Communicating Trusted Election Information

Orientation webinar

May 5, 2020
2:00pm – 3:00 pm EST
#TrustedInfo2020
We connect Americans with the information they need to become and remain civically engaged, and ensure that our elections are more professional, inclusive, and secure.

@HelloCTCL
www.techandciviclife.org
Before we get started

- Update your **screen name** (Whitney, Chicago IL)
- Use **Q & A** to ask the **presenters** questions
- Use the **chat** panel to say hello, let us know what **election office** or **organization** you’re with, and **share ideas with other attendees**
What we’ll cover today

• Understand the important role election offices play in the civic information ecosystem

• Know how national organizations and platforms are informing voters in 2020

• Consider ways the online series can support your election office’s communication goals
Agenda

• Trusted election information: Sources and messengers (5 min.)

• U.S. civic information ecosystem: Guest speakers from CTCL, Voting Information Project, Twitter, and Facebook (25 min.)

• Communicating Trusted Election Information: Series overview (5 min.)

• Discussion: Q & A (10 min.)
Who is the source? Who are the messengers?

TRUSTED ELECTION INFORMATION
Poll: What is the biggest threat to keeping our elections safe and accurate?

- 35% Misleading information
- 24% Voter fraud
- 16% Voter suppression
- 15% Foreign interference
- 5% Problems at your polling place
- 5% Unsure

Source: https://www.pbs.org/newshour/politics/social-media-disinformation-leads-election-security-concerns-poll-finds
NC elections board looking into possible texting scam

Source: https://www.wral.com/nc-elections-board-looking-into-possible-texting-scam/19020992/

Robocalls Aim Misinformation At Texas Voters On Super Tuesday

Source: https://dfw.cbslocal.com/2020/03/03/robocalls-misinformation-texas-voters-super-tuesday/
Election administration ranks well when compared to other institutions in trust.
Most respondents get voter registration information from their official local election website.

- Local Election Website: 42%
- Internet Search: 39%
- State Election Website: 36%
- Friends and Family: 34%
- Social Media: 22%
- Political Campaigns: 19%
- Political Parties: 16%
- Other: 15%

Source: https://www.democracyfund.org/media/uploaded/2018_CCESReport_vFinal.pdf
One official source of election information.

Multiple messengers.

- Friends & family
- Social media
- Government websites
- Political campaigns
- Search engines
How organizations and platforms are informing voters in 2020

U.S. CIVIC INFORMATION ECOSYSTEM
Guest speakers

1. **Donny Bridges**, Director of Civic Data, Center for Tech and Civic Life
2. **Sarah Berlin**, Program Director, Voting Information Project
3. **Bridget Coyne**, Public Policy Director, Twitter
4. **Crystal Patterson**, Global Civic Partnerships Manager, Facebook
● Donny Bridges
● Director of Civic Data, CTCL
● Voting Enthusiast
● Good Decision Maker
Civic data is just civic information that can be easily read by a computer.
Why does CTCL collect civic data?

- Decentralized elections means decentralized information
  - Thousands of sources of information
  - Thousands of ways information is made available

- Civic data programs like CTCL’s make it easier for other organizations to use it to inform voters online
  - Collect information from official sources
  - Structure it consistently across jurisdictions
  - Put it in the hands of people who want to help encourage civic participation
What is civic data used for?

- Amplifying information about elections from official sources
- Enhancing official information with additional & contextual information
- Allowing people to create tools & engagement programs to work alongside official efforts
Amplifying information

- Reaching voters where they are already looking for information
- Leveraging platforms to pro-actively push out information to voters
- Creating programs to reach different voters in different ways

Reaching potential voters who may not be familiar with the voting process
Enhancing information

- Adding information like social media profiles, endorsements, and other information that live outside of elections offices
- Combining information with other datasets or surveys to give voters a better view of candidates and issues
- Using their tools and expertise to make information easier for voters to use

Helping make sure voters have access to information so they can make better-informed decisions
Civic engagement programs & tools

- Civic engagement organizations & campaigns can more easily use trustworthy information in the materials they send to voters.

- These programs can scale their efforts better when that trusted information is standardized.

- Allows for new programs and ways of reaching voters to be created.

Allowing others to help drive civic participation while reducing their burden for maintaining this information themselves.
GIVING VOTERS ACCESS TO TRUSTWORTHY ELECTION INFORMATION

ELECTIONS OFFICIALS

CIVIC DATA TOOLS & PROGRAMS
What is the Voting Information Project?

The Voting Information Project (VIP) works with state and local election offices to provide official information about where to vote and what’s on the ballot to voters via the internet.
How does VIP data reach voters?
VIP’s Customizable Embeddable Tool
The VIP SMS Tool

Available in 10 languages, VIPs SMS tool allows voters to text the word “Vote” or “Voto” to the shortcode “GOVOTE” (468-683), to find polling places, drop boxes, and contact information for local election officials.
How are Election Officials using VIP?

Find Your Polling Place or a Vote Center

Polling places and vote centers are established by county elections officials. Look for your polling place address or vote center locations in the county Voter Information Guide that you receive in the mail a few weeks before Election Day.

You may also visit the Secretary of State’s website at vote.ca.gov or call the toll-free Voter Hotline at (800) 345-VOTE (8683).

You can also text Vote to GOVOTE (468683) to find the location of your polling place.

If you live in Amador, Butte, Calaveras, El Dorado, Fresno, Los Angeles, Madera, Mariposa, Napa,

From the California 2020 voter guide

The Voting Information Tool embedded in a partner website
How are Election Officials using VIP?

The MyVote Wisconsin website is experiencing problems with address lookup for polling places this morning. Voters and clerks should use our backup service, gettothepolls.com, while we fix the problem.

Get to the Polls
Find out where to vote, what's on your ballot, and how to contact your election officials.
gettothepolls.com

50 people are talking about this
VIP’s response to COVID-19

Your upcoming election is mail-only. Please contact your local election official to learn more about how to receive and return your ballot.

Office Phone Number: 616-878-9104
Fax Number: 616-878-9104
PEGGY@BYRONTOWNSHIP.ORG

BYRON TOWNSHIP
http://www.byrontownship.org

This also means you may be able to return your ballot at multiple locations. Continue to your search results to find out where to return your ballot.
Questions? Email us:
info@votinginfoproject.org
We serve the public conversation

The public conversation occurring on Twitter is never more important than during elections, the cornerstone of democracies across the globe.
### Election Integrity Focus Areas

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<th>Policies</th>
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| ● Election integrity policies to guard against fake accounts, election misinformation, etc  
● Platform manipulation and spam policy  
● Ban advertising from political accounts  
● Ban advertising from state-controlled media | ● Election Labels for added context around candidates  
● Archive of potential foreign state-backed operations  
● Public reporting tool for election misinformation  
● Curated pages for events with high volume  
● Election reminders for voter registration, polling information | ● Training government, nonprofit and election partners how to effectively & creatively use Twitter  
● Sourcing authoritative list of candidates information  
● Sourcing voter information to assist in voter registration, election participation  
● Developing Twitter experiences & conversations to elevate authoritative election voices |
Election Integrity Policy

Our policy prohibits:
1. Misleading information about how to participate.
2. Voter Suppression and Intimidation.
3. False or misleading affiliation.

Our reporting tool allows all users to report tweets that contain misleading voter information. They are reviewed against Twitter’s rules, and offenders could face possible enforcement.
Election Labels
Helping identify 2020 US election candidates on Twitter

- **How is Twitter selecting accounts for Labels?** Twitter is partnering with Ballotpedia to help identify the campaign Twitter accounts of candidates.

- **What do the Labels include?** Election Labels provide information about political candidates, like the office they are running for, their state and district number, and contain a small ballot box icon.

- **Where do Labels appear?** The Label will appear on the profile page of a candidate’s Twitter account and on every Tweet sent and Retweeted by the candidate’s account, even when embedded on sites off of Twitter.

- **Which accounts have Labels?** Candidates running for US House of Representatives, US Senate, or Governor in the 2020 US election who have qualified for the general election ballot.
Make a trustworthy impression.
Select the topic you need help with

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<td>TweetDeck</td>
<td>Report an ad</td>
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help.twitter.com/forms
A few last tips...

1. Learn pro tools by following @TwitterMedia, @TwitterBusiness, @TweetDeck.

2. Stay in the know on policies by following @Twitter, @TwitterSafety, @TwitterSupport.

3. Join the conversation with @TwitterGov.
Thank you.
Protecting Election Integrity on Facebook
Four Pillars to Our Integrity Work

- Expert Investigative Teams
- Automated disruption at scale
- Increasing Transparency
- Partnerships & collaboration
COVID-19 Response

+ Remain focused on protecting the US 2020 election alongside the evolving impact of COVID-19

+ In March alone, we removed 65K pieces of COVID-related voter suppression content in the US

+ Our investments in elections work helped enable us to effectively respond to COVID-19

+ We're connecting people with their state election officials and the latest information about changes to the primary election in their state
Cracking Down on Fake Accounts

Automatic

Our security systems run in the background millions of times per second

Identify Fake Accounts

We use artificial intelligence to identify over 99.6% of the fake accounts we remove before they’re ever reported

Human

We've tripled the number of people working on safety and security from 10,000 people to more than 35,000 people
Finding & Removing Sophisticated Threat Actors

Detect
Harmful types of election-related activity are flagged for manual review

Take Action
Security teams investigate suspicious activity and take down violating accounts

Adapt
Continuous improvement with each new lesson learned globally

1 // prevent interference
Reducing the Distribution of False News

- **Remove**: Remove content that violates our Community Standards
- **Reduce**: Reduce the spread of problematic content
- **Inform**: Inform our community with additional context
Political & Issue Ad Transparency

Authorization required to run political and issue ads

Expanded transparency and more controls for political ads
Election Information

3 // Increase Transparency

Facebook company
https://www.facebook.com/gpa/help
How might the courses support your election office?
Course 1: Improving Your Election Website
Thursday, May 7th

Course 2: Accessible Communication for Election Offices
Tuesday, May 12th

Course 3: Social Media for Voter Engagement
Thursday, May 14th

Course 4: Combating Election Misinformation
Thursday, July 30th

www.techandciviclife.org/course/trusted-info
What to expect from the series

- Free registration
- 90-minute courses – 2:00pm to 3:30pm EST
- Email with Zoom login info and participant guide
- Expert instruction, a breakout exercise, and Q & A discussion
- Captioned video recording
What are your next steps? How can we help?

GROUP DISCUSSION
Q & A discussion

- What questions do you have about what we covered today?
- Do you have any immediate next steps in your election office?
- How can national organizations and platforms better support election offices in 2020?
What we covered today

- The important role election offices play in the civic information ecosystem
- How national organizations and platforms are informing voters in 2020
- Ways the online series can support your election office’s communication goals
THANK YOU!

Email: courses@techandciviclife.org
Twitter: @HelloCTCL
Website: www.techandciviclife.org
#TrustedInfo2020