

SC Election Response Guide

Should a crisis or situation arise for which you need to provide information, here are some simple tips to keep in mind.

First Steps

- Get the facts first
- Assign a single spokesperson
- Write down simple talking points and stick to them
- Notify stakeholders and those involved
- Stay on topic, don't guess, assume or lie
- Focus on how the situation impacts voters

Sample Media Questions

It's okay to say, "I don't know right now," or "I'll get back to you."

The media might also ask:

- Who, what, when, where?
- What are you doing now to address the issue?
- What is your plan to prevent it in the future?

Points to Help You Communicate Clearly

- **Certainty:** Recount of incident details
- **Compassion:** For all parties involved
- **Concern:** Importance to organization, protocol enacted
- **Collaboration:** With outside forces
- **Control:** Issue addressed, prevention measures moving forward
- **Lessons Learned:** Debrief with office staff, review incident, plan or continuous improvements

For More Info:



scVOTES.gov



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SOUTH CAROLINA
ELECTION COMMISSION

every vote matters.
every vote counts.