

# POLL WORKERS HELPING AMERICANS VOTE



## WHAT

The U.S. Election Assistance Commission (EAC) launched a national social media campaign in lead up to the November 5, 2024 presidential election. The goal of the **Poll Workers – Helping Americans Vote** campaign is to recognize the important role election workers play in our democracy. State and local election offices can participate by using the EAC’s customizable **toolkit** to customize a photo of election workers in their community and share that with the EAC for potential use.

The **Poll Workers – Helping Americans Vote** campaign aims to raise awareness about election workers’ importance to our nation and our democracy via social media and potential press opportunities.

## HOW CAN YOUR OFFICE PARTICIPATE?



Take a group photo of election workers either during training or another opportunity when election workers are available.



Share the information below about recommended amplification tactics, goals and background information on this campaign, as well as tips for taking the best quality group photo and sharing it with the EAC.



Add your jurisdiction’s logo to templates to promote local efforts.



Promote this campaign locally by sharing the sample press release and social media content. When amplifying on social media, tag the EAC and use #HelpingAmericansVote in your posts.

### IMPORTANT NOTES

For safety reasons, no election workers will be referenced individually in this campaign. Group images of election workers submitted to the EAC will only be referenced by the jurisdiction’s name that submitted them. Additionally: Only individuals who volunteer to participate in your group photos should be allowed to participate.

If a group image of election workers is submitted to the EAC any election workers included in that photo must expressly understand the EAC is authorized to use the group photo image you submitted in our EAC social media.

**PLEASE SUBMIT YOUR PHOTOS AND YOUR JURISDICTION’S  
LOGO IN CIRCULAR AND/OR RECTANGULAR FORMAT BY:**

**10/18/2024**

### TO SUBMIT

Photos and your logo(s) should be emailed to our EAC Public Affairs Specialist Greg Clark at [gclark@eac.gov](mailto:gclark@eac.gov)

The EAC will confirm receipt of your election worker image and jurisdiction’s logo(s), then consider if your jurisdiction’s photo can be used in one of our social media videos or artwork images (please note: factors in consideration include volume of jurisdictions, and quality of photos). Please also share your social media accounts if you would like your jurisdiction tagged by the EAC.

## QUESTIONS?

You can also reach out using the email above or 202-748-0969