

## TRENDING ALL DAY!



The focused attention of election officials, influencers, and our amazing premier and community partners meant that #NationalVoterRegistrationDay started organically trending #1 on X (formerly Twitter) by 9:30 a.m. and stayed in the Top 10 for much of the day.

THANKS TO EVERYONE WHO MADE IT HAPPEN!

100

PREMIER PARTNERS

3,000

COMMUNITY PARTNERS

18,000

STAFF + VOLUNTEER

130,000

NEW & UPDATED VOTER REGISTRATIONS

NUMBERS ARE IN!

Including registration checks,

300,000+

people registered to vote, updated their registration, or checked their registration status!

Registration totals based on reporting from state election officials, participating partners, and third-party tools.

ACROSS ALL SOCIAL PLATFORMS

54K



UP 2979% FROM SEP 18, 2023

TOTAL MENTIONS

152M



UP 3605% FROM SEP 18, 2023

TOTAL REACH

35K



UP 2333% FROM SEP 18, 2023

UNIQUE AUTHORS

1.4B



UP 7310% FROM SEP 18, 2023

TOTAL IMPRESSIONS



CELEBRATIONS ACROSS THE COUNTRY!

Thanks to the incredible efforts of our community partners, events were held in **every state that requires voter registration, as well as in the District of Columbia and the U.S. Virgin Islands.**