# Election Information & Education Toolkit Training

Webinar Training – For Local Election Leaders

September 2020

1

## Today's Presenters

**Reid Magney**
Public Information
Officer, WEC

**Jennifer Savino**
Co-Owner, KW2

**Izzy Brinker**
Account Manager, KW2

2

## Today's Goals

1. Introduce the Education & Information Toolkit
2. Share examples deliverables found in Toolkit
3. Share content publishing recommendations

3

## Today's Agenda

1. Topics:
   - Introducing the Toolkit
   - What's in the Toolkit?
   - How to use the Toolkit
   - Publishing Recommendations & Examples

4

## Webinar Housekeeping

- Ask questions any time via Zoom chat, we will hold a Q&A at the end of the webinar
- You will be receiving these materials from WEC
- More questions or specific concern? Contact Reid Magney

5

# Toolkit Overview

6

## Using the Toolkit

- What's in it
  - Communication assets, such as:
    - Social media posts
    - Website banners
    - Factsheets
    - Educational videos
    - Earned media resources
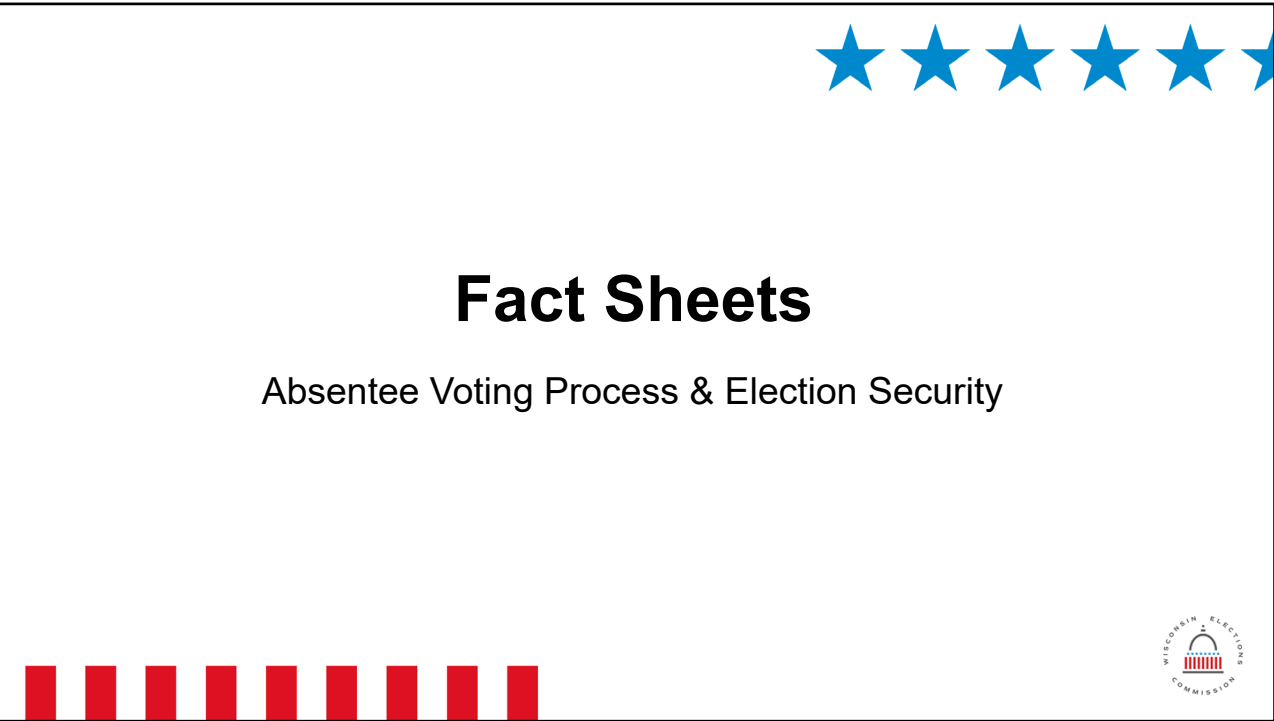- How to use it
  - Timing strategies for posting materials and sharing with the public

7

# Toolkit Deliverables

8

# Fact Sheets

Absentee Voting Process & Election Security

9

**Voter Information:** Fact Sheets



10

**Voter Information:** Fact Sheets



11

# Social Media Posts

Awareness, Registration, How To, Sending,
& Options for Voting

12

## Social Media Posts: Awareness

Why go to the polls to vote in the upcoming General Election? Learn how you can vote by absentee ballot in person or by mail.

**You can vote absentee**

Want to vote absentee by mail this General Election? You don't need a reason to request an absentee ballot. Learn more!

**Vote absentee, no reason necessary**

Every registered WI voter can request an absentee by mail ballot at myvote.wi.gov. Act now to vote at home in the General Election.

**Registered? Vote by absentee ballot**

13

## Social Media Posts: Register

Before you can vote by absentee ballot in the General Election, you must register to vote. Do it online at myvote.wi.gov by October 14.

**Register to vote online**

Want to vote by absentee ballot this election? Getting registered—even uploading a photo ID—is simple at myvote.wi.gov. Act by October 29.

**Get registered to vote by absentee ballot**

Are you sure you're registered to vote? Check your status at myvote.wi.gov. Online registration for the General Election ends October 14.

**Voting? Register online by October 14**

14

## Social Media Posts: Request



15

## Social Media Posts: How-To



16

**Social Media Posts:** Send

Mailing in your absentee ballot is easy. Just remember to do it early! Your ballot must arrive by Election Day to be counted.

**Absentee ballots must arrive by Election Day**

Mailing in your absentee ballot? Don't wait! To arrive in time, USPS suggests mailing your General Election ballot by October 20.

**Mail your absentee ballot by Oct. 27**

You don't have to mail back your absentee ballot. Drop it off at your municipal clerk's office through Election Day instead.

**Drop off your absentee ballot**

CLERK

17

**Social Media Posts:** Options

Voting in the General Election? Choose the option that's right for you: at the polls or by absentee ballot, in person or by mail.

**Voting? You have options**

CLERK

VOTE HERE

Vote one of 3 ways on November 3: At the polls, with an absentee ballot by mail, or in person by absentee ballot at your clerk's office.

**There are three ways to vote**

CLERK

VOTE HERE

Want to vote at the polls for the General Election? Polls are open from 7 a.m. to 8 p.m. Find your polling place at myvote.wi.gov today.

**You can vote at the polls on November 3**

VOTE HERE

18

## Social Media Posts: Options

Cast your ballot before Election Day. Vote by absentee ballot in person at your municipal clerk's office. Visit myvote.wi.gov to find your clerk now.

**Vote absentee at your clerk's office**

No matter how you vote, vote safely. Learn more about your options, and our commitment to public health, at elections.wi.gov/covid-19.

**Learn how to vote safely at the polls by visiting elections.wi.gov/covid-19**
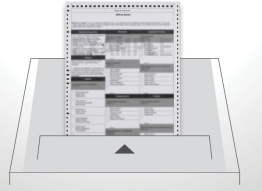
19

## Social Media Posts: Preparedness & Security

It doesn't matter whether the race is tight or looks like a landslide, valid absentee votes are always counted on Election Day. Find out how Wisconsin election security helps deliver results you can count on at elections.wi.gov/2020.

**Absentee votes always count.**

In Wisconsin, only registered voters can request an absentee ballot. To make sure only eligible voters receive absentee ballots, local clerks get alerted when voters pass away or become ineligible. Learn more at elections.wi.gov/2020.

**Absentee voters get verified.**

20

## **Social Media Posts:** Preparedness & Security

A powerful statewide voter database helps local clerks ensure there's just one ballot per voter, so people don't vote by absentee ballot and at the polls in the same election. Get the facts on Wisconsin election security at elections.wi.gov/2020.
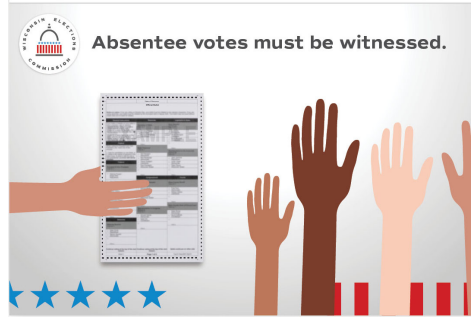
**Just one ballot per voter.**

One safeguard against election fraud? Absentee voters must choose a witness—an adult U.S. citizen who can confirm the voter filled out their own ballot. Get the facts on Wisconsin election security at elections.wi.gov/2020.

**Absentee votes must be witnessed.**

21

## **Social Media Posts:** Preparedness & Security

No matter how your vote is cast, Wisconsin requires a paper record that can be verified by hand. Find out how Wisconsin makes your local elections more secure at elections.wi.gov/2020.
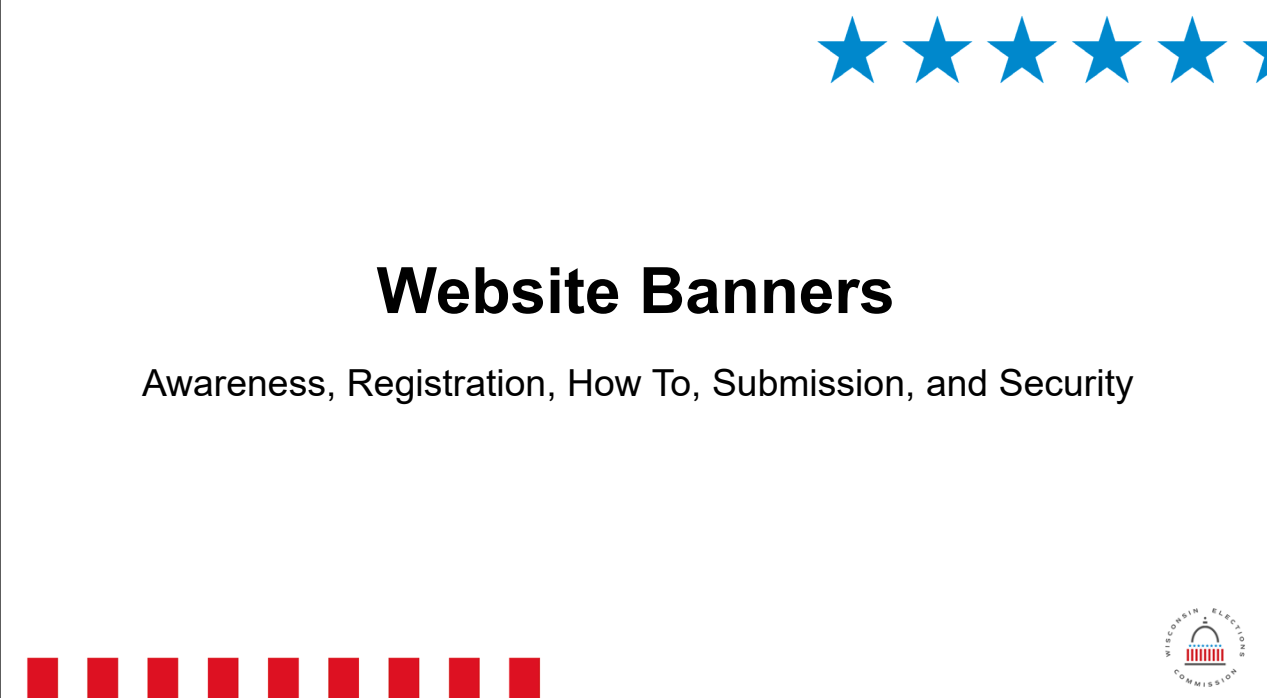
**There's a paper record.**
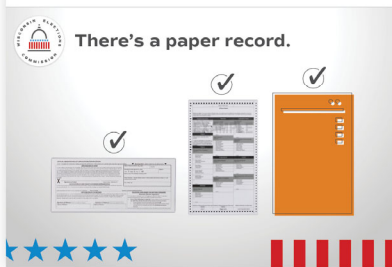
Wisconsin's election security efforts don't stop once the votes are counted. Election officials conduct two audits after every election to look for inaccuracies and identify cases of vote ineligibility or fraud. Learn more at elections.wi.gov/2020.

**Officials are proactive about problems.**

In Wisconsin, election results aren't official until they've been reviewed at the local level, double-checked by county officials, and certified by the state. Find out how Wisconsin delivers election results you can count on at elections.wi.gov/2020.

**Election results get triple-checked.**
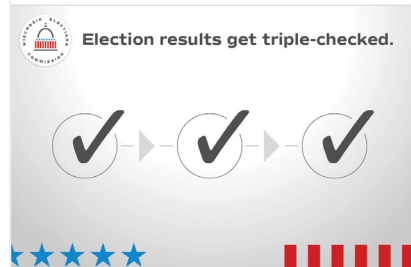
22

# Website Banners

Awareness, Registration, How To, Submission, and Security

23

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**Banner Ads:** Election Preparedness



24

**Banner Ads:** Voter Information



25

**Banner Ads:** Voter Eligibility



26

**Banner Ads:** Register to Vote

27



**Banner Ads:** Requesting Absentee Ballot

28

**Banner Ads:** Submitting an Absentee Ballot



29

**Banner Ads:** Election Security



30

15

**Banner Ads:** Election Security - Continued



31

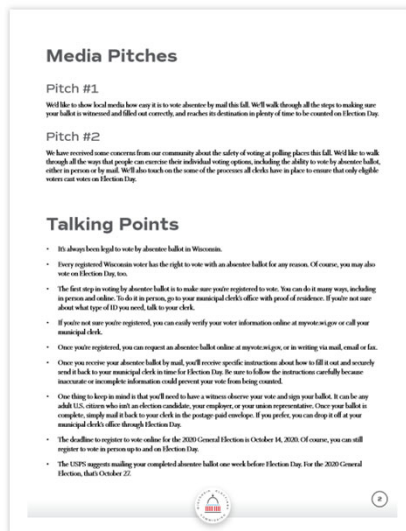**Banner Ads:** Election Security - Continued



32

# Earned Media Materials

Media Pitches, Talking Points, Media FAQs, Press Release,
& Article for Local Distribution

33

# Earned Media – Pitches & Talking Points



34

# Earned Media – Media FAQs



35

# Earned Media – Press Release



36

**Earned Media –**
Article for Local Distribution

**Article for Local Distribution**

One Vote Per Person. That's the Wisconsin Way.

As Wisconsin plans for the fall elections, the Wisconsin Elections Commission (WEC) and clerks around the state are getting questions about ballot security and election accuracy. With more and more people considering voting by absentee ballot, it's important to make sure everyone is confident that their vote will count—and that no one who is not supposed to vote in Wisconsin will be allowed to cast a vote.

"When we did research last winter, we discovered that a few areas of the state were concerned about potential fraud or other security issues," said Meagan Wolfe, WEC Administrator. "We are proud of Wisconsin's clean record on voter fraud. It's the result of dedicated, state of the art election security efforts, and it's verified by statewide fraud audits that take place after each election."

Wisconsin has many processes in place to verify each ballot that is issued and that each vote is legitimate. And with every single vote, whether someone votes absentee in person or by mail, there is a paper trail for additional review and verification. Wolfe went through some of the processes that are in place at WEC and in municipalities around the state to guarantee a safe and secure voting process.

"Whether you vote at the polls or submit an absentee ballot by mail or in person, all voters must prove they're eligible to vote," continues Wolfe. "Wisconsin officials rigorously check each voter's eligibility. There are five different comparison points that are used to verify a person's identity, comparing them to records at the Department of Transportation. No matter how our citizens cast their votes, the process is secure and accurate."

Absentee ballots aren't counted until election day. They are securely transported to polling places or, in some communities, a central counting location, on Election Day. Officials keep a record of the chain of custody from Point A to Point B to reduce chances of interference.

To ensure consistent count results, absentee ballots processed at polling places are counted with the same tested, certified and tamper-evident voting equipment used to count ballots cast on Election Day. These machines must be publicly tested in advance of each election. At central counting locations, certified and tested high-speed tabulators are often used.

Another protection that Wisconsin has in place? Election observers can be on-hand to watch the entire process, including documenting the official vote totals before they're transmitted to the county clerk's office. "Plus, Wisconsin's election results are triple-checked. An election's vote total isn't official until it has been checked at the municipal level, double-checked by the county and certified by the state," said Wolfe.

Voting by absentee ballot in Wisconsin is secure and accurate. The election security measures that are in place to verify identities for in-person voting are followed to the letter for absentee voting by mail, too. And with a global health emergency, it's reassuring to know that Wisconsin citizens will have voting options this fall that can help keep them safe.

Visit elections.wi.gov/2020 to learn more.

37

# Educational Videos

Absentee Voting Process

38

## Educational Videos



39

# Website Updates

WEC & MyVote

40

**Website Updates**
elections.wi.gov/2020 (live)



41

**Website Updates**
myvote.wi.gov – Absentee Voting landing page (to come)



42

## Additional Resources

- Elections Security Communications Guide
- Bring It to the Ballot
  - Photo ID resources
  - bringit.wi.gov

43

# Publishing Recommendations

44

## 2020 General Election Deadlines

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|---|---|
| Early September 2020 | On September 1, the WEC will be mailing information about voting in November to approximately 2.6 million registered Wisconsin voters who have not already requested an absentee ballot. The information packet will include an absentee request form and a postage-paid reply envelope. Wolfe encouraged voters who choose to vote absentee to request their ballot as soon as possible, whether online or by mail. |
| September 17, 2020 | This is the deadline for Wisconsin's city, village and town clerks to mail absentee ballots for November 3 to registered voters with requests on file. At 47 days before the election, Wisconsin gives its voters significantly more time to receive and return their ballots than most other states. |
| October 14, 2020 | Your last chance to register by mail or online. Visit https://myvote.wi.gov to complete the registration process in minutes or find your municipal clerk's mailing address. |
| October 15 to November 1, 2020 | During this closed registration period, you must register to vote in your municipal clerk's office or at a satellite voting location run by your municipal clerk. |
| October 20, 2020 | The first day that municipal clerks may offer in-person absentee voting in their office or a satellite location. Start dates and office hours vary by municipality. Please visit https://myvote.wi.gov to find your municipal clerk office's contact information and learn more about absentee voting in-person for the upcoming election. |
| October 27, 2020 | Practical deadline for voters to return their mail absentee ballots to their municipal clerk's office. The US Postal Service recommends allowing one week for your completed absentee ballot to be delivered to your municipal clerk's office. After this date, voters should find other options for returning their absentee ballot, which include delivering it to their municipal clerk's office or a secure drop box if one is provided by their clerk. Most voters can also deliver their ballot to their polling place by 8 p.m. on Election Day, but there are some exceptions. (See below.) |
| October 29, 2020 | The legal deadline for most voters to request an absentee ballot by mail. Wolfe said it is unrealistic for any voter to wait this late to request an absentee ballot and expect to receive it in time to return it by Election Day to be counted. |
| October 30, 2020 | Final day to register to vote at your municipal clerk's office. Visit https://myvote.wi.gov to find your local clerk's contact information and hours of operation. |
| November 1, 2020 | The last day that municipal clerks may offer in-person absentee voting in their office or a satellite location. Most clerks only offer absentee voting in their office until Friday, October 30, and office hours vary by municipality. Please visit https://myvote.wi.gov to find your municipal clerk office's contact information and learn more about absentee voting in-person for the upcoming election. |
| November 3, 2020 | Election Day. Polls are open from 7 a.m. to 8 p.m., and voters who are returning an absentee ballot to their polling place must get it there by 8 p.m. However, there are 35 municipalities including Milwaukee and Green Bay that count absentee ballots at a central location. Voters in those cities, villages and towns should check with their municipal clerk about where to return their ballots on Election Day. A list of central count municipalities is available here: https:// elections.wi.gov/clerks/guidance/central-count-absentee. |

45

# Publishing Calendar

- WEC will be providing a content publishing calendar that provides direction on when to post each week leading up to the General Election, along with recommended options from the toolkit materials to choose from.
  - Tip: Studies have shown that the best time to post on Facebook are weekdays from late morning through the early afternoon (11am-2pm). For Twitter, weekday mornings tend to earn the most reach.
- Try to publish materials as they correspond with upcoming deadlines, while mixing in content about overall election preparedness and security to balance out what you're publishing.

46

## Social Media Interaction – Best Practices

- Positive Comments
  - If a user leaves a positive comment on your post, feel free to "like" their comment. In some circumstances, you might want to respond with something simple like "Thank you!"
- Inappropriate Comments
  - If a user leaves an inappropriate or offensive comment delete the comment from your post, if possible. You can also report the comment if it's in violation of any security regulations.
    - Facebook: you can hide or delete comments from other users on your posts
    - Twitter: you cannot delete comments from other users
- Negative Comments
  - If a user leaves a comment that isn't inappropriate but is negative in tone, do not engage unless you are able to help assist the user (i.e. if they are frustrated or confused about something in the voting process that you can help them with).
- Questions/Help
  - If a user comments with a question about an upcoming election or needs assistance in the voting process, respond to their comment and direct them to the appropriate information/resource (website, phone number, etc.). Be clear and concise in your response to help alleviate any confusion or frustration.
    - If the question/problem is complex or difficult to answer, consider privately messaging the user to provide further assistance.

47

# Where to find these resources

https://elections.wi.gov/clerks/voter-outreach

48