



# Communication Resources for New Election Officials



## Voter Communications

Provide communications materials that meet voters' needs

- Consider your audience and their communications needs
  - Use the custom worksheets and planning materials in CISA and the EAC's jointly released [Enhancing Election Security Through Public Communications](#)
  - Refer to [Accessibility Checklist: Accessible Communications](#) to make sure your materials are accessible and use plain language

### Best Practices

- ✓ *Snohomish County, WA* – [Unleashing the Storytelling Power of Comic Book Art to Engage and Inform Voters](#): Snohomish County Elections designed an eye-catching and universally approachable comic book series to inform voters on everything from voter registration to processing ballots to tabulating results
- ✓ *Hamilton County, OH* – [Behind the Ballot Tours](#): In response to public discourse and anxiety about election integrity, the Hamilton County Board of Elections developed its "Behind the Ballot" program to give voters a behind-the-scenes tour of the Board of Elections office and warehouse



## Public Relations and the Media

Resources and best practices for public relations and engaging with media

- Develop public relations and media strategies
  - Learn about the importance of public relations and strategies for branding, crisis management, and working with the media using the EAC's [Communications 101 Toolkit](#)

## Best Practices

- ✓ [Coalition of Bay Area Election Officials](#): This effort brings 11 neighboring counties together to work collaboratively on messaging for their shared media market
- ✓ *South Carolina Election Commission* – [South Carolina Election Response Guide](#): The South Carolina Election Commission distributed this wallet-size quick-reference card to county election directors, election officials, and staff across the state before the 2022 election cycle



## Online Communications

Resources and best practices for engaging with voters online

- Provide clear, consistent, and timely communications
  - Use the customizable images and posts in the [Election Official Social Media Toolkit](#)
  - Ensure that your website’s FAQs page is up to date, and review the sample questions and answers in [Best Practices: FAQs](#)
- Be aware of how new technologies may affect your communications efforts
  - Use the [AI Toolkit](#) to better understand how AI tools can be used, and the opportunities and threats that they create for effective communications

## Best Practices

- ✓ *Hillsborough County, FL* – [The “VoteHillsborough” Video Series](#): The “VoteHillsborough” Video Series is a 16-episode, three-chapter series that dives behind the scenes into the world of elections, explaining what the office does and how election officials conduct their work
- ✓ *Nassau County, FL* – [Early Voting and Election Day Mass Text Messages to Voters](#): The Nassau County Supervisor of Elections office sent mass text messages during early voting to voters who had not yet cast a ballot, reminding them of the hours and locations where they could vote

For Additional Resources: [www.eac.gov/election-officials](http://www.eac.gov/election-officials)