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September 10, 2020

# 2020 Election Technology & Communications Webinar Messaging

*Part 2*



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

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# Hosts



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# Today's presentation

- Security awareness
- Pre-Election Day
- Election Day/voting period scenarios
- Post-Election scenarios
- Questions








## Our purpose


- Prepare for election scenarios
- Provide Leagues with tools to support your messaging



 **DO NOT** open any email attachments that end with: .exe, .scr, .bat, .com, or other executable files you do not recognize.

 **DO NOT** ever click embedded links in messages without hovering your mouse over them first to check the URL.

 **DO NOT** "unsubscribe" - it is easier to delete the e-mail than to deal with the security risks.

 **DO NOT** respond or reply to spam in any way. Use the delete button.





KnowBe4  
Human error. Conquered.


Email Security Best Practices




## Email Security Best Practices

 **ALWAYS** check the email 'From' field to validate the sender. This 'From' address may be spoofed.

 **ALWAYS** report all suspicious emails to your Information Technology help desk.

 **ALWAYS** check for so-called 'double-extended' scam attachments. A text file named 'safe.txt' is safe, but a file called 'safe.txt.exe' is not.

 **ALWAYS** note that [www.microsoft.com](http://www.microsoft.com) and [www.support.microsoft.com](http://www.support.microsoft.com) are two different domains. (and only the first is real)

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## Caution! Project Veritas

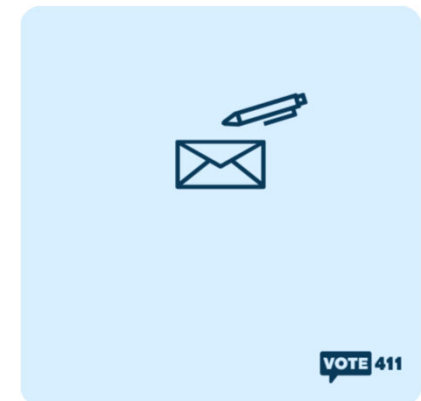
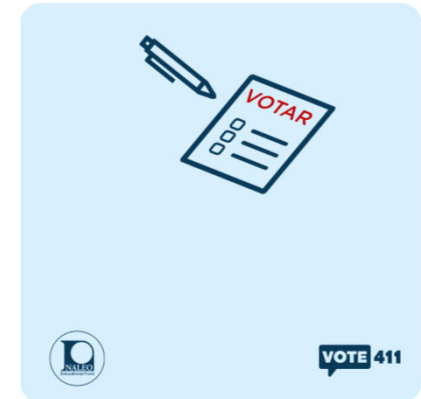
- Not all media requests are genuine
- Recent stories in Wisconsin and North Carolina State Voices
- [projectveritas.exposed](http://projectveritas.exposed)





# Pre-Election Day

- 2020 Election Season Social Media Materials
  - More graphics!:  
Mis/Disinformation + GIFs!
  - Videos: PSAs, mail voting, delayed results, make a voting plan
- Talking points: Supreme Court process, USPS, delayed election results
- Election Messaging Calendar
  - [lwv.org/electionmessagingcalendar](http://lwv.org/electionmessagingcalendar)




**VOTE EARLY DAY: OCTOBER 24**



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# Election scenarios: Ballot delays

- If your ballot doesn't arrive in time, you can cast a ballot in person.
  - Rules may vary in your area, but many states require voters to call their elections office and cancel their ballot first. Be sure to add this step to your public message if it is required in your state.
- If you don't have time to mail back your ballot, you can return your ballot to [your nearest drop box / your local county elections office / etc.]
-  *Keep it positive ☺, provide solutions, encourage action*

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# Long lines at the polls

- If you are in line after polls are scheduled to close, stay in line! You will still be allowed to vote if you are in line by the time polls close.
- If polling place issues causing long lines, call 866-OUR-VOTE to reach an election protection expert who can mobilize help



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# Voter Intimidation

- Voters have the right to cast their ballot without fear or intimidation.
- Voters can confirm the election rules that apply where they vote at [VOTE411.org](https://VOTE411.org).
- If you experience problems voting this year, on or before Election Day, call or text 1-866-OUR-VOTE – that's 1-866-687-8683. Trained election protection volunteers are standing by to help you navigate any voting problems, from registering to vote to casting your ballot.



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# Voter intimidation (cont)

Rapid Response message to a specific incident:

- Voters should not be intimidated by this stunt;
- insert electioneering rule in your area;
- these people are not acting in an official capacity, purely serving to intimidate voters

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# Pivot Messages

- “What voters really need to know right now – **is that their options and deadlines differ by state so its critical that you check what your options are for how and when to vote – and use a trusted source like VOTE411.org**”
- “If voters are experiencing problems when voting – they can report intimidation or any issues to the nonpartisan Election Protection Hotline at 866 Our Vote. Trained volunteers are standing by to support voters in multiple languages and have field offices around the country”



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# Reporting Problems

- Message for voters: report problems by calling or texting 866-OUR-VOTE
- League members: report problems to your state League, who has a contact at the LWVUS office and can escalate problems as needed



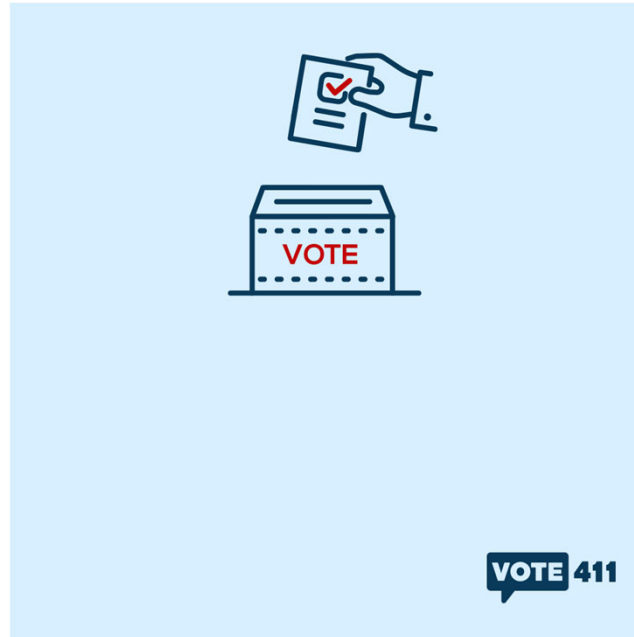
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# Post-Election Message

- Tools:
  - Email, Press Release, Social Media Post, Letter to the Editor
- Possible Messages:
  - What we saw – be positive (turnout, first-time voters, voters were protected w/ VBM & PPE)
  - Thank you to voters, election workers, volunteers
  - We are still waiting on results – and that's a good thing







# QUESTIONS?

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November Webinar

Thursday, November 12  
at 4:30pm ET

Post Election TBD

