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
<table>
<thead>
<tr>
<th>Alejandra</th>
<th>&quot;No one in my family votes&quot;</th>
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<tbody>
<tr>
<td>Age</td>
<td>18 (Student)</td>
</tr>
<tr>
<td>Voting Status</td>
<td>Non-voter</td>
</tr>
<tr>
<td>Attitudes</td>
<td>Not yet a voter</td>
</tr>
<tr>
<td>Language</td>
<td>Bilingual</td>
</tr>
<tr>
<td>Civics Literacy</td>
<td>Low</td>
</tr>
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“I guess I’ll vote...if I get to it”

<table>
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<tr>
<th>Age</th>
<th>22 (Student)</th>
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<tbody>
<tr>
<td>Voting Status</td>
<td>Presidential voter</td>
</tr>
<tr>
<td>Attitudes</td>
<td>Forming habits</td>
</tr>
<tr>
<td>Language</td>
<td>English</td>
</tr>
<tr>
<td>Civics Literacy</td>
<td>Ambient</td>
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“Voting is the right thing to do”

<table>
<thead>
<tr>
<th>Attribute</th>
<th>Value</th>
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<tbody>
<tr>
<td>Age</td>
<td>72 (Silent)</td>
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<tr>
<td>Voting Status</td>
<td>Presidential voter</td>
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<tr>
<td>Attitudes</td>
<td>Dutiful voter</td>
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<tr>
<td>Language</td>
<td>English</td>
</tr>
<tr>
<td>Civics Literacy</td>
<td>Good</td>
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</table>
Kim

"The right to vote should be honored"

<table>
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<tr>
<th>Age</th>
<th>33 (Millennial)</th>
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<tbody>
<tr>
<td>Voting Status</td>
<td>Regular voter</td>
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<tr>
<td>Attitudes</td>
<td>Dutiful voter</td>
</tr>
<tr>
<td>Language</td>
<td>Bilingual</td>
</tr>
<tr>
<td>Civics Literacy</td>
<td>Good</td>
</tr>
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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

Source: Pew Research Center, 2018
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

- **10% Browser**
  - Facebook 19%
  - Messaging/Social 12%
  - YouTube 3%
  - Entertainment 17%
- **90% Apps**
  - Safari 6%
  - Others 10%
  - Gaming 15%
  - News 2%
  - Productivity 4%
  - Utilities 8%

3 Hours 40 Minutes

Source: Flurry Analytics, comScore, Pandora, Facebook, NetMarketShare. Note: US Jun 2015
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

Source: Pew Research Center, 2019
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

Source: Pew Research Center, 2019
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
How do I get verified?

- Prepare your account for verification
- Contact your Chief Election Officer
Government email

Two-factor authentication

Log in with text message

Enter authentication code below to log in to Twitter.

Log in

Choose a different two-factor authentication method
Personalized cover/profile photos

Purpose of the agency

Link to official website

Active account

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

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.
Personalized photos

Represent only your office
Post often

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

What’s your favorite thing about voting by mail?

#VoteAlachua

Carol Gordon: Fast, easy, convenient, and you don't have to leave the house!
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

<table>
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<tr>
<th>Sunday</th>
<th>Monday</th>
<th>Tuesday</th>
<th>Wednesday</th>
<th>Thursday</th>
<th>Friday</th>
<th>Saturday</th>
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<td>Fun Fact Friday</td>
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<td>Holiday</td>
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<td>Fun Fact Friday</td>
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<td></td>
<td></td>
<td>Fun Fact Friday</td>
<td>Other</td>
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[November 2020]
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

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!

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
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 it's 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/3egySy pic.twitter.com/hox4Cd55l
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
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.

@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

@ElectionBabe · Mar 27
Replying to @ElectionBabe @TLBsStory and 7 others

you’ll be fine, partner.

RIGHT BACK AT YOU
Extra tips

- Post often, but not too much
- Check your analytics – it’s free!
- Hashtags are an art form
- Shorten your links – bitly.com
- No two platforms are the same
Create your own social media campaign

BREAKOUT
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
Visually are processed 60,000x faster than text.
Design serves a purpose
MELBOURNE FOOD & WINE FESTIVAL
8-14 OCTOBER 2007
www.foodnwine.com.au
WELCOME TO THE PENNINGTON FOLK MUSIC FESTIVAL
FIRST ANNUAL 'PENNINGTON' HAMFEST
INDOOR TABLES ARE AVAILABLE - FCPS
NO FEES TO ENTER OR SETUP
FOOD AND DRINKS WILL BE AVAILABLE
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 CRAP

- Contrast
- Repetition
- Alignment
- Proximity
Annual Enrollment
November 2-14, 2012

Get your biometric screening
Complete the health risk assessment
Read about What's Changing

For more information visit www.benefitswebsite.com

ex A  Centered Aligned

ex B  Left and Right Aligned

ex C  Left and Right Aligned
Size matters
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.
Coolest clouds I've ever seen

A field of wildflowers with hills in the background and clouds overhead.
ElectionTools.org

Voter outreach graphics

Civic icons and images

- Practice ballot
- Accessibility
- Ballot measures
- Questions
- Voter bill of rights
- Voter at polls
GROUP DISCUSSION

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

techandciviclife.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

[techandciviclife.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@techandciviclife.org
Twitter: @HelloCTCL
Website: www.techandciviclife.org
#TrustedInfo2020