Get Ready, **VOTE**

Election Official Communications Toolkit

AUGUST 2020

PREPARING VOTERS TO VOTE SAFELY AT HOME OR IN PERSON THIS NOVEMBER

VOTE
at
HOME

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TOOLKIT INTRODUCTION

Getting voters the information they need about elections when they need it is a constant challenge. Clear and focused communication will be essential as election officials like you accommodate increased mail ballot requests from voters wanting to vote safely at home this November. Less than 5% of election offices have dedicated communications staff, though we think most of you would agree that getting these messages to voters as effectively and efficiently as possible is a high priority.

WHO IS THE TOOLKIT FOR?

This **Election Official Communications Toolkit** is for all election officials, but particularly those of you who are looking to add more tools to your box. Whether you have no communications capacity or a large budget, you can find something useful to include in your elections communications plan.

Choose Your Level of Resources

- Option 1: Election Officials with little to no communications capacity
  - This toolkit offers "ready to go" visuals and language for you to plug directly into the communications outlets that you have available to you. Just add the dates, websites, and relevant contact info.
  - If this is you, **jump to page 4.**
- Option 2: Election Officials with small to moderate internal capacity
  - Election offices that probably have at least 1 staff member fully focused on voter communications. You will likely either use the language and visuals as-is or will customize the language and visuals using the guidance offered.
  - If this is you, **jump to page 7.**
- Option 3: Election Officials who are well resourced
  - Election offices that have at least 1 staff member fully focused on voter communications, as well as funding for a vendor and/or marketing budget. You will likely use the toolkit as a primer/example for your vendor to create something tailored to your jurisdiction.
  - If this is you, **jump to page 14.**

WHAT'S IN THE TOOLKIT?

- A packet of sample visuals that can be used essentially as-is
- Sample copy and phrases to pair with the visuals for an nearly instant "ready to go" resource, which only require adding an election jurisdiction's specific date and contact information
- Messaging guidance for how to customize your voter communication based on the most common factors and variables that voters encounter in the election flow
- A communications guide that can be used to create a custom communications plan to expand your reach with the resources you have

To use this toolkit, you do not need any programs beyond Microsoft Word or a similar text-editor. Files are also available to download in .ai, .jpg, and .pdf formats if desired.

TOPICS COVERED

The identified categories are:
- Vote by Mail Education
- How to Fill Out & Return a Mail Ballot
- Voter Registration & Ballot Request Options
- Language and Accessibility Options
- Considerations for Special Voting Populations
  - Young, Without homes, Without Addresses
- Ballot Tracking
- Signature Verification & Curing
- Replacement & Provisional Ballots

We recognize that there are many more elements to running a successful election. We will be offering post-release add-ons to this toolkit to include the following elements and more:
- A communications calendar with guidance on when to start sharing messages in each category
- Mail ballot process start-to-finish infographic
- Mail ballot process start-to-finish video
- Spanish translation
- Mail ballot myth-busting
- Results posting
- Polling location information
- Permanent mail voter vs re-request
- Third party / advocate communications

Table of Contents

SECTION 1: "READY TO GO" MATERIALS

Visuals

As you know, graphics and other visuals are key ways to grab voters' attention in a crowded media environment. We have created bright and inviting visuals that you can use to accompany your voter communications and boost your visibility. These visuals come in a variety of sizes, and can be used for social media, print ads, flyers, posters and more.
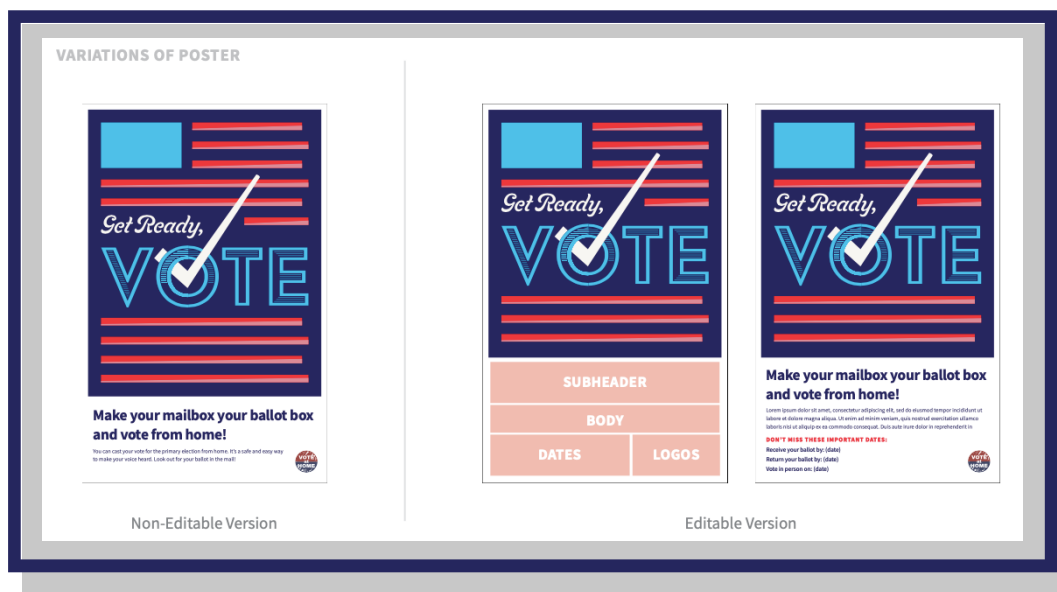
CLICK TO DOWNLOAD IMAGES

This visual pack includes:

Ready to Go Visuals: Can be used without edits to promote voting by mail and other processes
- A pre-designed **poster**
- A pre-designed **flyer**
- A pre-designed **newspaper ad**
- Pre designed **graphic assets for social media**
- Pre designed **graphic assets for digital banner ads, email, and web use**

Editable Visuals: Can be edited to reflect your jurisdiction's dates and contact info

A pre-designed **poster**

A pre-designed **flyer**

A pre-designed **newspaper ad**

To use this toolkit, you do not need any programs beyond Microsoft Word or a similar text-editor. Files are also available to download in .ai, .jpg, and .pdf formats if desired. If you have capacity and want to edit any of the visuals to include your logo, you can find instructions on how to do so by

Sample Language

We understand that each jurisdiction has differing variables that need to be taken into account for your voters. Below, we've included examples of ways to speak on topics you will likely need to inform your voters about. The topics include spaces for you to customize the information specific to your jurisdiction. Each set of phrases (headline, main message, as applicable, and call to action) should be used together with visuals on social media. You can use this content in our editable flyers or in other places you are communicating with voters, such as your website or ballot inserts.

As a reminder, the content in this section is "ready to go," but if you are looking for more specific scenarios within this category, as well as guidance on how to craft similar messages on your own, jump to page 8.

Topic: Vote By Mail
Headline: Fast. Easy. Safe. Vote from home.
Main Message: This year, you can vote from the physically-distanced safety of home. Don't miss the deadline on [INSERT DATE] to make your voice heard.
Call to Action: Learn everything you need to know in a few minutes here: [INSERT YOUR WEBSITE HERE]

Topic: How to Fill Out and Return a Mail Ballot
Headline: Follow these easy steps to vote from home:
Main Message:
1. Register or check your registration status in minutes at: [INSERT YOUR WEBSITE HERE]
2. You'll receive your ballot in the mail around [INSERT DATE]
3. Make sure to read the full instructions before filling out your ballot.
4. Drop it in your mailbox before [INSERT DATE]
Call to Action: Find all the info at [INSERT YOUR WEBSITE HERE]

Topic: Voter Registration
Headline: Before you can make your voice heard, check to make sure you're registered to vote before the deadline on [INSERT YOUR DATES HERE]
Main Message: You can check your registration status here: [INSERT LOCAL DMV WEBSITE HERE] or
USA.gov/election-office
Call to Action: Register at [INSERT YOUR WEBSITE HERE]

Topic: Ballot Request Options
Headline: [STATE] residents can now request to receive their ballots in the mail to safely and easily vote from home.
Main Message: Request your mail ballot by contacting your local election office at [INSERT YOUR PHONE NUMBER HERE] or [INSERT YOUR EMAIL HERE]or visit [INSERT YOUR WEBSITE HERE].

Make sure to request your ballot before [INSERT DATE] so you don't miss the deadline. Requesting takes just a few minutes and can save you hours on election day.

Sample Language (con'td)

Topic: Language & Accessibility
Headline: Voting is for everyone. Need help voting, or need a ballot in your language? No problem.
Main Message: Here's what you need to know.
To request a ballot in your language visit [INSERT YOUR WEBSITE HERE].
If you require assistance to vote contact [INSERT YOUR NUMBER HERE]
Call to Action: Questions? Call [INSERT YOUR PHONE NUMBER HERE]

Note: If possible, get translations for this section to assist accessibility for non-English speaking populations. A Spanish version of all sample copy and visuals in this toolkit will be available in a post-release add-on.

Topic: Ballot Tracking
Headline: Now you can track your ballot from start to finish.
Main Message: Just like tracking a package, you can follow your ballot's progress from your home to where it gets counted. Here's how: [INSERT YOUR STEPS]
Call to Action: Sign up for tracking at [INSERT YOUR WEBSITE HERE]

Topic: Signature Verification & Curing
Headline: Every vote is signature-matched and verified.
Main Message: On the rare occasion that your signature can't be matched, you will be given the opportunity to verify your ballot.
[INSERT LOCAL RULES, REGULATIONS, EXTRA STEPS, OR ADDITIONAL INFO]
Call to Action: Update your signature on file here: [INSERT YOUR WEBSITE HERE]

Topic: Replacement & Provisional Ballots
Headline: Lost your ballot? Never got one in the first place? Don't worry!
Main Message: You can always get a replacement ballot from your local election office. Just visit [INSERT YOUR WEBSITE HERE]
If you haven't received your ballot by [INSERT DATE] make sure to contact us at [INSERT YOUR WEBSITE HERE]
Remember, only ONE ballot from each voter is counted. Even if you use a replacement ballot.

Topic: Considerations for Special Voting Populations
Headline: Don't have an address? Or living where you're not registered? You can still vote!
Main Message: Don't worry. We understand many lives have been disrupted this year, and we are ready to accommodate everyone's special situations.
College Students – Make sure to register where you'll be living on election day.
Seniors – You can register to vote from your living facility.
Native American Reservations – If you live on a reservation, there will most likely be a designated building nearby where you can pick up materials. If not, contact [INSERT YOUR PHONE NUMBER HERE]
No address – If you lack a permanent address, you can still vote by visiting your local election office at [INSERT YOUR ADDRESS]
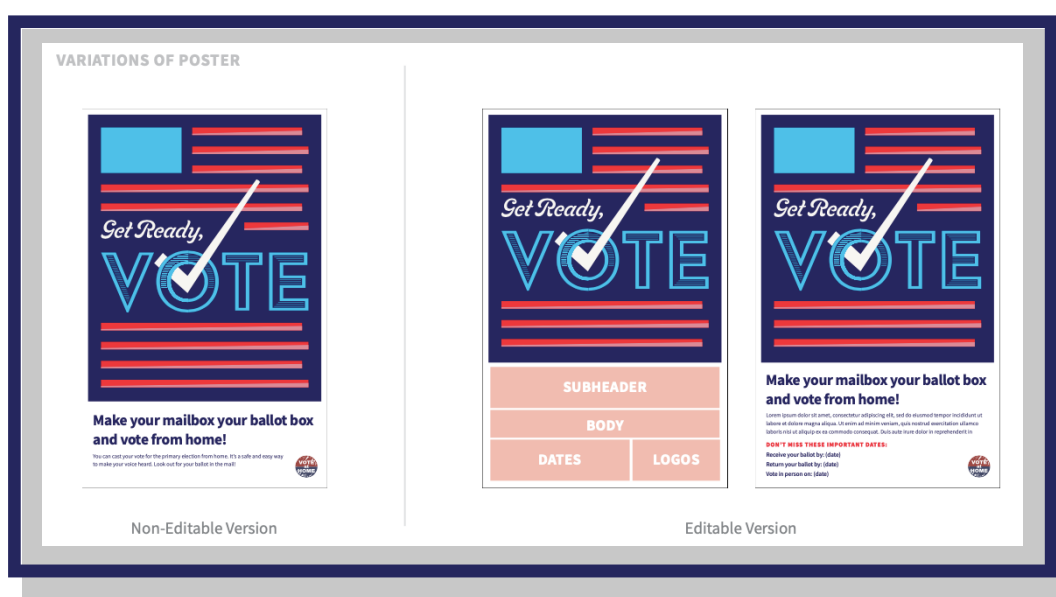*Call to Action:* Questions? Visit: [INSERT YOUR WEBSITE HERE]

SECTION 2: CUSTOMIZATIONS

Visuals

No one knows your jurisdiction better than you do. We have created bright and inviting visuals that you can use to accompany your voter communications and boost your visibility, but we recognize that you might want to make those pieces resonate more with voters by adding elements like your jurisdiction logo or election office slogan.

These visuals come in a variety of sizes, and can be used for social media, print ads, flyers, posters and more. To use this toolkit, you do not need any programs beyond Microsoft Word or a similar text-editor. Files are also available to download in .ai, .jpg, and .pdf formats if desired.

VARIATIONS OF POSTER

Get Ready, VOTE

Make your mailbox your ballot box and vote from home!

You can cast your vote for the primary election from home. It's a safe and easy way to make your voice heard. Look out for your ballot in the mail!

Non-Editable Version

Get Ready, VOTE

SUBHEADER

BODY

DATES   LOGOS

Get Ready, VOTE

Make your mailbox your ballot box and vote from home!

Editable Version

CLICK TO DOWNLOAD IMAGES

In addition to the pre-designed visual elements, this pack includes:
Editable Visuals: Can be edited to reflect your jurisdiction's dates and contact info
A pre-designed **poster**
A pre-designed **flyer**
A pre-designed **newspaper ad**

To use this toolkit, you do not need any programs beyond Microsoft Word or a similar text-editor. Files are also available to download in .ai, .jpg, and .pdf formats if desired.

CLICK FOR EDITING INFO

Sample Language

We understand that each jurisdiction has differing variables that need to be taken into account for your voters. Below, we've included examples of ways to speak on topics you will likely need to inform your voters about. The topics include spaces for you to customize the information specific to your jurisdiction. Each set of phrases (headline, main message, as applicable, and call to action) should be used together with visuals on social media. You can use this content in our editable flyers or in other places you are communicating with voters, such as your website or ballot inserts.

As a reminder, the content in this section is customizable but if you are looking for more "ready to go" sample language,

Topic: Vote By Mail

Headlines:
"Let's all vote safely. Choose to vote by mail."
"Keep your community and your vote safe."

Customizations: Everyone can now vote by mail: Voters may have a mental model that voting my mail is reserved for a subset of voters. Make it clear that everyone can and should use a mail ballot.

<u>Main Message:</u> "Because we take your health seriously, [local jurisdiction] is encouraging everyone to vote safely and securely by mail this year. Protect your community and your vote."

Your neighbors & friends are already requesting their mail ballots: Voters may be unsure whether voting by mail is right for them. Social proof (showing how many people are taking up a behavior) is a powerful way of making mail ballots a compelling option.

<u>Main Message:</u> "**We broke our record:** [Number] voters have already requested their secure mail ballot this year! Make sure to get yours to protect our community's health and your vote."

When Crafting Your Own Message:
Instill a sense of urgency:
- Voters may not realize that action is required well before the election to vote by mail
- Make deadlines salient and use words that encourage immediate action (e.g., "don't miss the deadline")
- Mitigate procrastination by making the Call to Action feel easy and quick (e.g., learn all you need to know in 2 minutes") and by using a loss frame (e.g., "don't miss your chance to choose how you vote")

Do not repeat myths as a way to refute them
- Debunking myths can backfire and make falsehoods about voting by mail more memorable
- Instead, control the narrative by presenting information that affirms the safety, security, and reliability of mail balloting
- Do not undermine in-person voting as a way to promoting voting by mail

Sample Language (con'td)

Topic: How to Fill Out and Return a Mail Ballot
Headlines:
"Voting by mail is easy and secure."
"Your vote at your own pace."

Customizations: Playing up the simplicity: Voters may view mail ballots as complicated or intimidating because it's unfamiliar. Preview concrete aspects of completing a ballot while reinforcing the easy of doing so.

> Main Message: "Got 5 minutes? We made voting by mail simple and easy. You'll wish everything in life was so uncomplicated. See your sample ballot here: [LINK]."
> Alternative: "Got 5 minutes? You can vote by mail faster than you can order a pizza."
> Alternative: "Got 5 minutes? Voting by mail is quicker and easier than updating your phone."

Playing up the convenience: Voters may be overly focused on the work associated with filling out a ballot rather than the convenience of doing so at home. Making that convenience more salient can make it more attractive.

> Main Message: "Still in your PJs? Don't worry. You're dressed appropriately for voting at home. See how it's done here: [LINK]."

Playing up the security: Voters may be reluctant to fill out a mail ballot because of concerns they've heard about stolen or lost ballots. Assuage those concerns without leaning into them.

> Main Message: "Here's a little secret: your vote by mail package has over a dozen security features built into it. We got you covered. Vote safe. Vote by mail."

When Crafting Your Own Message:
Keep it simple
- Demonstrate the simplicity of voting by mail by keeping instructions short and pithy. If the instructions are complex, voters will naturally assume the process is too.
- Use time benchmarks to indicate how quick the process is (e.g., update your registration in 3 minutes).
- Avoid information that isn't immediately relevant or that is only relevant in rare cases. Instead, direct voters to where that information can be found if/when needed.

Demystify the process
- Whenever possible, show pictorial representations of the ballot envelope, steps in the process, or basic instructions to build familiarization with voting by mail.

Sample Language (con'td)

Topic: Voter Registration

Headlines:
"Check it off your list: Register to Vote."
"Wish you didn't procrastinate as much? Register to vote now!"

Customizations: *Online Registration Customization:* If you have online voter registration, make sure to add your website URL. Shorter URLs are easier for voters to remember, and you should purchase any common misspellings to avoid confusion.
> Main Message: "Make sure you're not left out this November. Register to vote today at
> _ _ _ _ _ _ _ _. It only takes 2 minutes, and the deadline is approaching soon."

In-person Registration: Voter registration has dropped as much as 90% in some jurisdictions due to public administrative building closures. Be sure to let voters know exactly how they can register. This process should happen early and often throughout the election cycle.
> Main Message: "Even in these physically distant times, we are here to help you get
> registered to vote. It's just that important! Call _ _ _ _ _ _ to find your local voter
> registration center."

Updating voter records: With millions of relocations, voters need to make sure their records are up-to-date (especially if they plan to get a ballot mailed to their address). Make a push for people to check their registration details.
> Main Message: "One in five Americans have relocated because of COVID-19. If you moved
> too, make sure your voter registration is up to date. It only takes 2 minutes to check.
> [INCLUDE LINK TO ONLINE PORTAL]"

When Crafting Your Own Message:

Instill a sense of urgency
- Make deadlines salient and use words that encourage immediate action (e.g., "don't miss the deadline" and "[ACTION REQUIRED]")
- Mitigate procrastination by making the Call to Action feel easy and quick (e.g., learn all you need to know in 2 minutes") and by using a loss frame (e.g., "don't miss your chance to choose how you vote")

Make it applicable
- Millions of Americans have relocated because of COVID-19. Addressing some common situations/concerns head-on can make the Call to Action feel relevant.
- Similarly, students will have increased uncertainty around registration because of off-campus learning. Indicating relevant information for those individuals can increase resonance.

SECTION 2

Sample Language (con'td)

Topic: Ballot Request Options

Headlines:
"Choose how you vote. Request your ballot."
"Don't be the last one to request your ballot."

Customizations: Online Request Communication: If you have online ballot request, make sure to add your website URL. Shorter URLs are easier for voters to remember, and you should purchase any common misspellings to avoid confusion.

> Main Message: "Vote by mail ballot requests in [JURISDICTION] are up [X%] this year! We're protecting our community and our vote together. Request your ballot now (only takes 3 minutes). [LINK] The deadline is [DATE]."

Offline Request Options: Make the choice for how voters request forms simple. If there's a preferred option, elevate that and direct voters elsewhere to alternatives.

> Main Message: "Requesting a mail ballot is easy and secure. It only takes 5 minutes! Call your local elections clerk at [NUMBER] to request yours before (the deadline is [DEADLINE DATE]). Or you can see other ways to request a ballot here: [LINK]."

When Crafting Your Own Message:

Keep it simple
- Use time benchmarks to indicate how quick the process is (e.g., it takes 3 minutes to request a ballot).
- Present a recommended approach to requesting a ballot or only present the most common options to avoid overwhelming voters.
- If there are multiple options, point to the one that is either most popular or easiest to help guide voters.
- Avoid information that isn't immediately relevant or that is only relevant in rare cases. Instead, direct voters to where that information can be found if/when needed.

Instill a sense of urgency
- Voters may not realize that action is required well before the election to vote by mail.
- Make deadlines salient and use words that encourage immediate action (e.g., "don't miss the deadline")
- Mitigate procrastination by using a loss frame (e.g., "don't miss your chance to choose how you vote")

Motivate interest
- Make requesting a ballot the norm. Include numbers that show how many people have requested a ballot so far or show the major increase in the ballot requests from 2016 to 2020.
- Play up benefits of voting by mail that resonate with voters (e.g., health and safety aspects) and if possible, deliver communications at moments when those benefits would be most salient (e.g., on your state's coronavirus response websites).
- In states where requesting a ballot doesn't preclude voting in person, frame requesting a ballot as keeping options open as opposed to making a definitive decision on how to vote.

Sample Language (con'td)

Topic: Ballot Tracking
Headlines:
"Track your ballot every step of the way."
"Never lose sight of your ballot."

Customizations: Push-notification ballot tracking: Tracking systems that ask for sign-up should try to get voters on-board early and easily. All further contact will be pushed out, requiring little else from the voter.

> Main Message: "You track all of your important packages. Your ballot should be no different. Sign up for tracking and never lose sight of your vote. [LINK]"

Ballot tracking portal: Voters are unlikely to visit a tracking portal multiple times (unless there are issues). Use the existence of tracking to bolster confidence in the security of the system even if engagement remains low.

> Main Message: "Your ballot is securely tracked from the second we send it to you to the moment we get it back. You can see your ballot at every step of the process by visiting [LINK]."

When Crafting Your Own Message:
Make it concrete
- Show visual representations of the tracking platform so voters know exactly what they're signing up for.
- Tracking a ballot may be unfamiliar, but tracking more generally is quite common. Use relevant analogies, like package tracking, to explain why voters should use the service.

Sample Language (con'td)

Topic: Signature Verification & Curing
Headlines:
"Your ballot becomes your vote when you sign it."
"We verify every signature."

Customizations: Preview signature verification: Voters may not know that their signature is being matched before their ballot is counted. Preview the process so that voters carefully and accurately sign their ballots before sending them off.
> Main Message: "Your signature is as unique as you are. We verify your signature before counting your ballot. Make sure you correctly and accurately sign your ballot before sending it back to us. Learn more here: [LINK]"

Curing ballots: Voters need to know that they should cure rejected ballots, but they also need to have confidence that their vote will be counted. Noting that rejections are rare, and that curing empowers voters, can thread that needle.
> Main Message: "Voting by mail is easy. But we're all human. If your ballot is incorrectly submitted, we'll let you know by [NOTIFICATION METHOD]. You can simply fix the error and your vote will be counted. Learn more about the process here: [LINK]"

When Crafting Your Own Message:
- Reinforce that ballots are rarely rejected so voters aren't turned off from voting by mail
- Where possible, offer voters a way to update their signatures on file.

Topic: Considerations for Special Voting Populations
Headlines:
"Voting is our right."

When Crafting Your Own Message:
Normalize special situations
- Millions are displaced or disrupted by COVID-19. Use affirming language that presents special situations as understandable and commonplace in this environment.

SECTION 3: COMMUNICATIONS PLANNING

Creating a Plan

A marketing or communications plan creates cohesion, and gives you a strategy for how you are talking to voters. Similar to how you sequence your order of operations for administration, your marketing plan is your order of operations for communication to voters. Here are some aspects to consider when creating your marketing plan:

Election Office Slogan: What's your motto?
- A election office slogan creates buy-in from your voters, and lets them feel connected to bigger project/process.
- A slogan should be short and easy to remember so that your voters recognize it when they see it.
- Your slogan should be featured throughout your communications to voters so that voters closely associate the slogan with your office — and the act of voting.
  - Examples: "Get Ready, Vote!"
  - New Jersey State Elections Slogan: "Make Your Mark"

Elections "Brand": How do you make voters feel?
You might not have considered that your election office can have a brand, but every election office does, whether informally or formally. A brand is how your voters think about your office — or don't think about it. It's helpful for you to present a brand for your office that reflects how your office does its job, to help voters trust in the work that you do. It's always easier to trust a person or organization that you feel like you know.
- Topline Narrative
  - Your topline narrative is almost like a foundational motto.
  - Is your election office particularly hard-working or helpful or laid back? Quickly consider your office culture and run with it. Your brand doesn't have to be formal to be effective, but it will guide how you present information online.
    - Example: "In [INSERT NAME] County, we want to make voting safe and *friendly*."
    - Example: " At [INSERT NAME] County, we know voting can seem intimidating, but we're here to make it *simple*."
- Visual Brand
  - Your visual brand is what materials from your office look like.
  - Your visual brand should be consistent (same colors, fonts, etc. throughout) so that voters instantly recognize that a graphic or picture that they see is from you. A good visual brand uses:
    - Clean & clear images and text that convey your messages across all the communications materials you produce.

- A diversity of faces, relationship combinations and body types in warm and familiar home settings.
- Images that don't have a copyright or that have free use license (meaning you can use them however you need to).
- Sometimes graphic-based human representations are helpful rather than photos. The Center for Tech & Civic Life offers a free database of voter specific images at: https://electiontools.org/
- Your logo!

Platforms: Where You're Talking to Voters

Social Media
Facebook & Twitter from official accounts are ultimately the most reliable sources for voters, reporters, and community organizations. Many won't have time to contact you directly (or know how), so your social media communications will serve as the first port of contact.

- Facebook posts should be at least once a day, and multiple times a day near deadlines and action days. Hashtags do not perform well on Facebook, but more thorough explainers can be useful on this platform when needed.
- Twitter posts should be put out as often as possible, but at least once a day, so that voters feel that they have a live connection to the office. This is primarily where reporters will get the latest info from you, in addition to voters themselves. Hashtags were made for Twitter, but use no more than two in a single tweet.

Instagram is a great platform to reach young voters — when done consistently. Instagram is a highly visual platform, and relies very heavily on daily updates in both the Instagram feed and in the Instagram stories. We do not recommend that you engage voters on Instagram unless you can dedicate time and resources year round to finding a high volume of photography or graphics to use and share. We do recommend that you create an Instagram account; because Facebook owns Instagram, any of the ad dollars you put to social media marketing on Facebook can be used on Instagram as well.

The National Association of Secretaries of State (NASS) has launched **#TrustedInfo2020** — a new education effort to promote election officials as the trusted sources of election information. By driving voters directly to election officials' websites and social media pages, NASS works to ensure voters are getting accurate election information and cut down on the misinformation and disinformation that can surround elections. #TrustedInfo2020 aims to highlight state and local election officials as the credible, verified sources for election information. You can learn more here.

There is much more that can be explored and implemented regarding social media best practices, but we hope this serves as a foundation to build on.

Additional Resources
- Join the "Facebook for Government, Politics & Advocacy" group to get help with your government pages.
- Join the Government Social Media Professional Association for additional help/guidance by communications peers in the election & governance spheres.

Print/News

Reporters will likely already be writing up voter information guides as well as shaping their articles around how well or poorly the election is running. A **_proactive op-ed strategy i_**s helpful here. Even if you only pitch one idea to some of your state or county's key outlets, you get to establish your office as both a cooperating resource for journalists, and a respected and transparent resource for voters. Potential op-ed pitch ideas are:

- A comprehensive look into all the jurisdiction's voter options
- A "5 things every [JURISDICTION] voter needs to know about the November election", with important dates and places where voters might get tripped up like:
  - Voter registration deadlines
  - Any party affiliation deadlines
  - Polling location finders
  - Ballot request deadlines
  - Ballot return deadlines

Placed Articles

Include the free to low cost publications that voters in your jurisdictions are already reading. Many cities have citizen newsletters distributed via mail or electronically, or freebie news outlets like hospital newspapers or school district notices. For all these types of outlets, approach them about whether they would run an article on your behalf about the upcoming election, and ask what their desired word count is (typically 200 or 350 words), etc.

Community

Outside of communications directly from the election offices, third party messengers will be a big help to you as trusted parties with much more organic reach.

- The more information they get directly from you, the less they will create themselves, and the less likely that voters will get conflicting information.
- Even if you don't send anything to share on your behalf, it is always helpful to share what you are putting out in advance so that they can amplify and reshare your work.

Media Types

This toolkit offers many different media types including newspaper, poster, flyer, social media and more, but here are some suggestions if you have the budget to create them:

Video

- NVAHI recommends commissioning at least one video, no longer than one minute long, explaining the basic elements of voting by mail and other safe voting options.
- Most people won't watch more than ten seconds of any video they see, so a strong opening scene is key.
- Simple, easy to follow messaging is key; this is not a place to get into the weeds or walk through the worst case scenario. Examples of videos like this:
  - <u>EAC Style</u>
  - <u>Represent Us</u>
  - <u>Civic Nebraska</u>
- If you have the budget, another video detailing the process of filling out and returning the ballot would be helpful. This should also be no longer than one minute.

Radio
- Even in the digital age, radio can be a reliable way to convey important information to your voters.
- Radio is especially effective for general messages that don't have rapidly approaching deadlines, so that voters can hear the same message many times without it becoming out of date.

For Bigger Budgets

Influencer Video
- Enlist a well-known figure in your jurisdiction or state who would be able to deliver a PSA on your behalf.
- Do your research: make sure there aren't any inflammatory headlines associated with that public figure; they can taint the campaign.
- Influencer PSAs can be filmed very easily on a cell phone by the influencer themselves or their team if you give clear instructions on what they should say.

Advertising
- Social Media
  - The easiest way to advertise on social media if you don't have a big budget (less than $1000) is to boost social media posts that are already doing well on your pages. Facebook is your best best; Twitter is difficult to crack through advertising, and more heavily dependent on organic reach.
  - Analytics are very important! Any numbers you can get to tell you how you're doing are amazing.
- **Limited Ads**
  - Unfortunately, ads issued by official government offices are often flagged by social media as "political" posts. Set up your social media pages as advertisers and perform any qualifying identification as soon as possible, to ensure that you don't lose time when you're ready to place your ad.
  - Social media ads often have an informal rule on how much text you can include in any ad that you put money behind. Generally, your ad can't have more than 20% text. You can check your ad by uploading the image here.
- Google Ads
  - Setting up a Google ad account will allow you to generate ads based on the most common keywords that voters search in your district. By using Google ads, you can ensure that you are the first entry a voter sees when they search for essential information.
  - Be sure to flag misinformation to Google and on social media when it occurs.

Acknowledgements

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