How Election Officials Celebrated National Voter Registration Day 2026

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OVERVIEW

In this brief, we track how state and local election officials celebrated National Voter Registration Day on September 15, 2026. We identify communication patterns across and within the states, as well as notable themes relevant to the 2026 US midterm election cycle.

The analysis draws on the Election Officials Communications Tracker (EO Comms Tracker), a longitudinal dataset that tracks and analyzes communications from 1,700+ state and local election offices.

For this brief, we pulled every post from tracked accounts on September 15–16, 2026, then isolated the subset that explicitly referenced NVRD-related activities.

Explore our 2026 EO Communications Tracker dashboard here.

TAKEAWAYS

- Election officials leaned into the celebratory theme of NVRD: "celebration/holiday" language (22%) and civic-duty/voice framing (18%) were the most common, followed closely by deadline urgency (17%) tied to each state's registration cutoff.
- Post shared by state election officials drew noticeably higher engagement (likes+shares+comments) than local election officials' posts, even though local offices posted more than twice as often.
- NVRD coincided with a major event affecting the election cycle — SCOTUS's ruling on USPS mail-ballot delivery — which generated its own cluster of posts from several of the same offices, sometimes on the same day as their NVRD content.
- National partner integration was present explicit reposts of @NatlVoterRegDay, references to the US EAC, the NASS #TrustedInfo2026 campaign, the NALEO Educational Fund, and the America250 anniversary appeared in a small but visible share of posts, mostly from state-level and Florida county supervisor of elections accounts.
- Platform usage patterns by office type are consistent with past cycles: state-level offices favored Twitter/X (55% of their NVRD posts), while local offices favored Facebook (56%).

WHEN AND WHERE OFFICES POSTED

Of 310 posts collected from tracked election officials' accounts across the two-day window, 138 (45%) explicitly referenced NVRD; the remainder covered other election-administration functions or non-election content. Of the 138 NVRD-related posts, 44 came from 31 state election officials and 94 came from 64 local/county election offices.

State election officials platform usage is distinct from local election officials platform usage, which is consistent with our tracking in 2024 and 2022. Specifically, 55% of NVRD posts shared by state EOs went out on X versus 18% on Facebook, while 56% of posts by local EOs were shared on Facebook versus 39% on X. State offices were also the only accounts posting to Bluesky and Threads in any volume in this NVRD set.

WHAT OFFICIALS SAID: RECURRING MESSAGE FRAMES

Most NVRD-related posts (about 55%) explicitly directed voters to check or update their registration. We identified some distinct messaging frames worth spotlighting:

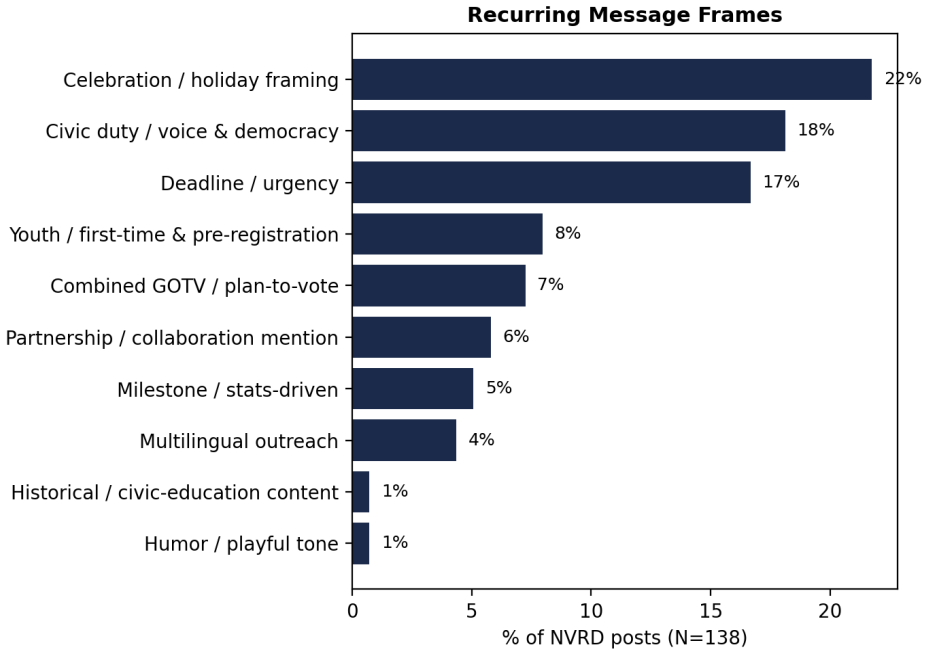

Figure 1. Share of NVRD posts using each message frame (not mutually exclusive). N = 138.

- Celebration/holiday framing (22%) — “Happy National Voter Registration Day,” California's “a nationwide celebration of democracy,” Clackamas County's clerk calling it “one of my favorite national holidays.”
- Civic duty / voice-and-democracy framing (18%) — “your voice matters,” “shape your community,” tying registration to democratic participation rather than a bureaucratic task.
- Deadline / urgency framing (17%) — anchored to each state's specific registration cutoff, often with a countdown (Nassau County, FL: “48 days until the General Election and just 20 days until the voter registration deadline”).
- Youth and pre-registration framing (8%) — turning-18 messaging (Minnesota: “Just turned 18? Time to party like it's your first election!”) and 16-/17-year-old pre-registration outreach (North Carolina, Orange County FL).
- A handful of offices – and notably the usual suspects! - used humor (Kentucky's Secretary of State: “These handsome devils can't be wrong”; Weber County, UT's recurring pun series), historical/civic-education content (a Rosa Parks 1962 voter registration card shared by Carroll County, OH), or multilingual outreach (Spanish-language posts from Monterey, Sonoma, Kings, and Lake counties; a Vietnamese-language press release from Clackamas County, OR).

On the ground, several election offices conducted outreach activities with local partners: library-based registration drives (Lancaster County, NE ran four separate sessions across the day), campus outreach (Bernalillo County at UNM and CNM; Vermilion County at a community college), and multi-jurisdiction press events — five Central Florida supervisors of elections held a joint event with the NALEO Educational Fund. The DC Board of Elections and Pulaski County, AR both took registration to public gathering spots (Nationals Park and a "Voter Registration Tailgate Block Party," respectively).

WHO GOT THE MOST ENGAGEMENT

NVRD-related posts shared by state EOs averaged 30 combined likes, shares, and comments versus 7 for local EO posts. The Utah Lieutenant Governor's office posted the single highest-performing message in the set on Facebook, with a near-identical version on Threads also reaching the top five; both simply read "Happy National Voter Registration Day, Utah!"

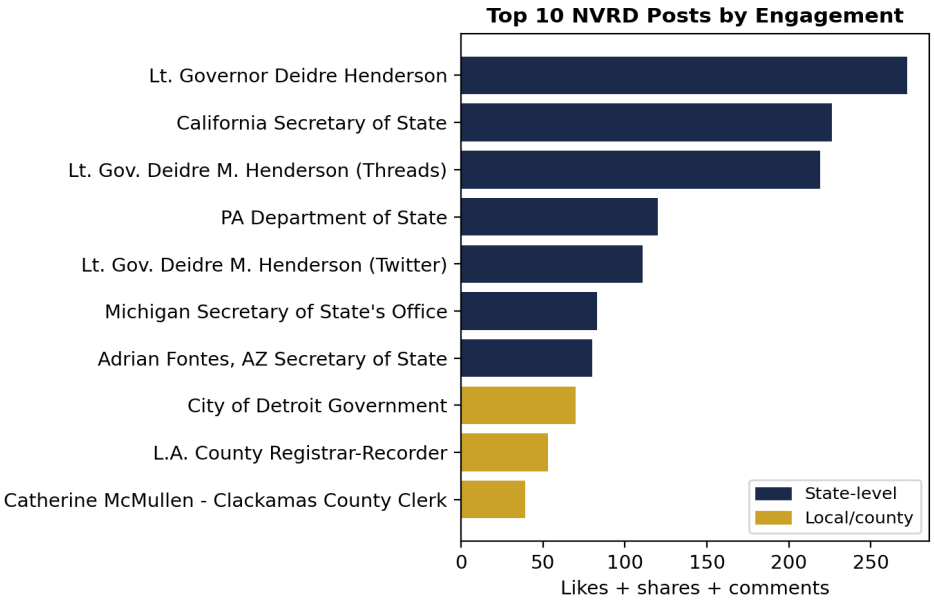

Figure 2. Top 10 NVRD posts by engagement (likes + shares + comments). N = 138. Utah's Lt. Governor's office appears twice — the same message posted separately to Facebook and Threads.

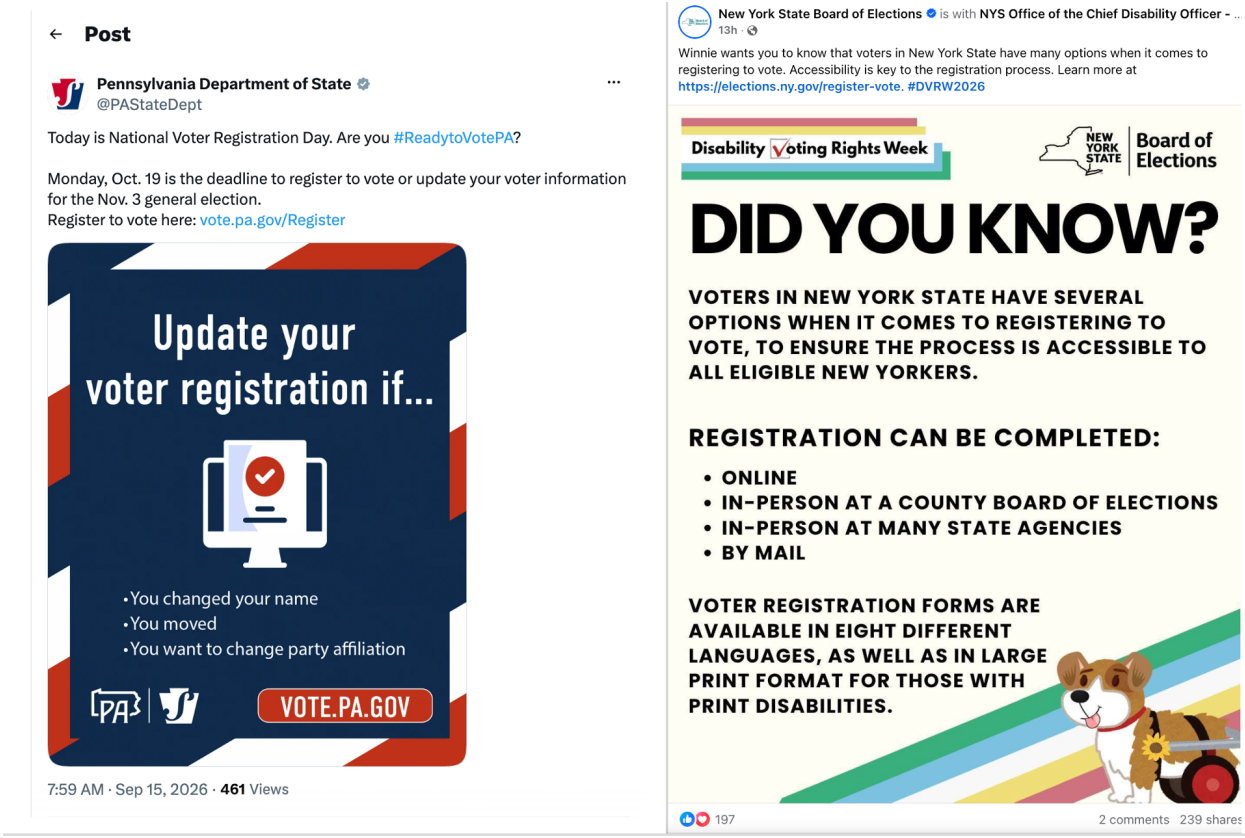

Figure 3. Examples of posts from state and local election offices on NVRD.

DATA & CONTENT CLASSIFICATION METHOD

Step	Method	Output
1	Explicit-mention filter for National Voter Registration Day language (English, Spanish, and Vietnamese variants) in post + embedded text	138 NVRD-related posts from 310 raw posts.
2	Regex tagging of 10 recurring message frames and 6 in-person event types within the NVRD set	Frame and event-type frequencies
3	Office-name classification into state-level election authorities (secretaries of state and equivalent statewide offices) vs. local/county election offices; engagement summed as likes + shares + comments	Office-level and engagement breakdowns

Table 1. Filtering and analysis steps. N = 310 raw posts | Sept 15–16, 2026 | Source: EO Communications Tracker. Data collection was possible with support from the National Conference on Citizenship and their platform Civic Lens (former Junkipedia).

310 Posts from tracked election-authority accounts, Sept 15–16	**138** Posts about NVRD (45%)	**95** Distinct election offices posting about NVRD	**31** State-level election authorities posting

Key figures. N = 138 NVRD posts, 95 offices.