



#TRUSTEDINFO2020

Election Officials are your trusted sources for election information



PARTNER TOOLKIT

Nov. 12, 2019 Launch Date

**National Association of Secretaries of State
(NASS)**

THE OBJECTIVE

NASS has launched #TrustedInfo2020—a new education effort to promote election officials as the trusted sources of election information. By driving voters directly to election officials' websites and social media pages, we will ensure voters are getting accurate election information and cut down on the misinformation and disinformation that can surround elections.

#TrustedInfo2020 aims to highlight state and local election officials as the credible, verified sources for election information.

The nation's Secretaries of State, 40 of whom serve as their state's chief election official, along with other state and local election officials are continuously working to inform Americans about the elections process, including voter registration, state election laws, voting and much more.

"We must work together to combat election misinformation."

-Paul Pate

NASS President & Iowa Secretary of State



SUPPORTING PARTNER ROLE

NASS is beyond thrilled to have partners like you supporting this important effort!

As partners we are asking you to simply support and amplify #TrustedInfo2020 messaging. By doing so, it is our hope you'll be able to encourage your extensive networks to look to election officials as their trusted sources of election information.

If you have tools or creative ideas you think would be helpful to promote #TrustedInfo2020 do not hesitate to reach out to NASS Director of Communications, Maria Benson (mbenson@sso.org).

Together we can make sure all voters have correct, credible information for a successful 2020 election.

TOOLKIT CONTENTS

This #TrustedInfo2020 toolkit provides you with:

- Website & Social Media Accounts
- Timeline
- Sample press release
- Sample social media posts and graphics
- Sample email

Partners should tailor this toolkit for your target audiences.



WEBSITE & SOCIAL MEDIA ACCOUNTS

All partners are encouraged to use the official #TrustedInfo2020 hashtag on your websites and across your social media accounts. Please keep posts nonpartisan and positive.

Website

Our #TrustedInfo2020 webpage can be found at:

<https://www.nass.org/initiatives/trustedinfo2020> (it will go live on Nov. 12). NASS will also promote canivote.org, a nonpartisan website created by state election officials to help voters find their state and local election officials, find out how to register and where to go vote.

Twitter

The NASS Twitter handle (@NASSorg) engages NASS members and supporting partners about #TrustedInfo2020. Please amplify our messaging by retweeting. Regular updates about the effort will also be tweeted out on a regular basis.

Facebook

The NASS Facebook page (facebook.com/NASSorg1904) will feature #TrustedInfo2020 posts from us, our members and partners.

TIMELINE

#TrustedInfo2020 will run from Nov. 12, 2019 through Dec. 31, 2020. Remember educating voters is a marathon, not a sprint. This timeline offers you a few participation timing suggestions. Look to NASS for regular updates.

• Nov. 12, 2019 #TrustedInfo2020 official launch!

- NASS will send out a press release and do social media announcing it. **Wait until after NASS sends out the release before sending your own!!! You will be bcc'd on NASS release.**
- Send a press release and email to your membership lists announcing your participation.
- Promote your support on social media.

• December 2019

- Join NASS in a #TrustedInfo2020 Twitter chat. Look for updates via email.
- The holidays will be busy, but it can be a perfect time for your organization to remind citizens on social media that election officials are the trusted source for information while also encouraging them to update their voter registration.

• January-May 2020

- Come to the NASS winter conference Jan. 30-Feb. 2 in D.C. to receive #TrustedInfo2020 promotional items.
- Contact NASS to connect directly if you have ideas or opportunities for NASS members to participate (example: speaking engagements, panels, videos, etc.)
- Post on social media and amplify NASS posts.
- Look for info from NASS on #TrustedInfo2020 partner spotlight. We'd like to highlight your #TrustedInfo2020 efforts.

• June-July 2020

- Do a blog post saying why you support this effort.
- Connect with NASS if you'd like a NASS member to join you for an event.
- Come to the NASS summer conference July 19-22 in Reno, NV to see NASS members #TrustedInfo2020 videos during a contest and to pick up more swag.



August-October 2020

- NASS established September as National Voter Registration Month in 2002. Look for updates and ways to participate with NASS and its members. #TrustedInfo2020 will be a major part of the month's celebrations.
- October is Cybersecurity Awareness Month. If your organization does something for this you can make the connection to #TrustedInfo2020.
- Point your network in the direction of their election officials by linking to the nonpartisan canivote.org on your website.

November 2020

- ELECTION DAY...IT'S FINALLY HERE! Election officials will be posting on social media constantly. As a partner please amplify these messages by retweeting and sharing!
- As your organization does interviews regarding Election Day, please plug #TrustedInfo2020.
- If you have voting or election information on your website make sure it has language about election officials as the trusted sources for election info.

December 2020

- Do a highlights release of the events and ways your organization participated throughout the year.
- Pat yourselves on the back for helping us promote this important effort!



SAMPLE PRESS RELEASE

TO BE SENT AFTER NASS RELEASE!

ORGANIZATION NAME PARTNERS WITH NASS
TO PROMOTE #TRUSTEDINFO2020

For Immediate Release
NOV. 12, 2019
MEDIA CONTACT INFO

CITY OF RELEASE--Ahead of the 2020 elections, ORGANIZATION NAME is partnering with the National Association of Secretaries of State (NASS) to help promote their #TrustedInfo2020 initiative, a year-long voter education effort.



The goal of #TrustedInfo2020 is to communicate to the American people that election officials are their trusted sources for credible and accurate election information. By directing voters to election officials' websites and social media pages, it will not only ensure voters are getting election information in a timely manner, but will also cut down on the misinformation and disinformation that can surround elections.

"We are thrilled to have ORGANIZATION as a partner to help promote #TrustedInfo2020! As election officials, my colleagues and I are constantly seeking ways to increase voter education and awareness. We believe this education effort will provide American voters verified election information so they can easily participate in 2020 and beyond," Paul Pate, NASS President and Iowa Secretary of State.

"INSERT QUOTE," YOUR ORGANIZATION LEADER(S).

To find your election official or learn about voter registration in a particular state, visit canivote.org a helpful nonpartisan tool created by NASS in conjunction with state election officials.

#TrustedInfo2020 will run from Nov. 12, 2019 through Dec. 31, 2020.

SAMPLE SOCIAL MEDIA POSTS

The following are #TrustedInfo2020 sample social media posts to share. Posts can be modified and customized to fit your organization's style. Please keep the #TrustedInfo2020 hashtag throughout and tag NASS so we can amplify.

Facebook

- Your election officials are your trusted sources for election information. We've joined @NASSorg as an official partner to promote that fact! #TrustedInfo2020
- Only X number of days until Election Day! Make sure you've got the right election information by checking out your election official's webpage. Find your election official by visiting [canivote.org](https://www.canivote.org) today! #TrustedInfo2020
- #TrustedInfo2020 is more than a hashtag! We are helping make sure you have accurate election info by encouraging you to reach out to your election officials. Learn more at <https://www.nass.org/initiatives/trustedinfo2020>.
- SHARE if you've gone to your election official's website to check if you're registered to vote! #TrustedInfo2020



Twitter

- Set yourself up for voting success! Get all of your #TrustedInfo2020 from your election official. Visit [canivote.org](https://www.canivote.org) to find yours!
- #ICYMI we joined @NASSorg in their #TrustedInfo2020 voter education effort. Learn more: <https://www.nass.org/initiatives/trustedinfo2020>
- Election Day is Tuesday, Nov. 3, 2020! Don't know where to start? Look to your election official ➡ [canivote.org](https://www.canivote.org) #TrustedInfo2020
- What's #TrustedInfo2020 all about? Simply put, election officials are your trusted sources for election info. Find yours at [canivote.org](https://www.canivote.org).
- The Election Day countdown has begun! Each state has different tools & rules for voting. Learn more at [canivote.org](https://www.canivote.org)



SAMPLE EMAIL

Subject line suggestion: ORGANIZATION NAME Joins #TrustedInfo2020 Education Effort

Dear NAME,

We are excited to inform you that we have joined the National Association of Secretaries of State (NASS) in their #TrustedInfo2020 education effort! #TrustedInfo2020 will help get voters the information they need to effectively participate in our democracy by highlighting election officials as the trusted sources for credible election information.



By educating our fantastic network of people about the #TrustedInfo2020 initiative, we can drive voters directly to election officials' websites and social media pages. This effort will ensure people are getting accurate election information and cut down on the misinformation and disinformation that can surround elections.

Find your election official by visiting canivote.org, an easy to use nonpartisan website created by state election officials.

You can learn more about this effort by checking out NASS's #TrustedInfo2020 webpage (hyperlink to <https://www.nass.org/initiatives/trustedinfo2020>).

Sincerely,

NAME
ORGANIZATION



SAMPLE SOCIAL MEDIA GRAPHICS

The only limit on your #TrustedInfo2020 graphics is your own creativity! Don't forget to tag NASS social accounts so we can share them!

Facebook



Twitter



SUPPORTING PARTNERS

- Brennan Center for Justice
- Campaign Legal Center
- Center for Democracy & Technology
- Center for Election Innovation & Research
- Center for Technology and Civic Life
- Council of State Archivists
- Council of State Governments
- Democracy Fund
- Election Center
- Electronic Registration Information Center (ERIC)
- Facebook
- Federal Voting Assistance Program
- Google
- iCivics
- Kids Voting USA
- MIT Election Data and Science Lab
- National Association of Attorneys General
- National Association of State Election Directors
- National Conference of State Legislatures
- National Governors Association
- Nonprofit VOTE
- Twitter
- U.S. Department of Homeland Security
- U.S. Election Assistance Commission
- U.S. Vote Foundation
- Verified Voting
- Women in Government
- YMCA Youth in Government



CONTRIBUTORS

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CONTACT NASS

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