



# It's time to install the update.

Join our first digital activation—one year after the General Election

On 4 July, we're launching the **first digital activation** of the v.16 Campaign. Please join us in **creating content** and **sharing it on your social media accounts**. Find [sample graphics here](#) and here are a few **ideas for videos/photos to create**:

## Things I've Done at 16... But Not Vote

- Format: "I've done \_\_, but I still can't vote"
- Examples:
  - Got my National Insurance number ✓
  - Sat GCSEs ✓
  - Worked part-time ✓
  - Still can't vote ✗

## Get Ready with Me to Install v.16

- Format: Get ready for the day and talk about why you're supporting v.16
- End of Video: A call to action encouraging the Government to join you in installing v.16 and updating our democracy

## "Then vs. Now" Carousel

- Slide 1: Photo of you at 16
- Slide 2: Photo from the General Election on 4 July 2024
- Slide 3: "One year later: The system update is ready to install."
- Slide 4: Call to action: "Install the update and secure the vote for 16 and 17 year olds in all UK general elections"

## "Install the Update" Reminder Posts

- v.16 software update notification
  - To post on stories or feeds
- [Find a selection of graphics via this Google Drive folder.](#)
- Sample Caption: "It's time to install the update. #v16 #votesat16 #updatedemocracy"

This **activation is targeting MPs**, so tag your local MP and others to amplify the message. We're aiming to **keep Votes at 16 at the forefront of the national conversations and the Government's agenda.**

Please tag My Life My Say and use #votesat16 #updatedemocracy #v16



**MY LIFE  
MY SAY**

