Educating Voters Through Social Media

Patrick Gannon, public information director
Context

• June 2019: Karen Brinson Bell named executive director
• Immediately focused on communications to voters
• Launched “#YourVoteCountsNC” social media campaign
• Hired elections communications specialist, web manager and data communications specialist
Communications Staff

• Public Information Director
  • S&B: $113,841

• Elections Communications Specialist
  • S&B: $67,651

• Web Manager:
  • S&B: $77,226

• Data Communications Specialist (HAVA)
  • S&B: $67,651
Social Media Accounts

/ncsbe

/ncsbe

/company/north-carolina-state-board-of-elections
• Website is most important part of comms effort
• Completely revamped in 2020
• Link to important webpages/documents (social and public responses)
• Add information whenever necessary to respond to public questions, rumors, misinformation
Your Voter Record

The State Board's Voter Search Tool

Access your voter record by entering your information into the Voter Search, our most popular voter tool. On this page, you will learn how to navigate each section of your voter profile.

Launch the Voter Search (new window)

Note: The details that you submitted on your voter registration application should match what appears in your profile. To correct any information, contact your county board of elections.

Navigating Your Voter Profile

There are six sections in your voter profile:

1. Your Voter Details displays the following:
   - County shows the county in which you are registered to vote.

10 Facts About Election Security in North Carolina

1. No Evidence of Successful Attack: North Carolina elected officials have no evidence that any election system or voting system in the state has ever been the target of a successful cyberattack.

2. Partnerships: The State Board of Elections partners with physical security experts and technology providers to promote the security of North Carolina elections.

3. Paper Ballots: North Carolina uses paper ballots, which are counted by hand, ensuring the security and integrity of the voting process.

4. Certified Voters: Each U.S. citizen who votes in North Carolina is certified, used, and tabulated in other states.

5. No Internet: By state law, voting machines may not be connected to the internet, limiting the possibility of cyber interference.

6. Logic and Accuracy Testing: Before every election, county boards of elections conduct logic and accuracy tests on every voting machine that will be used to ensure proper coding of ballots and counting of votes.

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1. No Evidence of Successful Attack
2. Partnerships
3. Paper Ballots
4. Certified Voters
5. No Internet
6. Logic and Accuracy Testing
7. Bipartisan, Trained Officials
8. Investigations Division
9. Informed Voters
10. Certified Voters

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Data

• Since July 2020, received and responded to more than 800 data requests and questions
Data

• Redesign of State Board website, new "Data & Results" section (with subpages for data types by theme).
• We can link to these pages on social media and in response to requests.
• Subpages to make finding data easier.
Social Media Posts

Mythbuster Monday

Myth: Unaffiliated voters can’t vote in a partisan primary.

Reality: In North Carolina, unaffiliated voters may choose the Democratic, Libertarian, Republican, or nonpartisan ballot (if available) in a primary election.

Rumor: Votes should stop being counted on election night.

Reality: Many military and overseas voters, as well as provisional voters, would not have their vote counted if counting stopped altogether on election night.
Monday

Tuesday

Wednesday
Thursday
Friday
Saturday

Want to find a specific election statute or learn more about NC election laws? NCSBE’s Election Law Index is your go-to source: go.usa.gov/xtuvW

#YourVoteCountsNC #ElectionLaw101

Do you wish to change your party affiliation for the May 17 primary? If so, you must update your voter registration by the deadline on April 22. Learn how to make changes to your registration here: go.usa.gov/xtuM3

#YourVoteCountsNC #FactFriday

To prepare for an election, county boards of elections conduct logic and accuracy tests to ensure machines will correctly read each ballot type and accurately count votes in an upcoming election.

Learn more: go.usa.gov/xtueR

#YourVoteCountsNC #TrustedInfo2022
What was the first election you ever voted in? Share below.

#YourVoteCountsNC

Release: Statement Regarding Door-to-Door Canvassers Requesting Voter Information

Read online: go.usa.gov/xtJY6

#YourVoteCountsNC

North Carolinians can protect democracy, learn how elections work, and get paid in the process by becoming poll workers in the 2022 elections. Want to learn more?

Find out how to become a #DemocracyHero: ncsbe.gov/democracy-hero...

#YourVoteCountsNC

11:01 AM - Feb 14, 2022 - Hootsuite Inc.
Data on Social Media

How are NC’s 7.2 million registered voters affiliated? As of Feb. 12, 2022: 34.6% Democratic, 34.4% unaffiliated, 30.3% Republican, and 0.7% Libertarian.

Source: vt.ncsbe.gov/RegStat/Result...
#YourVoteCountsNC #StatsSaturday

1,079 unique ballot styles were coded, and more than 365,000 ballots were cast in North Carolina’s 2021 municipal elections.

For 2021 voter turnout stats: go.usa.gov/xeu7B
#YourVoteCountsNC

Tuesday is the civilian absentee-by-mail request deadline for the Nov. 2, 2021 municipal elections. More than 7,000 civilian registered voters have requested a ballot so far.

Learn more: ncsbe.gov/voting/vote-ma...
#YourVoteCountsNC

7,074 Civilian Mail-In Ballot Requests
How We Sustain Social Media Presence

- Team effort
- At least one post per day
- Spreadsheet
- Weekly brainstorming sessions
- HootSuite for post scheduling
- Canva for design elements
- Go.USA.gov link shortener
Is It Working?

• I don’t know.
• Lots of competition
• “Be the Water”
• Times will change
Questions?

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