

# Recruitment Toolkit: Social and Newsletter

Help us spread the word.

Elections Alberta is recruiting for 60,000 election officers in communities across the province to deliver the October 19, 2026 referendum.

An event of this size can only be successful if we have the support of all Albertans. Reaching enough qualified applicants means going beyond Elections Alberta's own communication networks, and reaching Albertans through advertising as well as outreach to organizations and communities that Albertans already trust and follow—like yours.

## Before you publish

- Fill in all bracketed placeholders, including your organization's name.
- Do not alter the eligibility criteria, pay information, or dates without confirming changes with Elections Alberta media team at [media@elections.ab.ca](mailto:media@elections.ab.ca).
- Feel free to adapt the tone and length of these messages to match your usual communications style.
- Elections Alberta content is non-partisan. Please keep any framing you add non-partisan as well.

## Graphic toolkit includes:

- Social media tiles
- Newsletter graphics
- Printable poster

Find them here [elections.ab.ca/referendum-2026-media-assets](https://elections.ab.ca/referendum-2026-media-assets)

## Questions

Contact the Elections Alberta media team at [media@elections.ab.ca](mailto:media@elections.ab.ca) with any questions about this toolkit or the referendum worker recruitment campaign.

## Newsletter

Three versions of newsletter content are provided so you can fit the space available in your newsletter.

### **Short version — for a newsletter blurb or website tile (~50 words)**

Suggested heading: Help support Alberta's 2026 referendum

Elections Alberta is recruiting workers for the October 19, 2026 referendum. Positions are paid and open to Albertans who want a hands-on role in local democracy. No experience needed—training is provided. Learn more and apply at <https://recruitment.elections.ab.ca/8400/8>.

### **Medium version — for a newsletter section (~100 words)**

Suggested heading: [YOUR COMMUNITY NAME] residents needed: Work the 2026 referendum

On October 19, 2026, Albertans will vote in a province-wide referendum on ten ballot questions. An event of this size can only be successful with a collective effort. It will take your friends, family, and neighbours from all corners of the province to support the successful administration of the referendum.

Election officer positions are paid and no prior experience is required— Elections Alberta provides paid training for every position. If you ever wanted to be more involved in democracy or you have ever been curious about how secure the election process is, consider signing up. Apply at <https://recruitment.elections.ab.ca/8400/8>.

### **Long version — for a feature article or dedicated page (~160 words)**

Suggested heading: Elections Alberta needs you: Become a 2026 referendum worker

This October, Albertans will vote in a province-wide referendum on ten ballot questions. An event of this size can only be successful with collective effort. It will take your friends, family, and neighbours from all corners of the province to support the successful administration of the referendum.

Elections Alberta is looking for people from [YOUR AREA NAME] and the surrounding area to come forward to support this historic referendum event.

Positions are paid, with time commitments ranging from a single day to a week, depending on the role. No experience is required, and Elections Alberta provides paid training. The work is well-suited to students (aged 16+), retirees looking for purposeful short-term income, and residents who simply want to be part of the event and see the election process first-hand.

[YOUR ORGANIZATION/COMMUNITY NAME] is encouraging our network to apply.

All position details, pay information, and the online application are available at <https://recruitment.elections.ab.ca/8400/8>.

## **Social media**

### Facebook/LinkedIn/Instagram (Longer format posts)

#### Option 1: General post

On October 19, 2026, Albertans will vote in a province-wide referendum on ten ballot questions.

To support this event, Elections Alberta is hiring paid election workers across Alberta.

Training is provided, and all eligible Albertans aged 16+ are welcome to apply.

Apply today: <https://recruitment.elections.ab.ca/8400/8>.

#### Option 2: Student callout

Looking for flexible paid work this fall? Elections Alberta is hiring election workers for the Oct. 19, 2026 referendum.

It's a great opportunity for students (16+), retirees, and anyone with a few days to spare.

Paid training is provided. Details and application: <https://recruitment.elections.ab.ca/8400/8>.

#### Option 3: Community-focused

Democracy relies on public participation. Elections Alberta is looking for interested people from our community to work during the upcoming October 19, 2026 referendum.

It's paid, includes paid training, it's local, and it matters.

Apply: <https://recruitment.elections.ab.ca/8400/8>.

### X/Twitter (Short under 220 character posts)

Option 1:

Elections Alberta is hiring paid election officers from across Alberta for the upcoming Oct. 19 referendum. Apply: <https://recruitment.elections.ab.ca/8400/8>.

Option 2:

Students, retirees, anyone with a few days free this fall: Elections Alberta is recruiting referendum workers. Paid, trained, local. Apply here: <https://recruitment.elections.ab.ca/8400/8>.



*Elections Alberta is an independent, non-partisan office of the Legislative Assembly of Alberta responsible for administering provincial elections, by-elections, and referendums.*

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