Distinguished Voter Education and Communications Initiatives

---

12 Days of Election Improvements
"Votemas"
Social Media Campaign

Summary

Welcome to the 12 Days of Election Improvements, also known as *Votemas*—a fun and engaging way to educate voters about the positive changes election workers have made in Utah. This initiative, inspired by our Elections Director, highlights the new technologies, procedures, and laws that have strengthened the integrity, security, and efficiency of our elections. As election workers, we're intimately familiar with every aspect of the process, and our goal is to empower voters with knowledge, helping them better understand the systems at work behind the scenes. By doing so, we aim to build trust, transparency, and confidence in the electoral process.

Throughout this 12-day social media campaign, we shared daily posts on Facebook, Instagram, and X, featuring fun graphics paired with short, engaging captions. To offer more context and in-depth explanations on a few of the days, we also posted the graphics on our website, allowing us to provide richer content where character limits on social media can sometimes fall short. This approach not only made the campaign more informative but also created an interactive opportunity for voters to learn more, and become more connected to the election process.

https://vote.utah.gov/12-days-of-election-improvements-votemas/

Creativity

We've all seen the "12 Days of Christmas" and "12 Days of Giveaways," so I won't pretend the concept is entirely new. However, the 12 Days of Election Improvements—more creatively called Votemas—is definitely a fresh twist. While election-related posts tend to flood social media in the weeks leading up to Election Day, after the dust settles, it's easy for people to forget that election work continues year-round. Voter records need constant upkeep, and preparation for future elections never stops. Our goal with Votemas is to remind voters that the work doesn't end with Election Day—every year is an election year.

This campaign blends a little holiday cheer with the spirit of civic engagement, offering a fun and creative way to help people better understand the election process and the important work election workers do. It's a lighthearted way to keep voters engaged and informed long after the election season ends.

Cost-Effectiveness

The beauty of projects like this is that everything was done in-house. Two of us handled the design, writing captions, and posting on social media, while one of our technical specialists took care of uploading the content to the website. Canva has truly become our office's go-to tool for social media and graphic design, and it was an invaluable resource throughout this project.
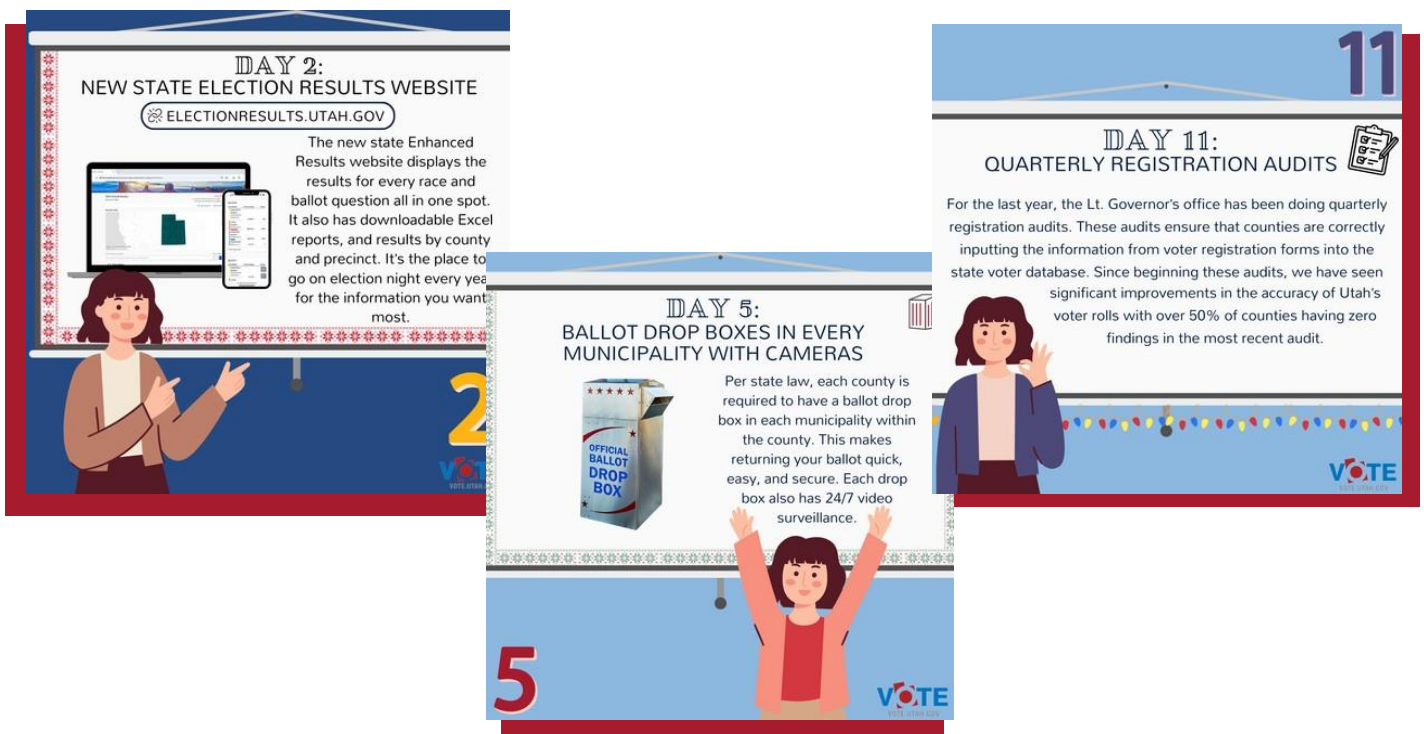
Replicability and Sustainability

If we can do it, so can you! *Votemas* is a fun and easy way to engage and inform voters, and it's easily customizable to fit your local needs. Simply identify 12 election-related changes, improvements, security measures, or fun facts you'd like to highlight. This campaign is highly adaptable, allowing you to tailor the content based on your office's priorities and what matters most to voters in your area. You can keep it simple with eye-catching graphics and captions or take it further with reels and videos and by incorporating interactive elements like questions and polls. The need for voter education is ongoing, with new laws and improvements constantly being made, there's always something new to teach. *Votemas* can be whatever you want it to be—a flexible tool to keep voters informed and connected to the process.

Category Requirements

The purpose behind starting this project was to communicate the improvements made to Utah's election processes and training in a fun and accessible way. Election law can often be complex and confusing, and we sometimes forget the gap between what we, as election professionals, know and what the general public understands. Campaigns like this provide a simple yet effective way to share important information with voters that they may not be aware of otherwise. It's a great opportunity to bridge that knowledge gap and keep the public informed in a way that's both engaging and easy to understand.
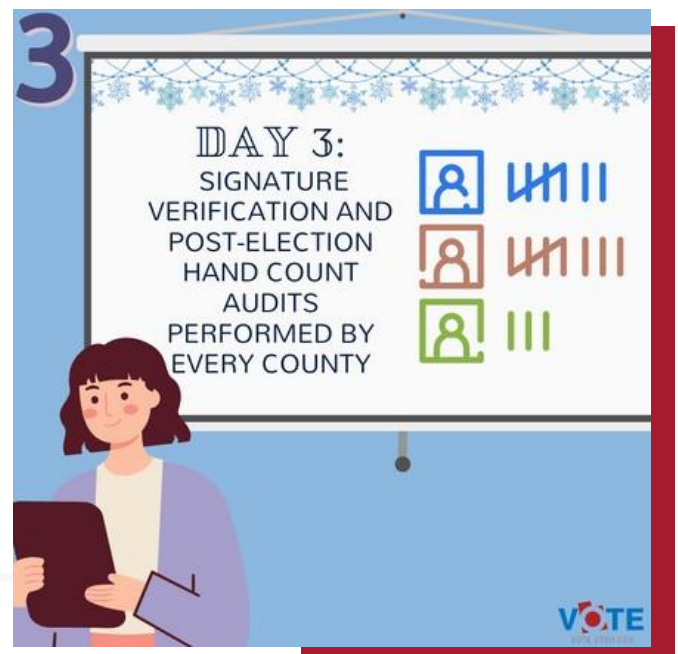
Improved Outcomes

One of the great things about social media is the free analytics they provide, giving you insight into the views and interactions your posts receive. For example, the Lt. Governor filmed a short video reel to introduce *Votemas* and encourage people to follow along and participate. On Instagram, the reel garnered 664 views, with 63.6% of those coming from non-followers. It also received 621 views on X. Our Day 1 post reached 802 views and was shared 10 times. While interactions gradually decreased throughout the campaign, we still saw between 163 and 735 views on Instagram, and anywhere from 200 to 450 views on X.

If we were to do this project again, we'd focus on incorporating more creative reels and videos, as trends show these tend to get the most engagement. That said, we're pleased with the level of interaction we did receive. The reality is, when it comes to elections, you can't reach everyone—but if you can help even a few people better understand the process, you may just plant a seed that leads to long-term benefits.