Election Communications Toolkit

Created by the National Association for Media Literacy Education in partnership with the National Association of State Election Directors
INTRODUCTION

The National Association for Media Literacy Education (NAMLE) partnered with the National Association of State Election Directors (NASED) to bring together leaders in media literacy and election administration in an effort to meet the challenge of false information about elections head-on.

NAMLE and NASED worked together to develop a library of materials that would be useful to election offices in messaging to voters and other key audiences.

In this toolkit, you will find election-related materials:

- Customizable social media graphics for Facebook/Instagram and Twitter, sample social media content, and instructions for how to customize the graphics
- Short animated videos and sample social media content
- Election-specific media literacy tip sheets and sample social media content

To find out more about each set of resources, click below:

- Social Media Graphics
- Video Content
- Tip Sheets

If you need help or have questions, contact us at namle@namle.net.
SOCIAL MEDIA GRAPHICS

GRAPHICS
We created seven social media graphics that can be customized with your office logo and website. They are:

![Social Media Graphics Examples]

You can find all the graphics here. Please note there are two versions of the last one above (Elections. It’s what we do.) to accommodate different logo sizes.

Customizable versions of all social media graphics are available in Canva. On page 6, you will find instructions and links to customize these images.

SOCIAL POSTS

Below are sample social media posts to use with the graphics. You do not need to use the suggested language. The most important thing is to include a link to your website in the body of your post.

Remember to use the accessibility tools available within each platform to make your visuals accessible for users with disabilities.

- On Twitter, click “+ALT” in the bottom right corner of an image and then provide a short description of the image.
- On Facebook, click on the photo, then on the three dots next to the company name; click change alt text.
- On Instagram, at the bottom of the caption, type “[ALT Text: DESCRIBE YOUR IMAGE.]"
Please note: These are sample social media posts. Remember that Twitter has a 280 character limit, so including your website may make these posts too long. If necessary, remove the hashtags at the end of the post. Always add jurisdiction-specific hashtags to help get your post seen if you have room to do so.

SAMPLE 1 Twitter:
With the #2022Midterms around the corner, a lot of information about #elections is being shared online. Not all of it is accurate. Contact your election officials for reliable information today 👉 [INSERT YOUR WEBSITE URL]
#ElectionDay #Elections2022 #Vote[STATENAME]

SAMPLE 1 Facebook:
With the 2022 Midterms around the corner, a lot of information about elections is being shared. Not all of it is accurate. Contact your election officials for reliable information today 👉 [INSERT YOUR WEBSITE URL]
#ElectionDay #Elections2022 #Vote[STATENAME] #2022Midterms

SAMPLE 1 Instagram:
With the 2022 Midterms around the corner, a lot of information about elections is being shared. Not all of it is accurate. Contact your election officials for reliable information today at the link in our bio.
#ElectionDay #Elections2022 #Vote[STATENAME] #2022Midterms

SAMPLE 2 Twitter:
Elections in [JURISDICTION NAME] are safe and secure — we know because we run them. Have questions? Contact us today for reliable information about the #2022Midterms at [INSERT YOUR WEBSITE URL].
#Elections2022 #ElectionDay #Vote[STATENAME] #2022Midterms

SAMPLE 2 Facebook:
Elections in [JURISDICTION NAME] are safe and secure — we know because we run them. Have questions? Contact us today for reliable information about the 2022 Midterms at [INSERT YOUR WEBSITE URL].
#Elections2022 #ElectionDay #Vote[STATENAME] #2022Midterms

SAMPLE 2 Instagram:
Elections in [JURISDICTION NAME] are safe and secure — we know because we run them. Have questions? Contact us today for reliable information about the 2022 Midterms at the link in our bio.
#Elections2022 #ElectionDay #Vote[STATENAME] #2022Midterms
SAMPLE 3 Twitter [Example of @’ing a partner]:
Our friends @MediaLiteracyEd want to remind everyone to think critically before sharing information about #2022Midterms. We agree! If you have questions about how elections are run, contact us for reliable information [INSERT YOUR WEBSITE URL]. #Vote[STATENAME]

SAMPLE 3 Facebook [Example of @’ing a partner]:
Our friends at the National Association for Media Literacy Education want to remind everyone to think critically before sharing information about elections. We agree! If you have questions, contact us for reliable information at [INSERT YOUR WEBSITE URL].
#2022Midterms #Elections2022 #Vote[STATENAME] #ElectionDay

SAMPLE 3 Instagram [Example of @’ing a partner] [Tag @MediaLiteracyEd in the photo]:
Our friends at the National Association for Media Literacy Education want to remind everyone to think critically before sharing information about elections. We agree! If you have questions, contact us for reliable information at the link in our bio.
#2022Midterms #ElectionDay2022 #Vote[STATENAME]

SAMPLE 4 Twitter [Local]:
#ElectionDay is coming soon! But inaccurate information is coming, too. Contact your [state/local] election office for reliable information about the #2022Midterms. [INSERT YOUR WEBSITE URL] #Vote[STATENAME] #ElectionDay #Elections2022

SAMPLE 4 Facebook [Local]:
Election Day is coming soon! But inaccurate information is coming, too. Contact your [state/local] election office for reliable information about the 2022 Midterms at [INSERT YOUR WEBSITE URL].
#Vote[STATENAME] #ElectionDay #Elections2022 #2022Midterms

SAMPLE 4 Instagram [Local]:
Election Day is coming soon! But inaccurate information is coming, too. Contact your [state/local] election office for reliable information about the 2022 Midterms at the link in our bio.
#Vote[STATENAME] #ElectionDay #Elections2022 #2022Midterms
TIPS FOR MAKING THE MOST OF YOUR POSTS

If you are planning to write your own posts, here are some things to remember:

- Always add your website URL to the body of the tweet or post. Make sure it is clickable so people do not have to cut and paste.
  - Adding URL for Twitter: You do not have to put “www.” EX: nased.org
  - Adding URL for Facebook: Must put “www.” EX: www.nased.org
  - ADDING URL for Instagram: Links in captions are not clickable. Be sure that your website URL is in your Instagram bio - these are clickable, and your caption can say, “Visit the link in bio.”
- Use hashtags to include your content in larger conversations happening online.
- Use @ to leverage partnerships and reach more people - partners could include local civic organizations, other offices in your state, or other trusted community partners.
- FOR TWITTER: Remember if you want to begin a Tweet @’ing a partner, add a period before the “@”. Otherwise, your Tweet will only display on the timeline for those who follow both accounts. For example, beginning a Tweet like this: “@MediaLiteracyEd supports secure elections…” will reach all of the accounts that follow yours and NAMLE’s, while “@MediaLiteracyEd supports secure elections…” will only be seen by those who follow both accounts.

CUSTOMIZE YOUR CONTENT

To customize your social media graphics, you must have an account on Canva. You can customize all of the content with a free account. Once you have your account, access the social media graphics and follow the step-by-step directions to customize with your office logo and website URL below.

Twitter graphics are HERE. Facebook/Instagram graphics are HERE. The content is the same; only the dimensions differ.
1. Click FILE, then MAKE A COPY.
2. To upload your logo, click UPLOADS on the left panel. Click UPLOAD FILE and choose your logo. Use .png or .jpg for ease.

3. Once it’s uploaded: When you hover over LOGO HERE, you’ll see a textbox outlined in purple appear. Click it once. You’ll see a few icons appear, including a small trash can.* Click the trash can to delete the textbox.

TIP: If you make any mistakes throughout the design process, click COMMAND + Z for Mac, CTRL + Z for PC or the BACK arrow (←) next to RESIZE on the top navigation bar.

*To see the Canva icons at work, watch the video tutorial from NAMLE

**Screenshot for Step #4 and #5**

4. Once you’ve deleted the LOGO HERE textbox: Click on your logo and it will appear on the design that you are currently working on. Move it to the now empty space. You will likely have to adjust the sizing. To do this, click on one of the outer corners: drag inward to make it smaller, drag outward to make it bigger.

5. Double-click inside of the URL HERE textbox, and type in your URL. You may have to adjust the text size. In the example, it’s set to 23. Canva has guides to
help you place your text.* Use these to ensure that the URL is aligned with the middle of the logo.

*To see the Canva guides at work, watch the video tutorial from NAMLE.

**Screenshot for Step #6**

6. Once your design is finished, click SHARE in the top right corner, then click DOWNLOAD.

**Screenshot for Step #7**
7. Make sure the file type says PNG. Click on the box underneath SELECT PAGES. Canva defaults to ALL PAGES; uncheck this box and select CURRENT PAGE. Then, click DONE. You’ll see your new design download, and it's ready to be uploaded to social media! Continue this process for the rest of the designs.

*If you would like to customize all of the graphics at once, leave ALL PAGES clicked and click DOWNLOAD. This will download as a ZIP file, with each individual image as its own file.

Be sure to [watch the video tutorial](#) to walk through this process. If you need help or have any questions, please contact NAMLE at [namle@namle.net](mailto:namle@namle.net).
VIDEO CONTENT

VIDEOS
We created six videos. One runs 30 seconds, and the other five are 10-15 seconds each. They do not have any logos or identifying marks, so they can be used by any office. You can find the videos here.

Each video has music and text, but there are no spoken words.

Here is the content for each:

FULL VERSION: Elections are safe and secure. We know because we run them. Election officials are the most reliable source of information about elections. Think critically when you see and share information about elections. To learn more about how elections are run, contact your election officials. For more information, visit our website.

VIDEO 1: Elections are safe and secure. We know because we run them. Questions? We have answers. For more information, visit our website.

VIDEO 2: Election officials are the most reliable source of information about elections. For more information, visit our website.

VIDEO 3: Think critically when you see and share information about elections. For more information, visit our website.

VIDEO 4: Election officials are here to provide reliable information about elections. For more information, visit our website.

VIDEO 5: To learn more about how elections are run, contact your election officials. For more information, visit our website.

SOCIAL POSTS

Below are sample social media posts to use with the videos. The most important thing is to include a link to your website in the content of your post.

Remember to use the accessibility tools available within each platform to make your visuals accessible for users with disabilities.

- On Twitter, click “+ALT” in the bottom right corner of an image and then provide a short description of the image.
• On Facebook, click on the photo, then on the three dots next to the company name; click change alt text.
• On Instagram, at the bottom of your caption, type “[ALT Text: DESCRIBE YOUR IMAGE.]”

Please note: These are sample social media posts. Remember that Twitter has a 280 character limit, so including your website may make these posts too long. If necessary, remove the hashtags at the end of the post. Always add jurisdiction-specific hashtags to help get your post seen if you have room to do so.

FULL VIDEO Twitter:
Do you have questions about how elections are run? Let us help! Election officials are the most reliable source of information about elections. Learn more here: [INSERT YOUR WEBSITE URL]. #2022Midterms #ElectionDay2022 #Vote[STATENAME]

FULL VIDEO Facebook:
Do you have questions about how elections are run? Let us help! Election officials are the most reliable source of information about elections. Learn more here: [INSERT YOUR WEBSITE URL].
#2022Midterms #ElectionDay2022 #Vote[STATENAME]

FULL VIDEO Instagram:
Do you have questions about how elections are run? Let us help! Election officials are the most reliable source of information about elections. Learn more at the link in our bio.
#2022Midterms #ElectionDay2022 #Vote[STATENAME]

VIDEO 1 Twitter [Elections are safe and secure]:
Elections are safe and secure. We know because we run them. If you have questions about the #2022Midterms, find reliable information at [INSERT YOUR WEBSITE URL]
🇺🇸 #ElectionDay2022 #Vote[STATENAME]

VIDEO 1 Facebook [Elections are safe and secure]:
Elections are safe and secure. We know because we run them. If you have questions about the #2022Midterms, find reliable information at [INSERT YOUR WEBSITE URL]
🇺🇸 #ElectionDay2022 #Vote[STATENAME]
VIDEO 1 Instagram [Elections are safe and secure]:
Elections are safe and secure. We know because we run them. If you have questions about the #2022Midterms, find reliable information at the link in our bio 🇺🇸 #ElectionDay2022 #Vote[STATENAME]

VIDEO 2 Twitter [Election officials are the most reliable source]:
Election officials are the most reliable source of information about the #2022Midterms. Have questions? We’re happy to help! [INSERT YOUR WEBSITE URL] #ElectionDay2022 #Vote[STATENAME]

VIDEO 2 Facebook [Election officials are the most reliable source]:
Election officials are the most reliable source of information about the 2022 Midterms. Have questions? We’re happy to help! [INSERT YOUR WEBSITE URL] #2022Midterms #ElectionDay2022 #Vote[STATENAME]

VIDEO 2 Instagram [Election officials are the most reliable source]:
Election officials are the most reliable source of information about the 2022 Midterms. Have questions? We’re happy to help! Visit the link in our bio.
#2022Midterms #ElectionDay2022 #Vote[STATENAME]

VIDEO 3 Twitter [Think critically]:
Our friends @MediaLiteracyEd remind us to think critically when we see and share information about the #2022Midterms. We agree! Get reliable information from election officials before you #vote at [INSERT YOUR WEBSITE URL]. #ElectionDay2022 #Vote[STATENAME]

VIDEO 3 Facebook [Think critically]:
Our friends at the National Association for Media Literacy Education remind us to think critically when we see and share information about the 2022 Midterms. We agree! Get reliable information from your election officials before you vote at [INSERT YOUR WEBSITE URL]. #2022Midterms #ElectionDay2022 #Vote[STATENAME]

VIDEO 3 Instagram [Think critically] [Tag @MediaLiteracyEd]:
Our friends at the National Association for Media Literacy Education remind us to think critically when we see and share information about the 2022 Midterms. We agree! Get reliable information from your election officials before you vote at the link in our bio.
#2022Midterms #ElectionDay2022 #Vote[STATENAME]
VIDEO 4 Twitter [Election officials are here to provide reliable info]:
Your local election officials are here to provide reliable information about elections. If you have questions about how elections are run where you live, we can help at [INSERT YOUR WEBSITE URL] #2022Midterms #ElectionDay2022 #Vote[STATENAME]

VIDEO 4 Facebook [Election officials are here to provide reliable info]:
Your local election officials are here to provide reliable information about elections. If you have questions about how elections are run where you live, we can help. Visit [INSERT YOUR WEBSITE URL].
#2022Midterms #ElectionDay2022 #Vote[STATENAME]

VIDEO 4 Instagram [Election officials are here to provide reliable info]:
Your local election officials are here to provide reliable information about elections. If you have questions about how elections are run where you live, we can help. Visit the link in our bio.
#2022Midterms #ElectionDay2022 #Vote[STATENAME]

VIDEO 5 Twitter [Learn more about how elections are run]:
Do you want to learn more about how elections are run in #[YourState]? Visit our website for reliable information about elections at [INSERT YOUR WEBSITE URL].
#2022Midterms #ElectionDay2022 #Vote[STATENAME] #[YourStateAbbreviation]Tweets

VIDEO 5 Facebook [Learn more about how elections are run]:
Do you want to learn more about how elections are run in [YourState]? Visit our website for reliable information about elections at [INSERT YOUR WEBSITE URL].
#2022Midterms #ElectionDay2022 #Vote[STATENAME]

VIDEO 5 Instagram [Learn more about how elections are run]:
Do you want to learn more about how elections are run in [YourState]? Visit our website for reliable information about elections at the link in our bio.
#2022Midterms #ElectionDay2022 #Vote[STATENAME]
TIP SHEETS

We created tip sheets to answer the following questions:

- What questions should you ask before sharing information about elections online?
- What questions should you ask to understand media messages about elections?
- What do you need to think about when you see images and videos about elections online?
- How do you know if a source of information about elections is reliable?
- How do you protect yourself from false information about elections?

There are two versions of each tip sheet. One is full length with five tips, and the other is a more designed and summarized version of the information. All versions can be found here.

If you want to customize the tipsheets with your logo and URL, you will utilize the Canva versions and follow the same instructions as above.

*To see the Canva guides at work, watch the video tutorial from NAMLE.*

The tip sheets can be used in many different ways. Here are some suggestions:

- Share on social media;
- Have some on hand in your office to assist your help desk staff;
- Distribute at community events;
- Leave behind at meetings with legislators or other key audiences;
- Crop them and use each tip separately on social media or in presentations; or,
- Share with staff and with your media partners

SOCIAL POSTS

Below are sample social media posts to use with the graphics. **The most important thing is to include a link to your website in the content of your post.**

Remember to use the accessibility tools available within each platform to make your visuals accessible for users with disabilities.

- On Twitter, click “+ALT” in the bottom right corner of an image and then provide a short description of the image.
- On Facebook, click on the photo, then on the three dots next to the company name; click change alt text.
• On Instagram, at the bottom of your caption, type “[ALT Text: DESCRIBE YOUR IMAGE.]”

Please note: These are sample social media posts. Remember that Twitter has a 280 character limit, so including your website may make these posts too long. If necessary, remove the hashtags at the end of the post. Always add jurisdiction-specific hashtags to help get your post seen if you have room to do so.

TIP SHEET 1 Twitter:
What questions should you ask before you share information about elections online? 🤔 Here are some tips from our friends @MediaLiteracyEd 👇 For the facts about how elections are run here, visit [INSERT YOUR WEBSITE URL] #ElectionDay #Elections2022 #Vote[STATENAME]

TIP SHEET 1 Facebook:
What questions should you ask before you share information about elections online? 🤔 Here are some tips from our friends at the National Association for Media Literacy Education 👇 For the facts about how elections are run here, visit [INSERT YOUR WEBSITE URL]. #ElectionDay #Elections2022 #Vote[STATENAME]

TIP SHEET 1 Instagram [Tag @MediaLiteracyEd in the photo]:
What questions should you ask before you share information about elections online? 🤔 Here are some tips from our friends at the National Association for Media Literacy Education 👇 For the facts about how elections are run here, visit the link in our bio. #ElectionDay #Elections2022 #Vote[STATENAME]

TIP SHEET 2 Twitter:
What questions should I ask to understand media content about elections? 🤔 Here are some tips from our friends @MediaLiteracyEd 👇 For the facts about how elections are run here, visit [INSERT YOUR WEBSITE URL] #ElectionDay #Elections2022 #Vote[STATENAME]

TIP SHEET 2 Facebook:
What questions should I ask to understand media messages about elections? 🤔 Here are some tips from our friends at the National Association for Media Literacy Education 👇 For the facts about how elections are run here, visit [INSERT YOUR WEBSITE URL]. #ElectionDay #Elections2022 #Vote[STATENAME]
What questions should I ask to understand media content about elections? 🤔 Here are some tips from our friends at the National Association for Media Literacy Education 👆. For the facts about how elections are run here, visit the link in our bio. #ElectionDay #Elections2022 #Vote[STATENAME]

What do I need to think about when I see images and videos about elections online? 😳 Here are some tips from our friends @MediaLiteracyEd 👇. For the facts about how elections are run here, visit [INSERT YOUR WEBSITE URL]. #ElectionDay #Elections2022 #Vote[STATENAME]

How do I know if a source of information about elections is reliable? 😳 Here are some tips from our friends at the National Association for Media Literacy Education 👆. For the facts about how elections are run here, visit the link in our bio. #ElectionDay #Elections2022 #Vote[STATENAME]
TIP SHEET 5 Twitter:
How do I protect myself from false information about elections?🤔 Here are some tips from our friends @MediaLiteracyEd 👇 If you have more questions about how elections are run here, visit [INSERT YOUR WEBSITE URL]. #ElectionDay #Elections2022 #Vote [STATENAME]

TIP SHEET 5 Facebook:
How do I protect myself from false information about elections?🤔 Here are some tips from our friends the National Association for Media Literacy Education 👇 If you have more questions about how elections are run here, visit [INSERT YOUR WEBSITE URL]. #ElectionDay #Elections2022 #Vote [STATENAME]

TIP SHEET 5 Instagram [Tag @MediaLiteracyEd in the photo]:
How do I protect myself from false information about elections?🤔 Here are some tips from our friends at the National Association for Media Literacy Education 👇 For the facts about how elections are run here, visit the link in our bio. #ElectionDay #Elections2022 #Vote [STATENAME]
FINAL THOUGHTS

These materials were created for use by election officials. To take advantage of these resources and to ensure they have the most impactful possible, here are some additional suggestions:

Consider your rollout strategy.
- You can map these out over the course of several weeks, utilize them when you see false narratives online, or both.
- Consider posting at least one of these per day. Feel free to repeat content and posting more than once per day.
  - Posting multiple times per day and recycling content is not considered a “faux pas” in the world of social media and communications. In fact, it’s important to make sure you’re communicating in a simple, consistent, and repetitive manner across all channels and linking to your website as often as possible.
- Data suggest that the best time to reach social media users is the afternoon, between noon and 9 p.m local time. Your audience may vary, so feel free to post throughout those times for the first couple of weeks and see how your followers engage with you. This will give you a good idea of peak times to post for the following weeks.

Encourage your community partners to retweet and share to help amplify your message and drive users to your website.
- You don’t have to use the crafted messages for every post. Feel free to change the wording, especially when reusing content. For example,
  - Our friends @MediaLiteracyEd want to remind everyone to think critically before sharing information about #2022Midterms. We agree! If you have questions about how elections are run, contact your election office for reliable information. [INSERT YOUR WEBSITE URL]
    #Vote[STATENAME]
  - Instead of “We agree!” for Twitter, you could try, “RT if you agree!” to encourage your community to engage. Note that with this option, you’ll have to remove the hashtag at the end of the post with Twitter’s character limit.

If you need help or have questions, contact us at namle@namle.net.
ABOUT US

NASED
NASED is a nonpartisan, nonprofit professional organization for state election directors in all 50 states, the District of Columbia, and the five US territories. In each of their states, election directors are responsible for implementing election laws and policies, maintaining the voter registration databases, working with local election officials to ensure a successful voting experience for all voters, and more. NASED facilitates the distribution of election administration best practices and information across the states and territories.

NAMLE
Founded in 1997, the National Association for Media Literacy Education (NAMLE, www.namle.net) is a non-partisan, non-profit membership organization. NAMLE is the premier media literacy organization in the U.S. with over 7,500 members with steady growth week to week. As the leading voice, convener, and resource for media literacy education, NAMLE aims to make media literacy highly valued and widely practiced as an essential life skill. NAMLE envisions a day when everyone, in our nation and around the world, possesses the ability to access, analyze, evaluate, create, and act using all forms of communication.