Historically, students who are new to voting have voted at lower rates, citing the lack of information, uncertainty of their polling location, and missing registration deadlines as barriers to participation (https://circle.tufts.edu/circlegrowingvoters). With a diverse student population of predominantly first-time voters, we felt it was imperative to develop a civic engagement initiative to empower students with the information they need to vote.

Online Voting Guide
Created in 2020 and updated in 2022, the user-friendly and openly accessible guide features information on registration deadlines, election dates, ways to vote, voting in both Alachua County and Florida, the current issues at hand, as well as how to get more involved and civicly engaged.

The guide also now includes the following key information translated into Spanish: the four steps of voting, important election-related dates and deadlines, and examples of types of valid identification to have on voting day.

By including critical information in Spanish, the guide provides equitable access to an even larger audience. Indeed, as of Fall 2020, 23.4% of undergraduate students and 14.1% of graduate students at the University of Florida identified as Hispanic or Latino (https://cdo.ufl.edu/strategy/metrics/). As for Spanish-speaking Floridians, they represent 21.8% of the population in Florida (https://datausa.io/profile/geo/florida/demographics/languages). Making our online guide bilingual ensures more Floridians, at UF and beyond, can more easily find key voting information.

Our voting guide is especially popular and has received more than 8,070 views since its creation, with more than 2,190 views gained between September and November 2022,
demonstrating the desire for clear, centralized, and openly accessible voting information and further affirming our commitment to this work.

**Voting Rights Display and Buttons**
In addition to the online voting guide, and in concert with National Voter Registration Day, we created a book display (Fig. 1) on voting rights in Library West to promote civic literacy on campus. Our choice of books was inspired by the Choice DEIA resources on voting, which provides a critical and inclusive lens to this important topic (https://www.choice360.org/tie-post/deia-resources-on-voting-rights-spring-2022-edition/).

Along with the display, we created several button designs (Fig. 2) to encourage students to vote. The 100 buttons, which are incredibly popular with students, were swiftly taken, further promoting civic engagement across campus.

**Voting Plan Cards**
We also designed voting plan cards to encourage students to register to vote at the UF TurboVote website, to check the online voting guide for more information, and to make a voting plan. We created these voting plan cards in both English (Fig. 1, 3) and Spanish (Fig. 1, 3) and displayed them in various locations in both Library West and LACC.

**Social Media Campaign**
Finally, to engage further with students, we collaborated to create various social media posts (Fig. 1, 4) to be shared on the Library West and LACC Twitter, Facebook, and Instagram accounts.

While our posts’ engagement varied across platforms, Library West and LACC received the most student views (impressions) on Twitter. Twitter impressions for the various posts about our initiative did better than most other posts on the Library West and LACC accounts, meaning that our efforts had high visibility for our audience. With over 2,600 Twitter accounts viewing the voter registration deadline posts from both Library West and LACC it was by far the most successful post of our campaign. The Library West Instagram posts and stories did well too, reaching on average 300 accounts.

**Conclusion**
By including ways for students to learn about the issues and get involved in the political process, we can further promote civic literacy and engagement on campus and beyond, therefore fulfilling UF’s goal of providing “an outstanding and accessible education that prepares students for work, citizenship and life.”