

SOCIAL MEDIA FOR VOTER ENGAGEMENT

Communicating Trusted Election Information

May 14, 2020

#TrustedInfo2020

Before we get started

- Take notes using the **Participant Guide**
- **Captioned recordings** will be available
- Use the **chat panel** to say hello, chat with other attendees, and participate in breakouts

What we'll cover today

- How voters look for civic information online
- Best practices for social media
- Basic design principles for engaging graphics

Agenda

- How people access civic information (15 mins.)
- Social media best practices (30 mins.)
- Breakout: Social media campaign (10 mins.)
- Principles of good design (20 mins.)
- Group discussion (15 mins.)

Who are you trying to reach? How do they get their information?

UNDERSTANDING YOUR AUDIENCE

Alejandra

"No one in my family votes"

Age	18 (Student)
Voting Status	Non-voter
Attitudes	Not yet a voter
Language	Bilingual
Civics Literacy	Low





Justin

"I guess I'll vote...if I get to it"

Age	22 (Student)
Voting Status	Presidential voter
Attitudes	Forming habits
Language	English
Civics Literacy	Ambient



Rosa	
<i>"Voting is the right thing to do"</i>	
Age	72 (Silent)
Voting Status	Presidential voter
Attitudes	Dutiful voter
Language	English
Civics Literacy	Good



Kim

"The right to vote should be honored"

Age	33 (Millennial)
Voting Status	Regular voter
Attitudes	Dutiful voter
Language	Bilingual
Civics Literacy	Good

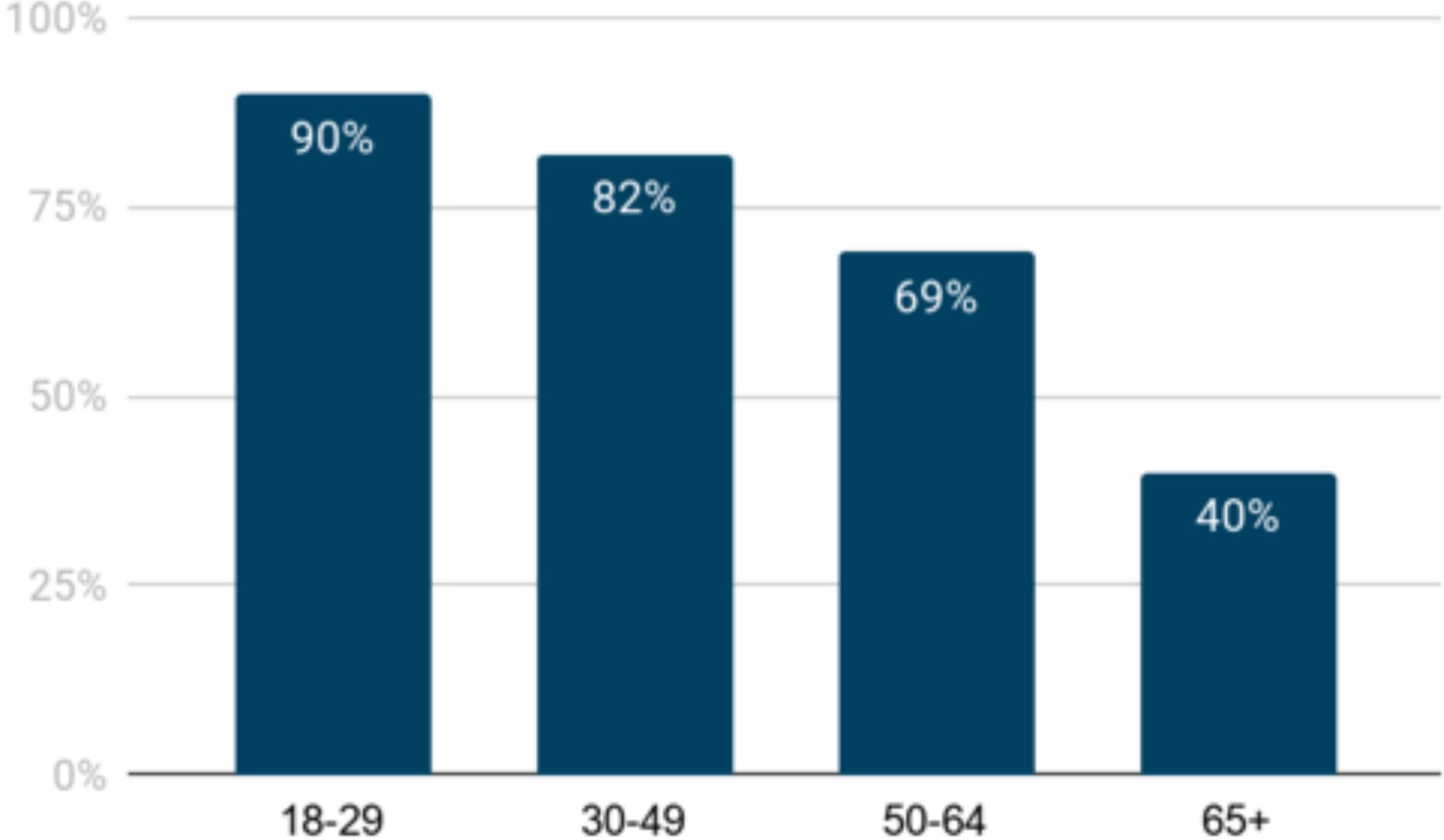
72%

of U.S. adults have at least one social media account

Source: Pew Research Center, 2019



% of adults who use at least one social media site, by age



Source: Pew Research Center, 2019

Smartphone only

12%

White

23%

Black

25%

Hispanic

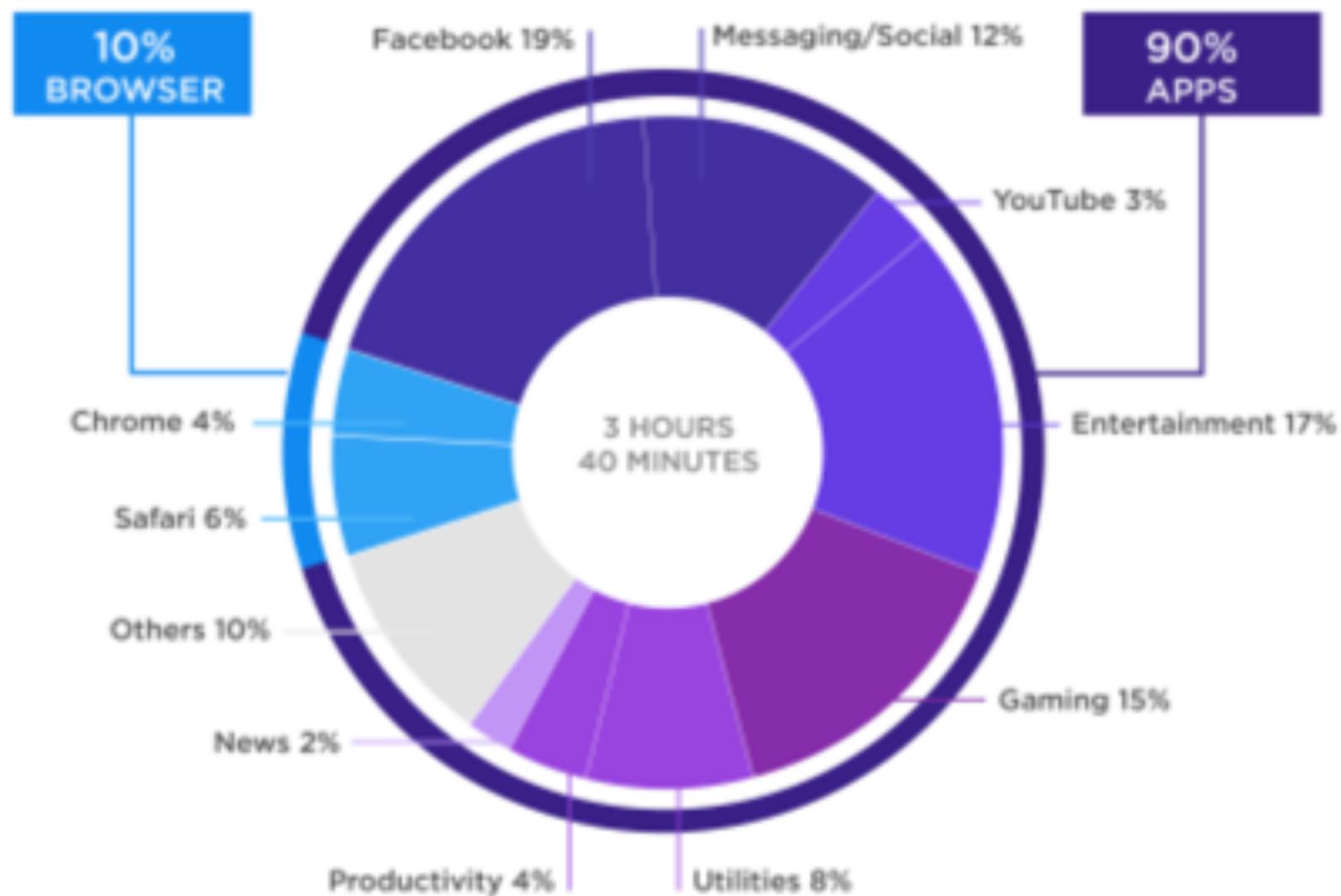
68%

of U.S. adults get news on their social media

Source: Pew Research Center, 2018



90% of Time on Mobile is Spent in Apps



Make a plan

1. Who are you trying to reach?
2. What are their needs?
3. What are their pain points?
4. Are you answering their basic questions?
5. Are you speaking to them in language they can understand?

Facebook, Instagram, and Twitter at a glance

SOCIAL MEDIA PLATFORMS



69% of adults use Facebook

Facebook content

- Write short summaries with a call to action
- Include videos and images
- Avoid hashtags
- Post 1-2 times per day



37% of adults use Instagram

Source: Pew Research Center, 2019



Instagram content

- Show behind-the-scenes activity
- Include human faces
- Choose filters with warm colors and high contrast
- Use hashtags generously
- Post 1-2 times per day





22% of adults use Twitter

Twitter content

- Retweet & share
- Show behind-the-scenes
- Show off your office's personality



What does it take to use social media effectively?

SOCIAL MEDIA BEST PRACTICES



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TECH AND
CIVIC LIFE



Mercer County
Board of
Elections ✓



- Home
- About
- Photos
- Reviews
- Posts
- Community
- Events



Following

Inyo Elections ✓
@InyoElections



We are dedicated to using a high level of professionalism, security, accountability & integrity to protect your right to vote.

156 Following 350 Followers



denvervotes ✓

Follow



234 posts 841 followers 200 following

Denver Elections
We provide voter registration, education, & election services to the City & County of Denver. Likes/reposts≠endorsement. #DenverVotes
DenverVotes.org

How do I get verified?



**Prepare your account
for verification**



**Contact your Chief
Election Officer**

Government
email



Phone, email, or username
hello@countyclerk.gov

Password
.....

[Forgot password?](#)

Log in

Two-factor
authentication



Log in with text message



rocioehc
@rocioehc1

Check your phone with the number ending in **81** for a text message, and enter the authentication code below to log in to Twitter.

Enter authentication code

Log in

[Choose a different two-factor authentication method](#)

Personalized cover/profile photos



Inyo Elections ✓
@InyoElections

We are dedicated to using a high level of professionalism, security, accountability & integrity to protect your right to vote.

Inyo County elections.inyocounty.us Joined November 2013

157 Following 351 Followers

Followed by Electionland, Election Center, and 13 others you follow

Tweets Tweets & replies Media Likes

Inyo Elections ✓ @InyoElections · Mar 22
While practicing social distancing this weekend by reading books on Women's Suffrage, this quote stood out. These words were written just after the Spanish Flu pandemic of 1918.

Purpose of the agency



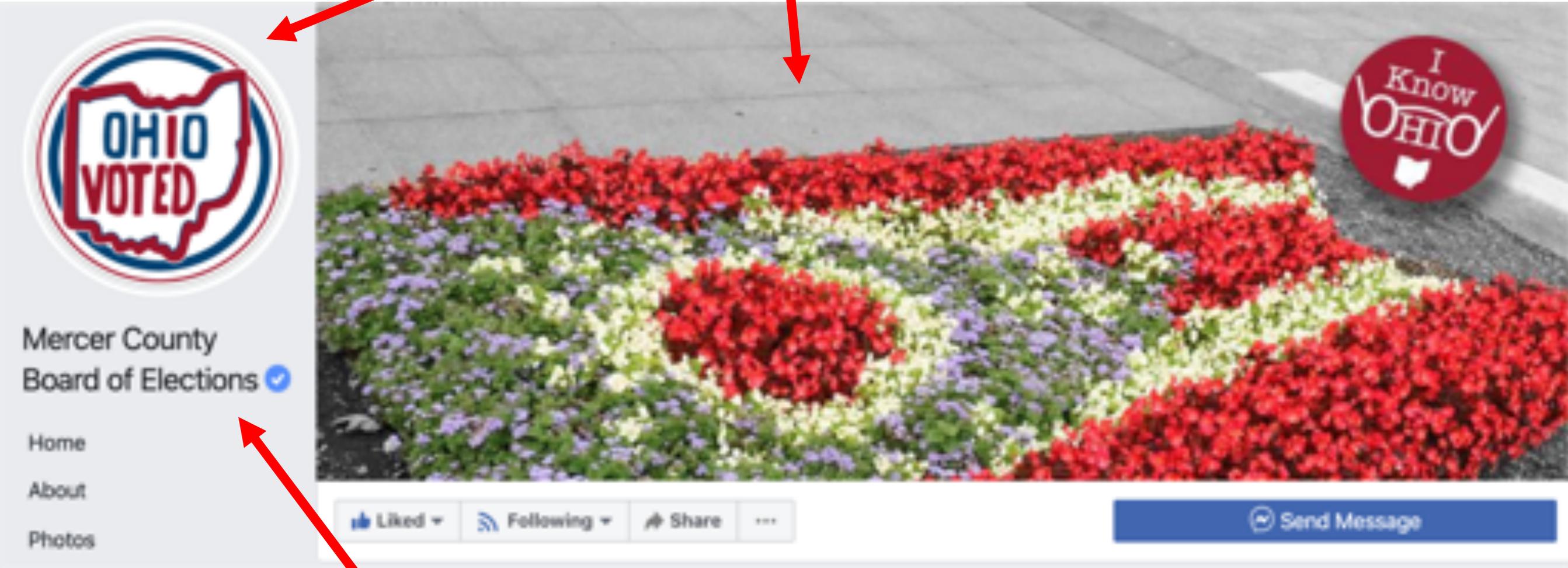
Link to official website



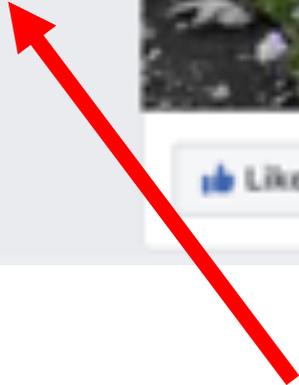
Active account



Personalized photos

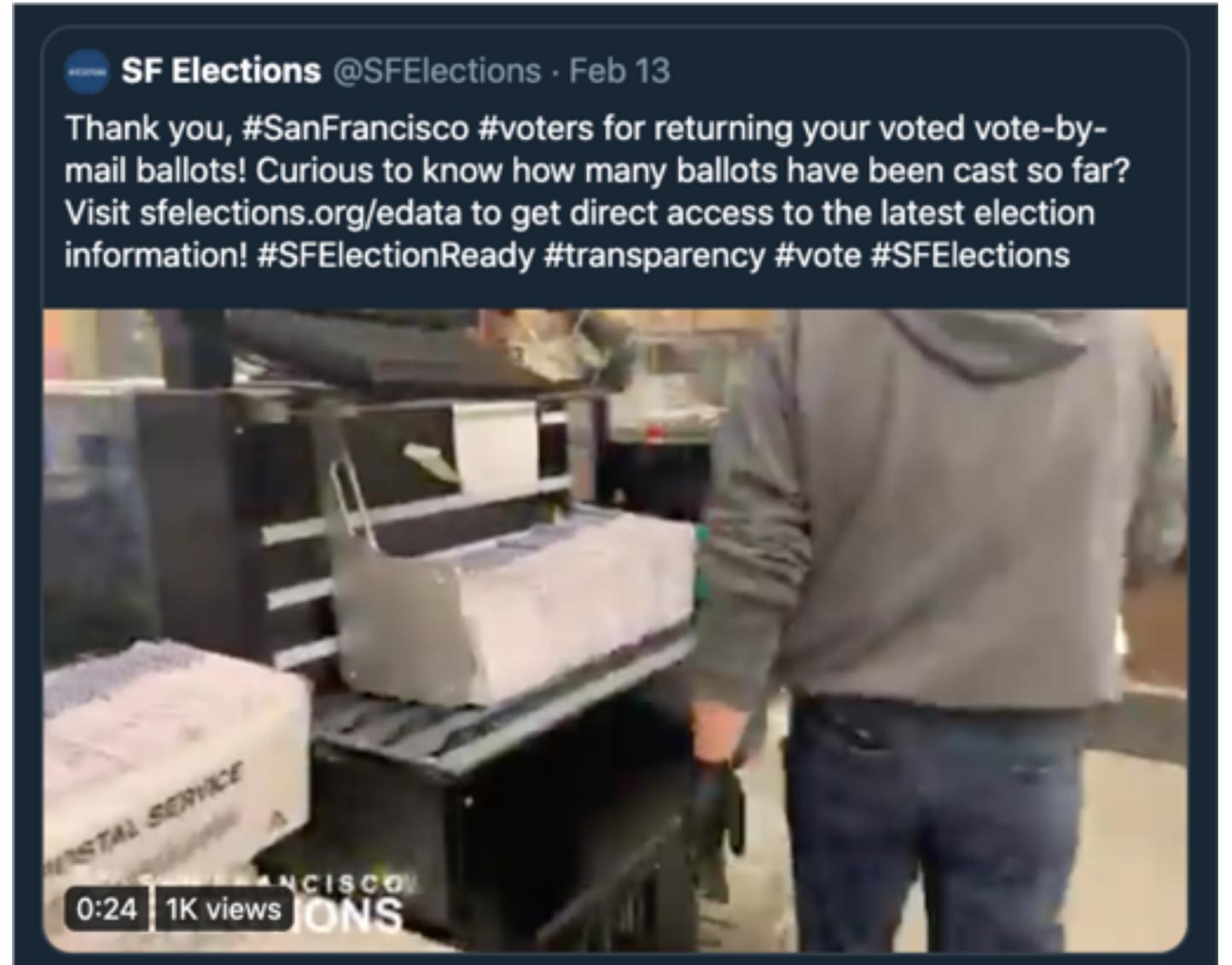


Represent only your office



Post often

- Retweet and share
- Show behind-the-scenes
- Show off your office's personality



Use photos



Contra Costa Elections ✓ @cocoelections · Mar 17

This team is duplicating ballots that cannot be read by the scanner.

This usually happens when the ballot is damaged (ripped or torn) or has coffee/food stains.

Once a ballot is remade, it is scanned and processed like all other ballots.
[#cocovote](#)



Encourage sharing and engagement



A screenshot of a Facebook post from the 'Alachua County Supervisor of Elections' page. The post is dated '20 April at 12:07' and features a large graphic with a purple-to-blue gradient background. The text on the graphic asks, 'What's your favorite thing about voting by mail?' and includes the hashtag '#VoteAlachua'. Below the graphic, the post shows engagement metrics: 'You and 20 others' liked it, and there are '19 comments' and '1 share'. A comment from 'Carol Gordon' is visible, stating 'Fast, easy, convenient, and you don't have to leave the house!' with 2 likes.

Alachua County Supervisor of Elections
20 April at 12:07

What's your favorite thing about voting by mail?
#VoteAlachua

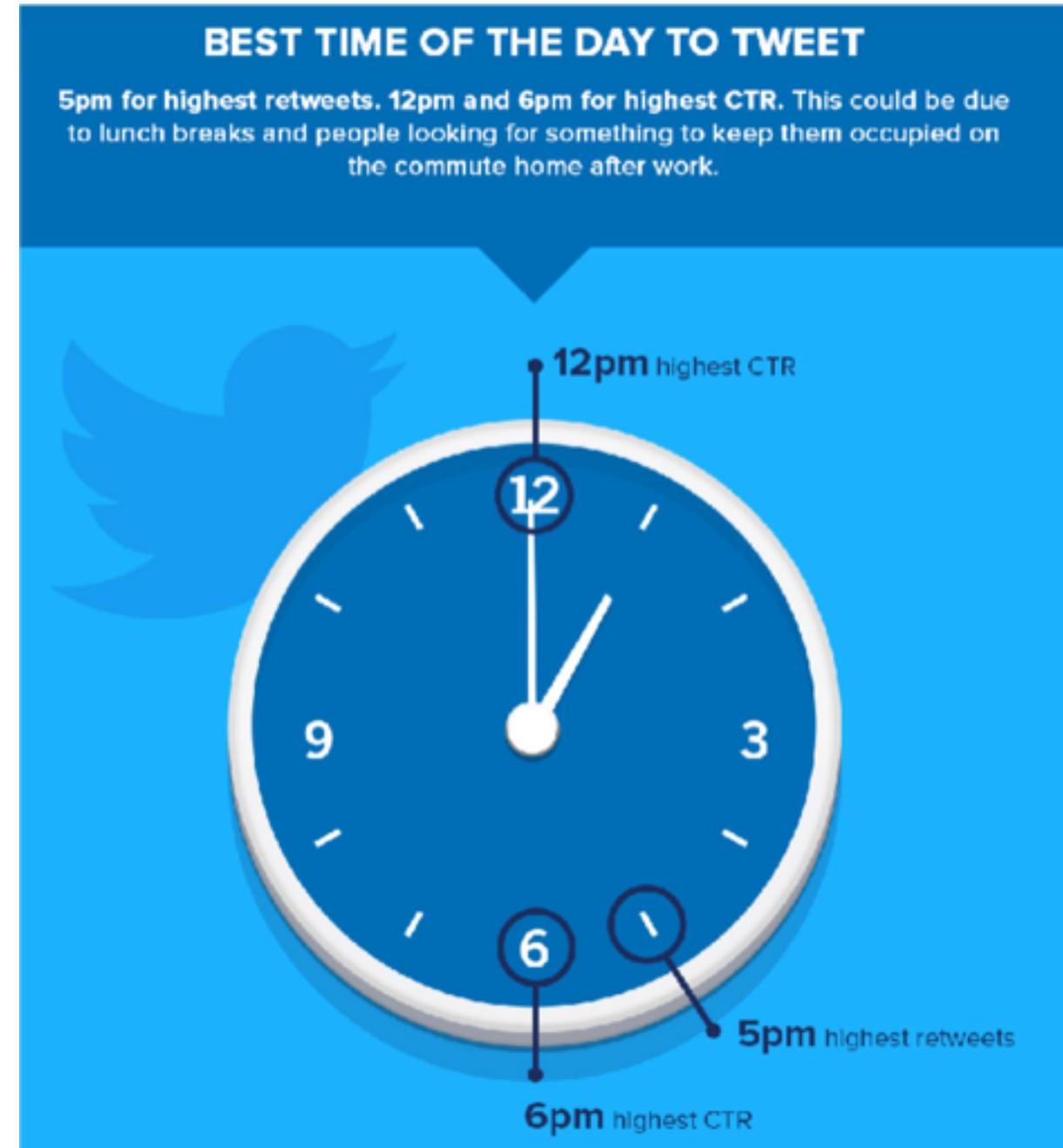
You and 20 others · 19 comments · 1 share

Carol Gordon Fast, easy, convenient, and you don't have to leave the house!
Like · Reply · 6d · 2

Post at the right time

When people are on Twitter:

- 181% more likely while commuting
- 119% more likely during school/work hours



Have a social media policy

1. Employee access – roles & responsibilities
2. Security – passwords
3. Legal – Records retention
4. Acceptable use – Personal v. professional accounts
5. Public conduct – Comments policy

Plan ahead

[November 2020]							KEY:
							Holiday
							Fun Fact Friday
							Election Day
							Voter Registration
							Poll Worker Recruitment
							Candidate Info
							Board Meetings
							Community Happening
							Other
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	
1	2	3	4	5	6	7	
	Election Day reminders	Election Day	Election results update	Poll Worker Appreciation	Fun Fact Friday		
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	
8	9	10	11	12	13	14	
	Election results update	Canvass invite	Veteran's Day	Election results update	Fun Fact Friday		
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	
15	16	17	18	19	20	21	
	Poll Worker Appreciation	Board Meeting	Election results update	Candidate Info	Fun Fact Friday		
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	
22	23	24	25	26	27	28	
	Poll Worker Recruitment	Voter Registration	Community Happening	Thanksgiving Day	Fun Fact Friday		
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	
29	30						
	Poll Worker Recruitment	Board Meeting	Voter Registration	Candidate Info	Fun Fact Friday		

Measure success



Consider advertising

Campaign objective

Need help choosing an objective for your business needs? [Learn more](#)



Tweet engagements

You want to maximize engagement of your Tweets and get more people talking about your business.



Promoted video views

You want more people to see your GIFs or videos.



Awareness

You want as many people as possible to see your Tweet.



Website clicks or conversions

You want people to visit and take an action on your website (e.g. download a paper or make a purchase).



In-stream video views (pre-roll)

You want to pair your videos with premium content.



Followers

You want to build an engaged audience to amplify your message, on and off Twitter.

Social media as a tool for trust

 Harford Elections ✓
@HarfordVotes

Due to COVID-19 and the postponement of the election, we are also postponing our training, Open House and Chief Judge binder pick-up.

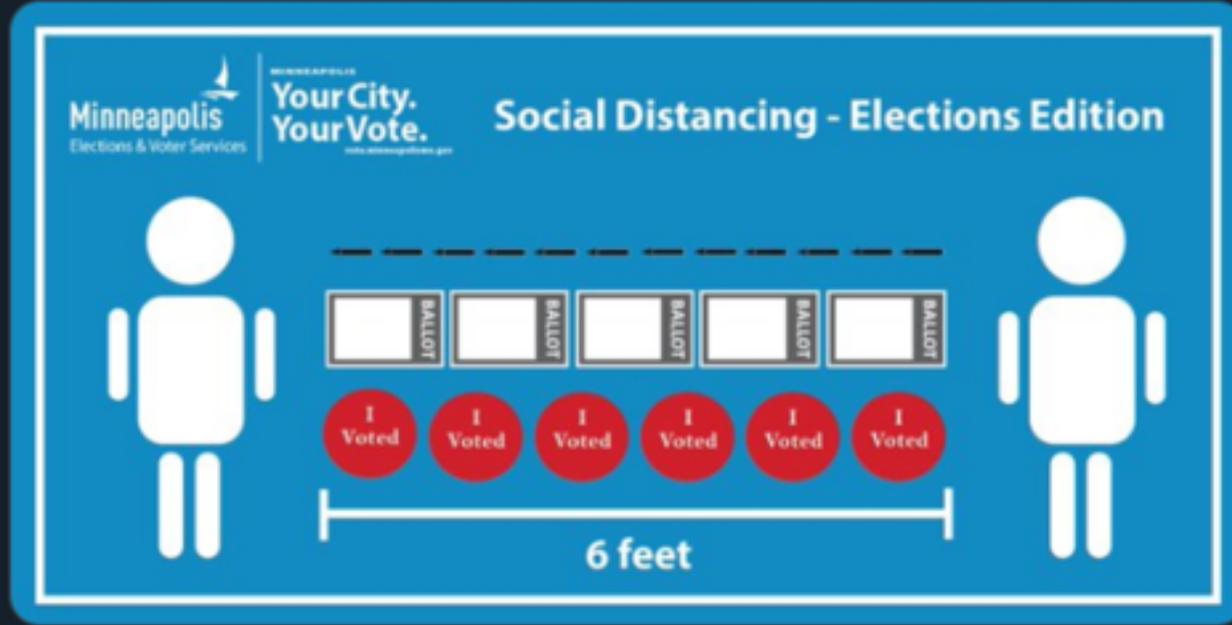
We will be in touch as we get more information going forward. Thank you for your patience!

ATTENTION
ELECTION JUDGES



 Minneapolis Elections & Voter Services
@VoteMpls

We can't beat the @CityMinneapolis #TigerKing 🐅 reference, but we can practice social distancing using election materials for reference ... 12 pens, 5 ballots, or 6 'I Voted' selfie signs should do. If you have 72 regular sized 'I Voted' stickers, that'll work too! #StayHomeMN



The graphic is a blue rectangular box with a white border. At the top left is the Minneapolis Elections & Voter Services logo and the slogan 'Your City. Your Vote.' with the website URL 'www.minneapolis.gov'. At the top right is the title 'Social Distancing - Elections Edition'. In the center, two white human silhouettes are positioned on either side of a row of items. Above the items is a dashed horizontal line. The items are: five white ballot boxes labeled 'BALLOT' and six red circular stickers labeled 'I Voted'. Below the items is a white bracket with the text '6 feet' underneath it.

3:55 PM · Mar 31, 2020 · Hootsuite Inc.

6 Retweets 27 Likes

Guest speaker



Sarah Mohan

Project Manager – Media and Outreach

Harford County Board of Elections

Turning best practices into action

- Get your info out in a relatable way
- Avoid the big bad words, leave politics out
- Be clear and professional
- Don't be afraid to show your personality
- Point people in the right direction





Harford Elections @HarfordVotes · Jan 23

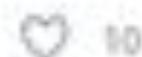
#ElectionFunFacts! You'd be shocked to know how often we get asked at Registration Drives how much it costs to vote. It's been 56 years and that rumor is still floating around! That's why its always best to call your election office first! #trustedinfo2020 @NASSorg

Matt Weil @mattiweil · Jan 23

Big day for #Elections history in the US:

175 years since Congress passed the Presidential Election Day Act, setting the Tuesday after the first Monday in November as the Election Day we know today

Only 56 years since the 24th amendment was ratified, eliminating poll taxes



Top Tweet earned 1,138 impressions

Worried you're on the naughty list? We're not trying to tell you how to live your life, but we hear Santa cuts registered voters some slack... 😊

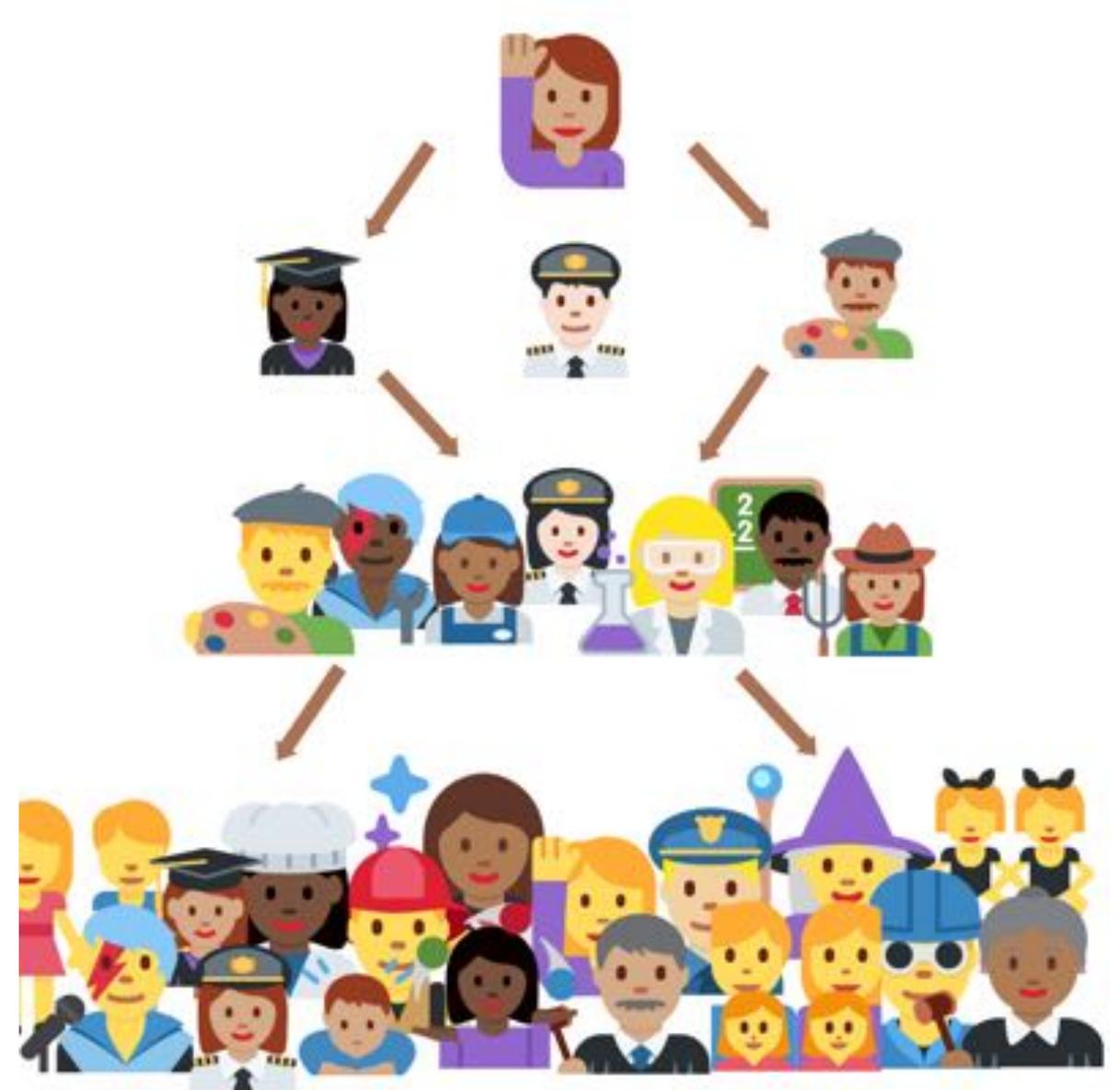
Avoid coal here: goo.gl/3egy5y
pic.twitter.com/hoxf4Cd55l



13.1 7

It's called "social networking" for a reason

- Build online relationships
- Retweet, share, comment, and like
- It seems simple, but answer everyone
- Use what you've got





ElectionBot
@ElectionBabe

If you want some excellent local election voices, follow
[@TLBsStory](#) [@InyoElections](#) [@LisaMarra](#)
[@RecorderFontes](#) [@ClerkGilpin](#) [@nado1377](#)
[@HarfordVotes](#) [@alysoun](#) and [@JeanThoensen](#)

I always learn something from their TL

3:26 PM · Mar 27, 2020 · Twitter for iPhone

4 Retweets 19 Likes



Harford Elections [@HarfordVotes](#) · Mar 27
Replying to [@ElectionBabe](#) [@TLBsStory](#) and 7 others



Harford Elections [@HarfordVotes](#) · Mar 3

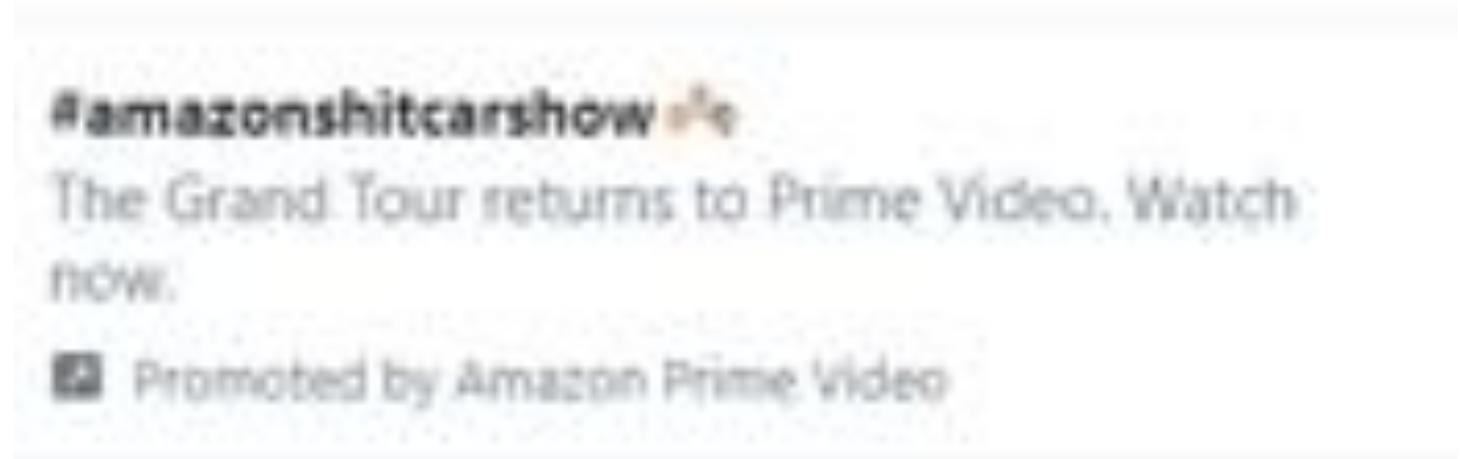
Wishing a smooth [#SuperTuesday](#) to our election friends and voters across the Country today!

And, if you live in Harford County, make sure you're ready for our biggest Tuesday - April 28th here: [harfordvotes.info](#)



Extra tips

- Post often, but not too much
- Check your analytics – its free!
- Hashtags are an art form
- Shorten your links – bitly.com
- No two platforms are the same



Create your own social media campaign

BREAKOUT



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Breakout

Using the **Twitter Campaign** handout, choose an event to build a campaign around.

You'll need to:

1. Define your goals and target audience
2. Choose your metrics
3. Draft 2-3 Tweets, including 1 that incorporates a current event
4. Decide when you will send each Tweet

Report back (5 min)

Tell us about the campaign you created!

Enhance your social media outreach with effective graphics

PRINCIPLES OF GOOD DESIGN

Visuals are
processed

60,000x

faster than text



Design

serves a

purpose



MELBOURNE
FOOD & WINE
FESTIVAL
8-14 OCTOBER
2007

2007
2008
2009

www.foodnwine.com.au

CHECK OUT
www.w4kbl.org

CONTACT
n4mht@mchsi.com

CQ CQ
CALLING ALL
STATIONS



VE TESTING AT 9:00
WALK-INS WELCOME

145.230
179.9 PL

WELCOME
TO THE

HAM RADIO
SWAPMEET

PENNINGTON FOLK MUSIC FESTIVAL

••••• **FIRST ANNUAL** •••••

"PENNINGTON"



HAMFEST



INDOOR TABLES ARE AVAILABLE - PCPS

NO FEES TO ENTER OR SETUP

DOOR
PRIZES

FOOD AND DRINKS
WILL BE AVAILABLE

DOOR
PRIZES

PRINCETON, KY
FIRE TRAINING CENTER

EXIT 12 OFF WK PKWY

2001 HWY 62 WEST

JUNE 2nd, '12 7:00 AM till NOON

PRINCETON HAM RADIO CLUB AND CALDWELL CO ARES

Good design is



YOUR



VOICE

VOTE



VOTE

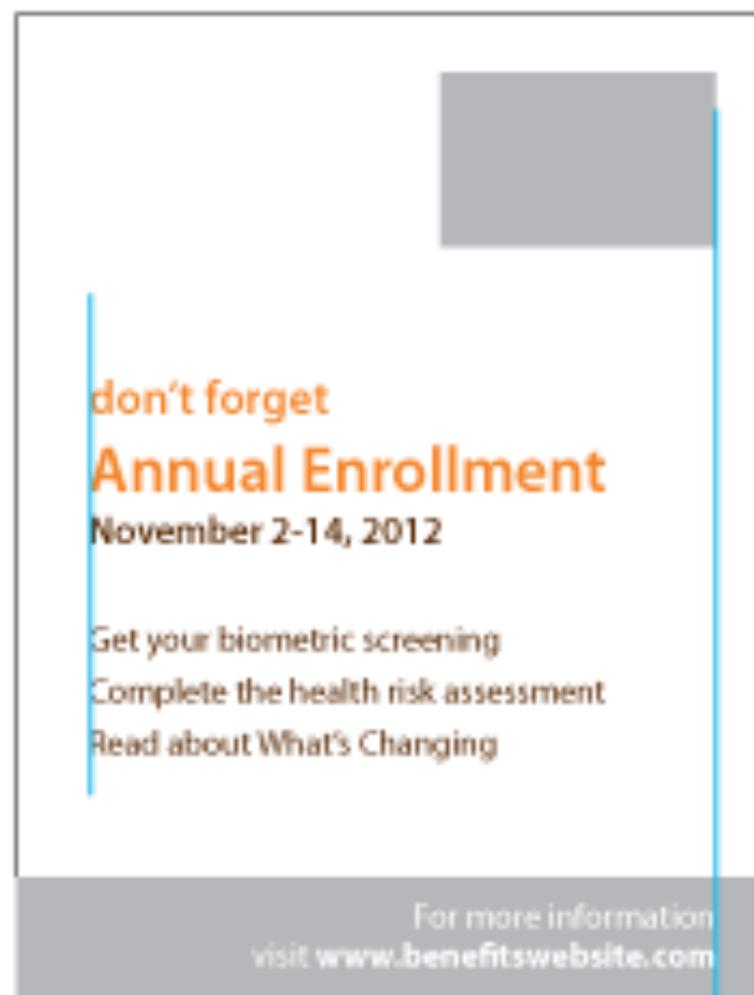


VOTE





ex A Centered Aligned



ex B Left and Right Aligned



ex C Left and Right Aligned

23 Lawnhill Drive

Happyville, NB

Joe's Graphics

555-555-4444

joesgraphics.com

Joe's Graphics

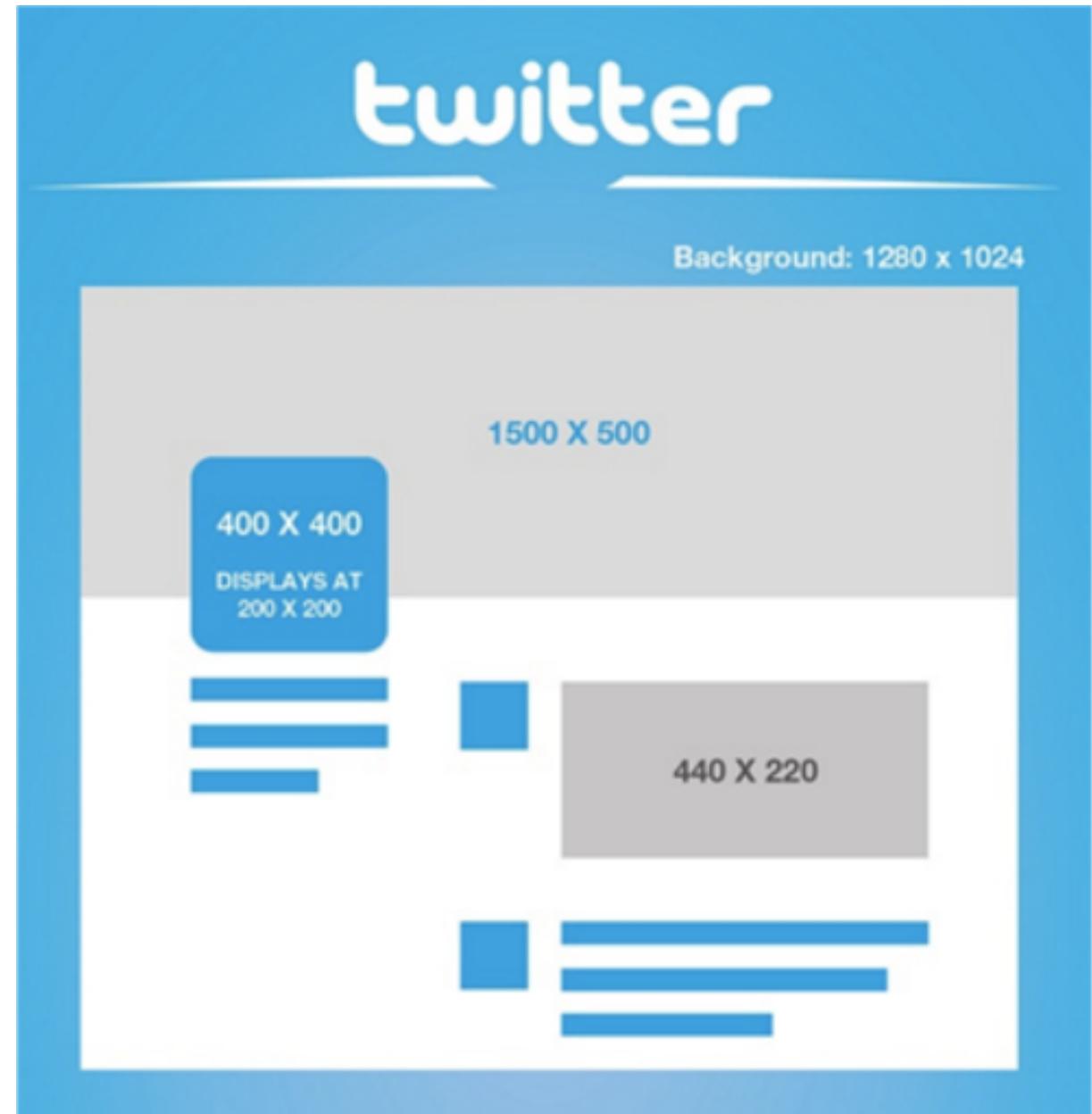
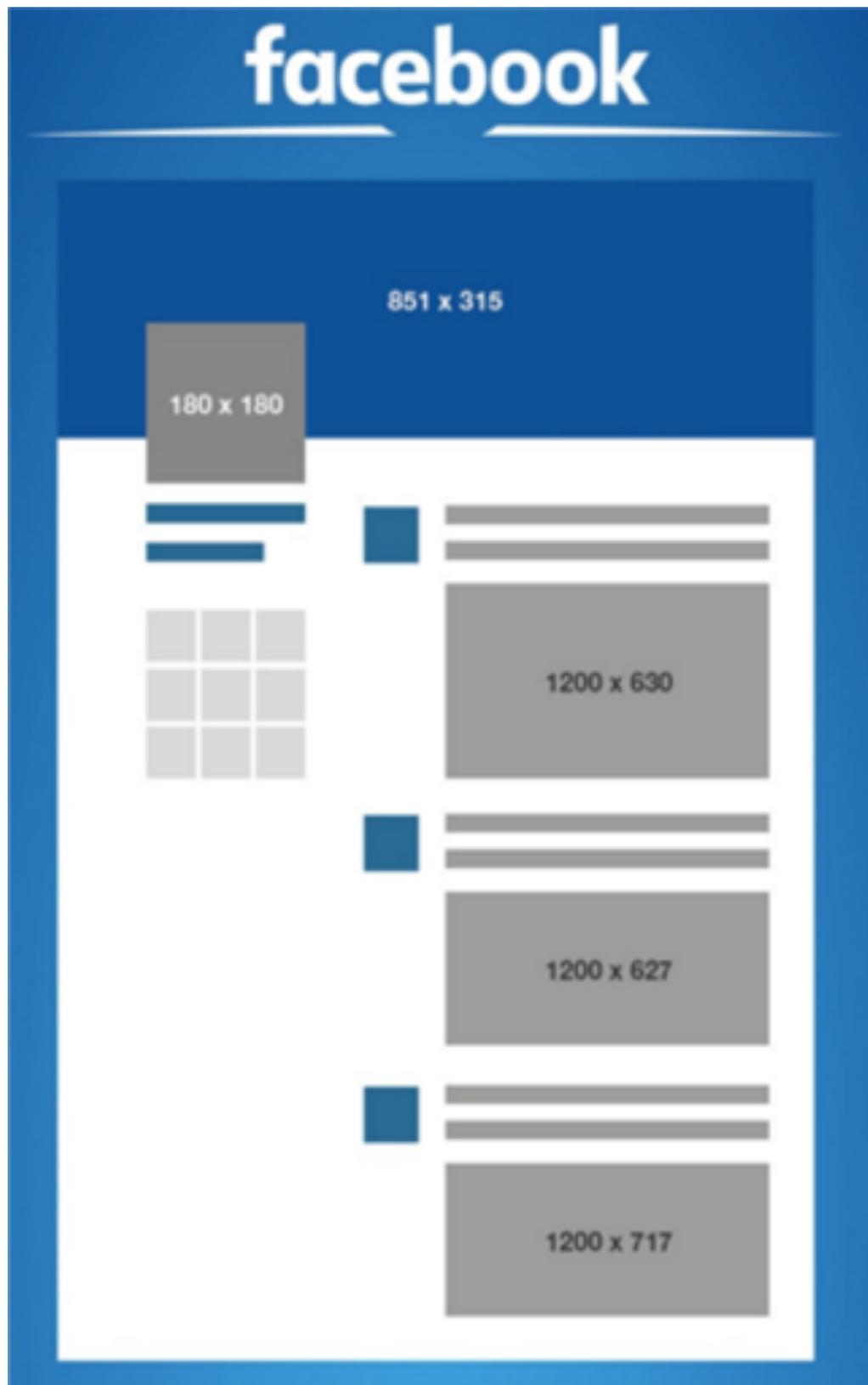
23 Lawnhill Drive

Happyville, NB

555-555-4444

joesgraphics.com

**Size
matters**



Source: www.blog.hubspot.com

**Accessibility
matters**

Accessible graphics include:

- Alt text, when posted on your website or in an email newsletter
- Plain language, avoiding acronyms when possible
- Contrasting colors
- Easy-to-read fonts

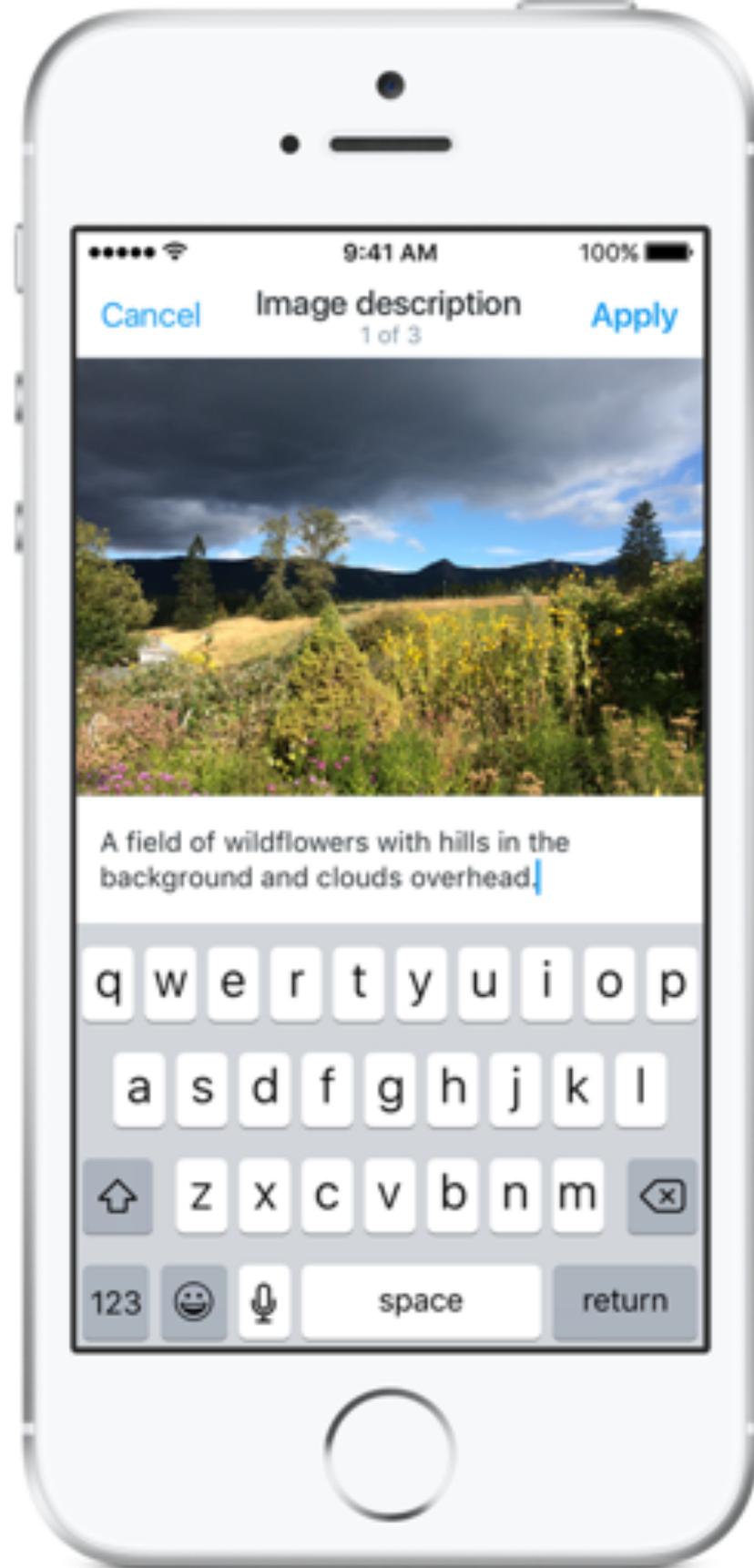
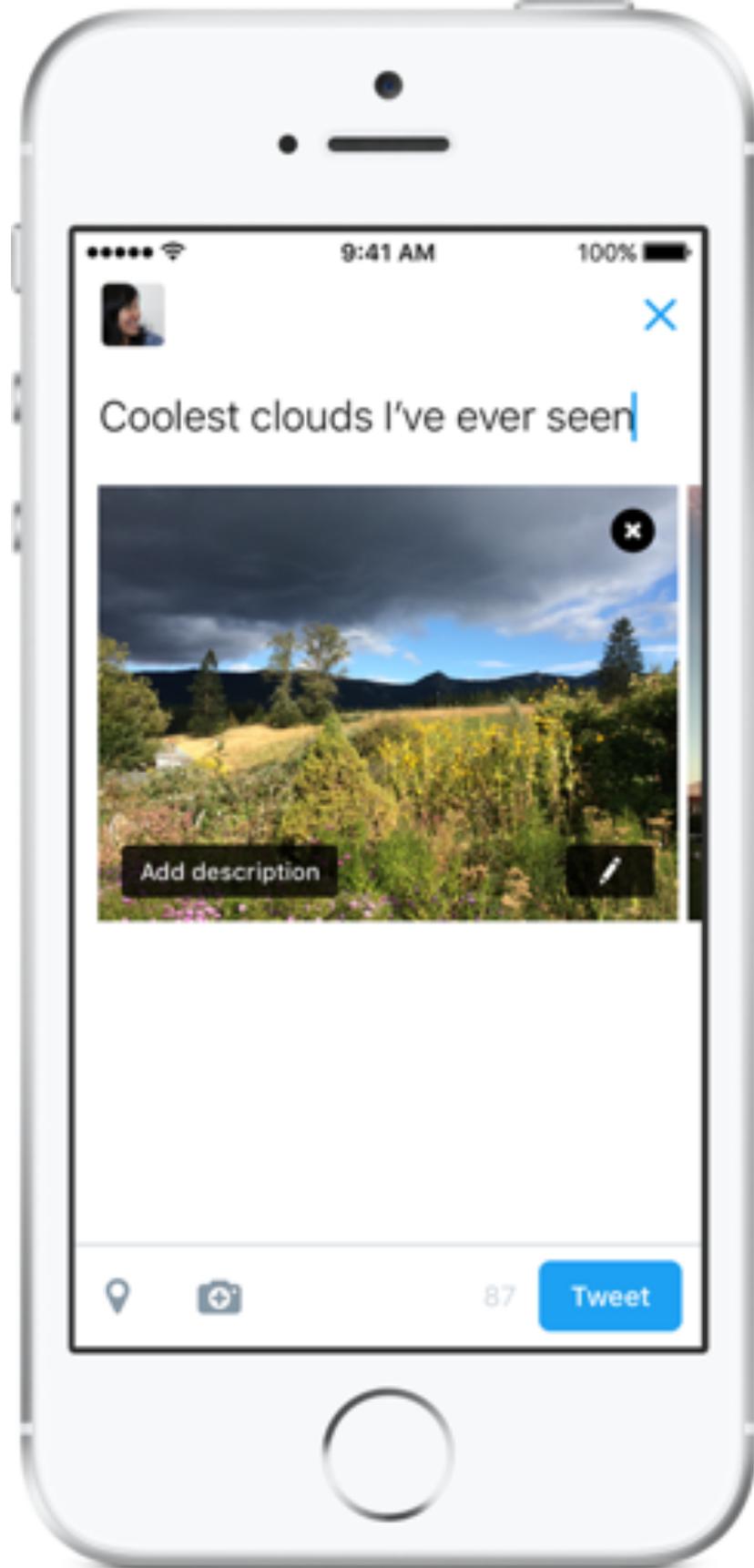


MEGAFLICKS

You should have used a different font

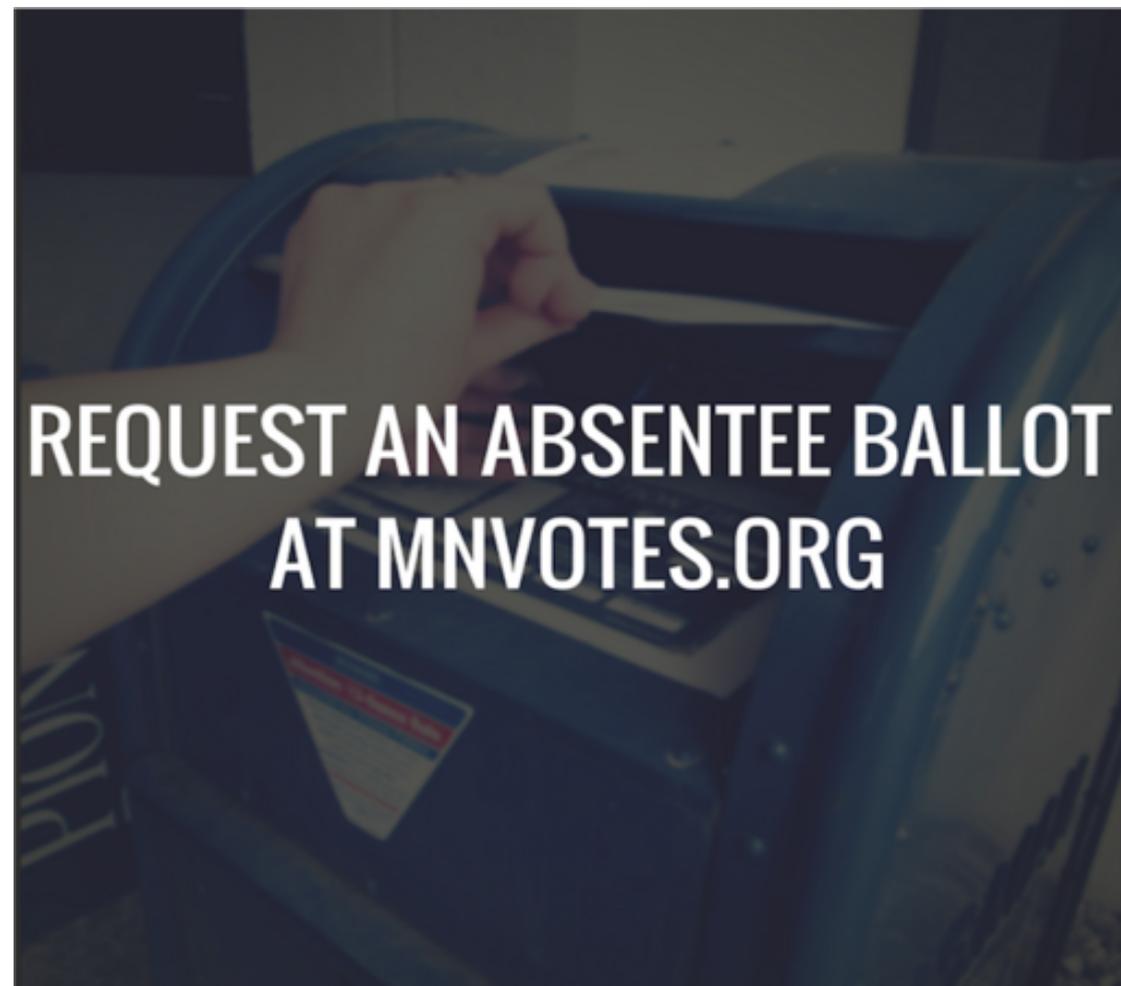
Twitter accessibility tips

- Keep it simple.
- Write in plain language whenever possible.
- Use camel case hashtags (i.e., capitalize first letters of compound words as in #ElectionTools).
- Publish your contact information on your Twitter account.
- Enable image descriptions for your account.



ElectionTools.org

Voter outreach graphics



Civic icons and images

Practice ballot



Accessibility



Ballot measures



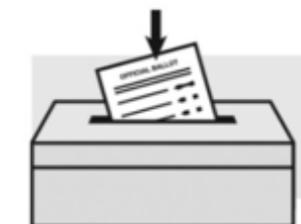
Questions



Voter bill of rights



Voter at polls



Templates

Search templates

Coronavirus Poster [See all](#)

Event Poster [See all](#)

Advertising Poster [See all](#)

School Poster [See all](#)

Photos

Elements

Text

Video

Background

Uploads

Posters

More



+ Add a new page

27%



help ?

What are your next steps for improving your social media efforts?

GROUP DISCUSSION



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Your plans

- What resonated with you from today's course?
- What are your next steps?

Questions for us

- What questions do you have about what we covered today?
- Do you have any questions that today's course did not answer?

We've covered a lot today

WRAPPING UP



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CIVIC LIFE

What we have covered today

- How people look for civic information online
- Best practices for social media
- Design principles for engaging graphics

Communicating Trusted Election Information

Later this summer...

Combating Election Misinformation

Thursday, July 30th | 2pm EST

techandciviclifef.org/course/trusted-info/

Free COVID-19 Webinars for Election Officials

- May 19 – June 30
- 2 webinars per week (except June 2)
- 60 minutes each, with plenty of time for Q&A
- Sessions are stand-alone: register for what's useful to you
- We'll post the captioned recordings and slides after each webinar

techandciviclifef.org/covid-19-webinars/

Evaluation

- How was your experience with today's course?
- A brief survey is linked in the chat box.
- Please complete the survey now to provide feedback and improve the course for future participants.

THANK YOU!

Email: courses@techandcivicliflife.org

Twitter: @HelloCTCL

Website: www.techandcivicliflife.org

#TrustedInfo2020

