Communication Resources for New Election Officials

Voter Communications
Provide communications materials that meet voters’ needs

☐ Consider your audience and their communications needs
  o Use the custom worksheets and planning materials in CISA and the EAC’s jointly released Enhancing Election Security Through Public Communications
  o Refer to Accessibility Checklist: Accessible Communications to make sure your materials are accessible and use plain language

Best Practices

✓ Snohomish County, WA – Unleashing the Storytelling Power of Comic Book Art to Engage and Inform Voters: Snohomish County Elections designed an eye-catching and universally approachable comic book series to inform voters on everything from voter registration to processing ballots to tabulating results

✓ Hamilton County, OH – Behind the Ballot Tours: In response to public discourse and anxiety about election integrity, the Hamilton County Board of Elections developed its "Behind the Ballot" program to give voters a behind-the-scenes tour of the Board of Elections office and warehouse

Public Relations and the Media
Resources and best practices for public relations and engaging with media

☐ Develop public relations and media strategies
  o Learn about the importance of public relations and strategies for branding, crisis management, and working with the media using the EAC’s Communications 101 Toolkit
Best Practices

✓ **Coalition of Bay Area Election Officials**: This effort brings 11 neighboring counties together to work collaboratively on messaging for their shared media market.

✓ **South Carolina Election Commission** – **South Carolina Election Response Guide**: The South Carolina Election Commission distributed this wallet-size quick-reference card to county election directors, election officials, and staff across the state before the 2022 election cycle.

Online Communications

Resources and best practices for engaging with voters online

☐ Provide clear, consistent, and timely communications
  
  o Use the customizable images and posts in the **Election Official Social Media Toolkit**
  
  o Ensure that your website’s FAQs page is up to date, and review the sample questions and answers in **Best Practices: FAQs**

☐ Be aware of how new technologies may affect your communications efforts
  
  o Use the **AI Toolkit** to better understand how AI tools can be used, and the opportunities and threats that they create for effective communications.

Best Practices

✓ **Hillsborough County, FL** – **The “VoteHillsborough” Video Series**: The “VoteHillsborough” Video Series is a 16-episode, three-chapter series that dives behind the scenes into the world of elections, explaining what the office does and how election officials conduct their work.

✓ **Nassau County, FL** – **Early Voting and Election Day Mass Text Messages to Voters**: The Nassau County Supervisor of Elections office sent mass text messages during early voting to voters who had not yet cast a ballot, reminding them of the hours and locations where they could vote.