

IDEAS FOR MESSAGING TO CONSTITUENTS ABOUT REAL ID



On October 1 2021, security requirements are changing at U.S. airports and all Americans must be REAL ID ready in order to get through security checkpoints beginning next fall. Help ensure your constituents are well informed and prepared for this deadline using the tactics below. Replace anything in [GOLD] with state/district-specific information.

EMAIL COMMUNICATIONS / NEWSLETTER

Include information about the REAL ID enforcement deadline in your regular communications by incorporating a paragraph in your newsletter, dedicating an entire issue to REAL ID preparedness or updating the footer with relevant information.

Examples:

- [Rep. Jim Cooper \(D-TN\)](#)
- [Rep. Roger Marshall \(R-KS\)](#)
- [Rep. David Schweikert \(R-AZ\)](#)

Sample Copy:

Not all states are issuing REAL IDs and certain states are issuing REAL IDs that do not include the gold star. Check dhs.gov/real-id.

Make sure you're REAL ID ready ahead of October 1, 2021

On October 1, 2021 security requirements at U.S. airports are changing and all U.S. citizens, including [STATE CITIZENS], will be required to have a REAL ID-compliant license or another accepted form of ID in order to pass through checkpoints at [NAME OF LOCAL AIRPORT/AIRPORTS], as well as access federal buildings.

There are a few ways to make sure you're REAL ID ready. First, you can check your driver's license. In [STATE], REAL IDs are marked with [STATE DISTINGUISHER e.g. gold star, U.S. flag. Confirm with your DMV]. Or you can make sure you have another form of acceptable identification such as a U.S. passport, DHS trusted traveler card, or military ID (find a [full list on TSA's website](#)).

It is critical for all of us do our part to make sure America is REAL ID ready ahead of next fall. For more information, visit tsa.gov/real-id or contact [LOCAL DMV].

SOCIAL MEDIA

Social media is an easy way to get involved. Posts can be as simple as sharing the REAL ID enforcement deadline and directing followers to learn more at tsa.gov/real-id or their local DMV. Video is also a compelling way to get your message across: consider filming a short message urging your constituents to be REAL ID ready and share on all your social media platforms.

You may also share our social media guides and graphics with your social media team to incorporate into your editorial calendar: ustravel.org/REALIDtoolkit.

Examples:

- [Rep. Mike Gallagher \(R-WI\)](#)
- [Rep. Seth Moulton \(D-MA\)](#)
- [Sen. Gary Peters \(D-MI\)](#)
- [Sen. Rob Portman \(R-OH\)](#)
- [Rep. Lori Trahan \(D-MA\)](#)

Sample Social Copy:

Make sure you're #REALIDready ahead of October 1 when security requirements at U.S. airports will change. Contact [[LOCAL DMV, include handle if possible](#)] or visit tsa.gov/real-id for more information.

On October 1, security requirements at U.S. airports are changing and [[STATE CITIZENS](#)] must be #REALIDready. Make sure you have a REAL ID-compliant license or another form of acceptable ID ahead of next fall. Visit tsa.gov/real-id for more information.

HOST A REAL ID EVENT

Work with your local DMV to host a REAL ID event where constituents can upgrade their driver's license or identification card to make sure it is REAL ID compliant. Include information about what REAL ID is and why it matters.

Examples:

- [Rep. Don Beyer \(D-VA\)](#)
- [Rep. Jennifer Wexton \(D-VA\)](#)