
September 10, 2020

TECHNOLOGY & COMMUNICATIONS WEBINAR

2020 Election Messaging

Part 1



League of Women Voters of the United States
INFORMATION TECHNOLOGY & COMMUNICATIONS DEPARTMENTS

Hosts & Guest Speakers

Kayla Vix

Communications
Manager

kvix@lww.org



Sarah Courtney

Communications &
Digital Strategy
Senior Director

scourtney@lww.org



Jenny Flannagan

Election Security Consultant

Cybersecurity &
Infrastructure Security
Agency



Rob Schaul

Policy Lead (Elections Security
& Countering Foreign Influence)

Cybersecurity & Infrastructure
Security Agency



Today's presentation

- Tools in your toolkit
- Proactive messages
- 2020 Election Messaging Calendar
- Reactive messages
- Mis & disinformation
- Inoculation messaging
- Questions





Our purpose

- Speak with one voice about the election
- Provide Leagues with tools to support your messaging



Messaging tactics

- Social media: 2020 Election Season Social Media Materials
- Website: VOTE411 widget, blogs
- Press: Letters to editor, press releases, op-eds
 - LTE & op-ed guidance
 - Media interview tips
- Email: internal engagement, supporter engagement
- Public Service Announcements



Proactive messages

- Register to vote
 - National Voter Registration Day – Sept 22
- Poll worker recruitment
 - BLOG: We're Facing a Historic Shortage of Poll Workers
- Make a voting plan
- Vote early
 - Vote Early Day – Oct 24
- BLOG: 100 Ways to Get Ready for Election Day



2020 Election Messaging Calendar

LWV.org/ElectionMessagingCalendar

- National dates to message on
- Add your local dates!
 - Last day to register, early voting dates, last day to request/return ballot, local debates, COVID changes
- Pick and choose



Reactive messages

- USPS & Delayed Election Results
- Election Changes:
 - Mail-in & Absentee voting changes
 - Rule changes
 - Polling place changes
 - COVID impacts
- The Pivot: What voters really need to know is...



What Is Mis & Disinformation?

MISINFORMATION: Sharing false information without the intent of harm.

DISINFORMATION: Creating and sharing false information with the intent to harm.

How to Spot Disinformation Online

- **Consider the source.** Does the URL look strange? Check the 'About' page on the website.
- **Check the date.** Is the story old news? Sharing out-of-date information may not match current events.
- **Cross check information.** Are reputable news sources reporting the same story?
- **Read past the headline.** What's the whole story? Sometimes a headline doesn't match the content.
- **Question emotionally charged content.** Disinformation intends to sow division by getting us angry or sad through images or memes.

Dos & Don'ts of Disinformation on Social Media

- **DON'T click or share.** If you quote the bad information, you help spread it.
- **DO share accurate information.** Without mentioning the wrong info, set the record straight by sharing the correct messages.
- **DON'T engage publicly.** If someone you know is sharing bad info, message them privately & ask them to take it down.
- **DO report & block.** Report inaccurate info to social media platforms, group administrators & election officials. Block users you don't know who share mis or disinformation.

Inoculation Messaging

- Inoculation messaging aims to combat disinformation by delivering the facts to an audience before they have encountered the false information.
- The objective is to proactively inoculate against anticipated problematic content before it spreads.

Inoculation Messaging: EXAMPLES

- Voters should choose the voting method that they feel most comfortable with, and they can check their options at VOTE411.org. States have rigorous processes to ensure that each eligible voter only casts one ballot.
- False robo calls are circulating in our community, making inaccurate claims about the vote by mail process. (Insert local trusted information & [VOTE411](https://VOTE411.org)).



Inoculation Messaging: EXAMPLES (last one)

- With the increase of absentee and mail-in voting in 2020, it is essential that every vote is counted and every voter's voice is heard. We should all prepare for many election results to be announced after Election Day.

**Additional talking points on this topic on the League Management Site.*



Hearing from our experts



Jenny Flannagan

Election Security Consultant

Cybersecurity &
Infrastructure Security
Agency



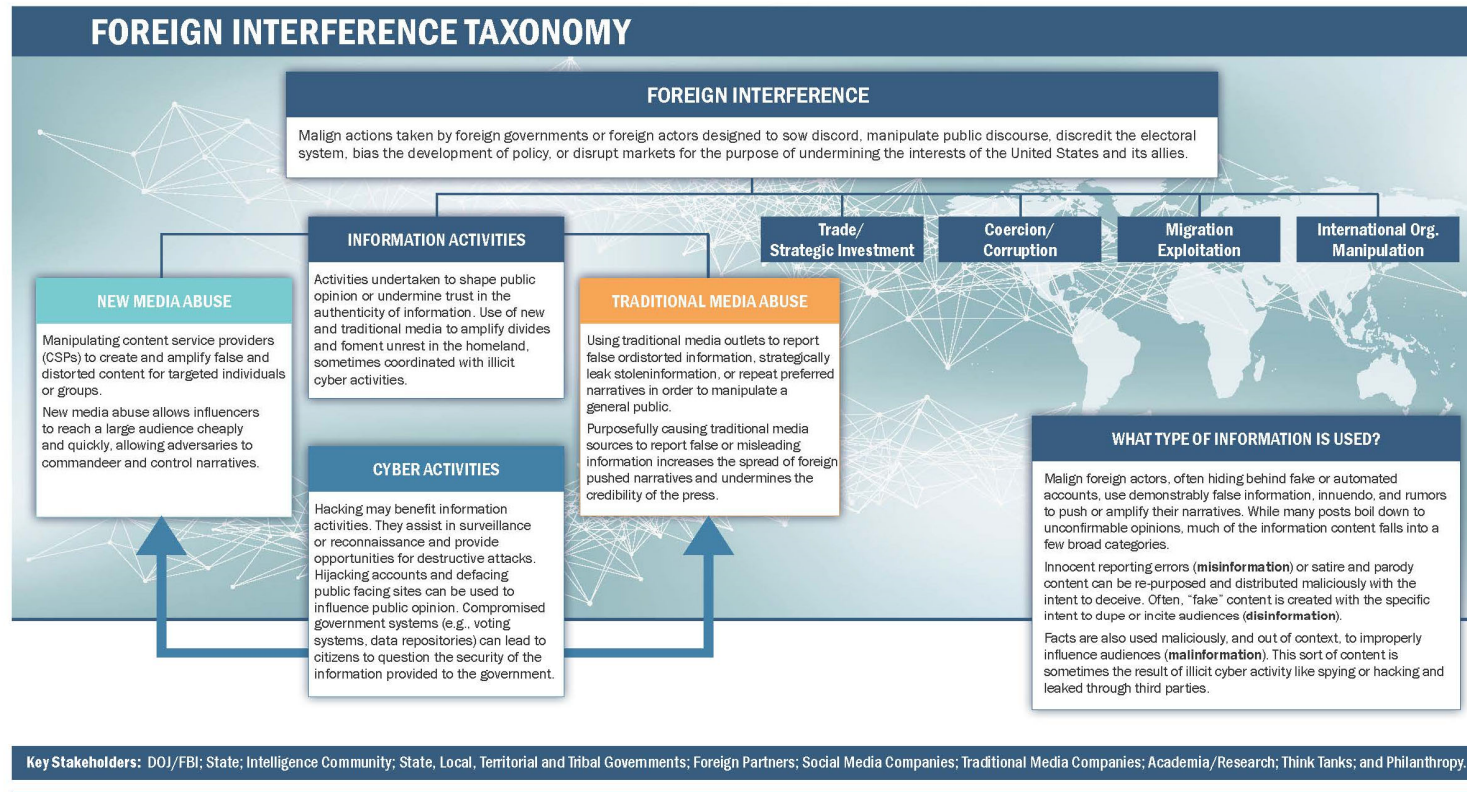
Rob Schaul

Policy Lead (Elections
Security & Countering
Foreign Influence)

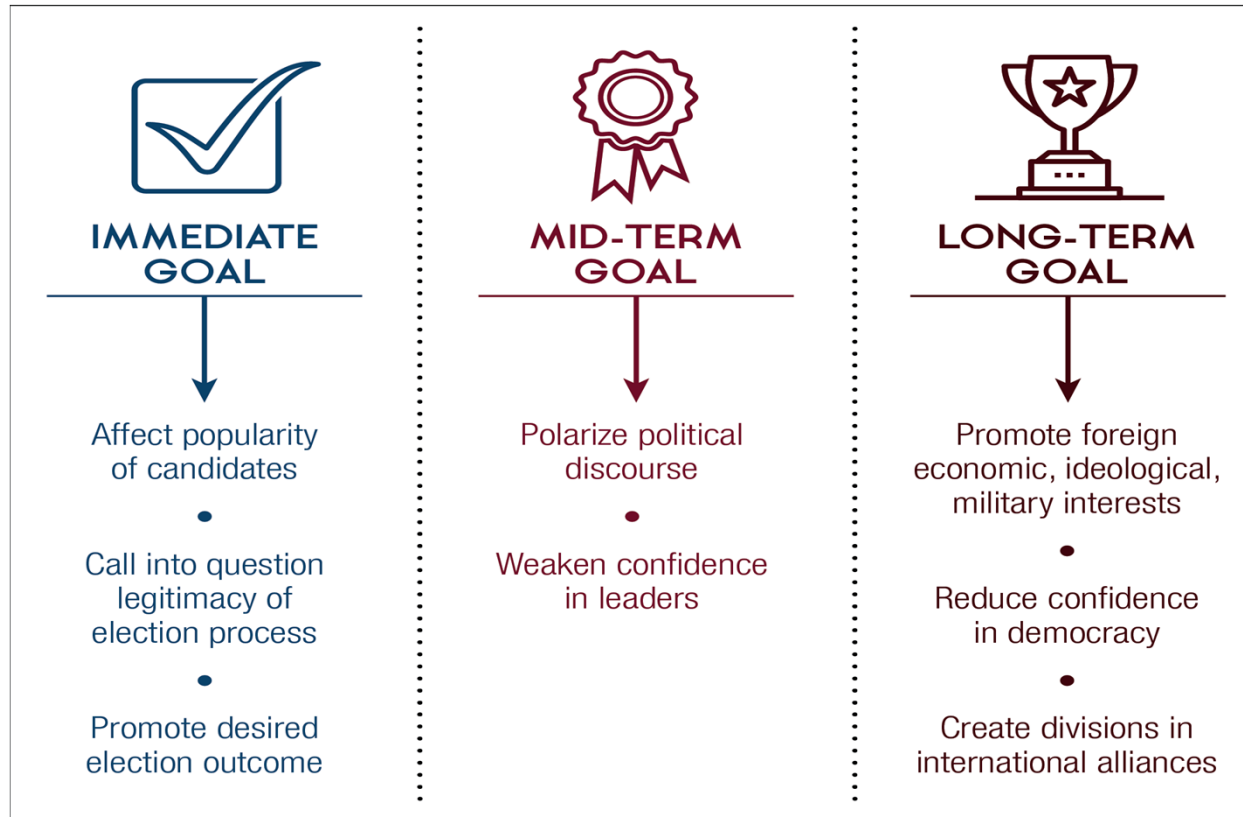
Cybersecurity &
Infrastructure Security
Agency

COUNTERING FOREIGN INTERFERENCE TASK FORCE

What is Foreign Interference?



Goals of Election Interference



Disinformation related to Election 2020

- Black Culture/Community Issues
- Police Brutality/Black Lives Matter
- Southern Culture/Confederate History
- Separatist Movements
- Conspiracy Theories (QAnon and beyond)
- Violence at Polling Places
- Gun Rights/2nd Amendment
- Religious Rights
- Veterans Issues
- Vote-by-Mail
- Covid-19



Source: EUvsDisinfo; EEAS Special Report

Brian Scully
September 11, 2020

Trending Disinformation Tactics for 2020

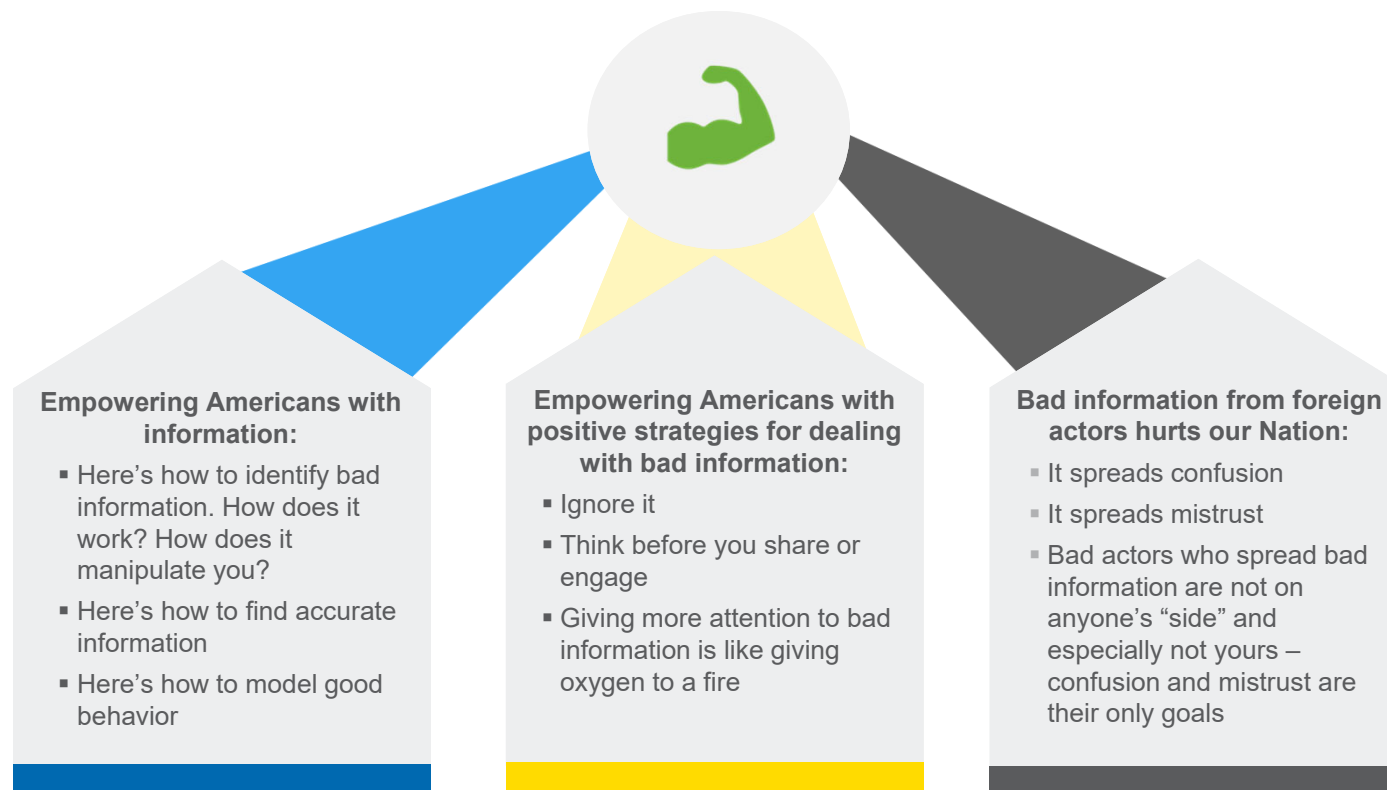
- On Social Media:
 - Closed Groups
 - Amplification of Domestic Content
 - Sock Puppet Accounts
 - Use of AI for Profile Building
 - New Platforms
- Beyond Social Media:
 - Proxy Websites
 - Hack & Leak
 - Forged Documents
 - Impersonations



Addressing the Demand for Bad Information

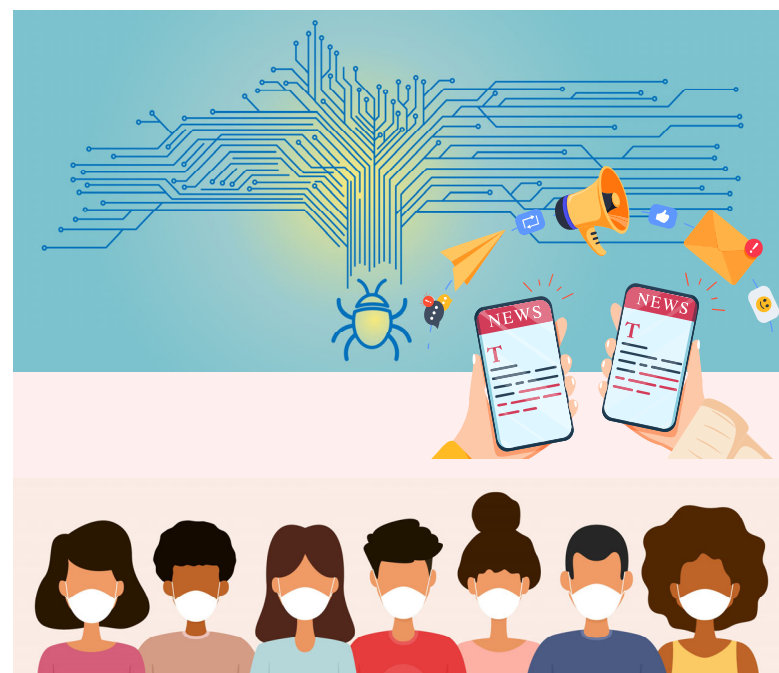
- Focused on the nexus of foreign influence and resilience of Nation's infrastructure, systems, and critical functions
- Partnering across government and with the private sector to share information and foster trusted voices over the long-term
- Public education about the risks of mis- and disinformation, foreign influence
- Engaging the academic and research communities on underlying challenges and new trends in mis- and disinformation
- Bridging election officials to social media platforms

Strategic Communications Intent and Call-to-Action



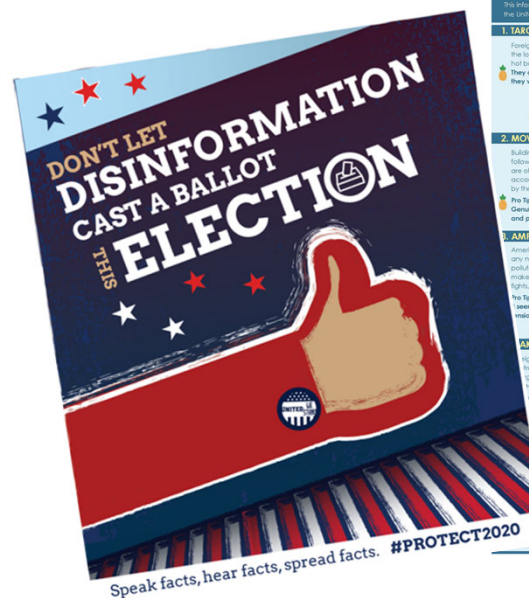
Messaging for 2020 and Beyond

- Recognize the Risk
- Secure Systems and Accounts
- Avoid Amplifying Disinformation
 - Question the source
 - Investigate the issue
 - Think before you link
 - Talk to your circle
- Seek Trusted Voices
- Prepare to Vote, Participate, and be Patient



Products to Fight Disinformation

- War on Pineapple
- Election-Specific Posters, FAQs, and Fact Sheets
- COVID-Specific Disinformation Products
- Additional Information and Reporting





CISA
CYBER+INFRASTRUCTURE

**To learn more about foreign
influence and how you can make a
difference, visit
www.cisa.gov/protect2020**

ADD VOTING TO YOUR TO-DO LIST

GROCERY SHOPPING



LAUNDRY



MAKE A VOTING PLAN



LEARN MORE AT [VOTE411.ORG](https://vote411.org)



QUESTIONS?

October webinar

Thursday, October 8
at 4:30pm ET

2020 Election Messaging –
Part 2

