

Building a Partnership of Election Fact Ambassadors

GOAL

Get more eyes on our election messaging by reaching out to and partnering with influencers in our community and across the country who share our desire to spread accurate information about elections and combat disinformation. These ambassadors will enable county election messaging typically seen by only a few hundred or thousand people to be seen by many more.

STRATEGY

We will reach out directly to election experts, political thought influencers, and celebrities to ask if they are willing to receive a daily email from us starting one week prior to Election Day. This email will come from Chairman Gates and will share the big election topic of the day, the facts about it, and links and examples of our social posts or videos on the topic. Each email will have an action item: how they can help us educate the public. We will ask them to share/retweet our communications if they are willing and invite them to reach out to us for more info if needed. The bulk of this work will be handled by the Office of Communications, working with SME's in elections.

REASONING

- We are the source of truth for most questions about the elections we run.
- While our reach has grown significantly since 2020, our messaging often does not spread as far and wide as misinformation.
- We are probably close to maxing out our reach through normal channels (media coverage, newsletters, news conferences, public events).
- We should partner with people whose opinions are respected, whose values of democracy we share, and whose reach is greater—or different in important ways—than ours.

TASKS AND TIMING

- Create a list of people/organizations who may be receptive to sharing our content. Focus on the worlds of elections and politics but also look for celebrities who would bring in many more views. DUE DATE: 10/25
- Reach out directly to those people or their handlers/press offices DUE DATE: 10/31
- Email the people willing to partner with us daily starting Nov. 1. Continue emails for as long as needed or partners are willing.

ROLES

Jessie- initial outreach to influencer list, maintenance of contacts, direct communication with influencers through the process, notes to thank them for their partnership when they help amplify our message

Jason and Lauren- creation of daily email, based on big topics in mainstream media and social media and the content created by Elections Command Center, ensuring BOS and Recorder are aware

Megan and Election SME's- additional fact-checking and consultation as needed

Fields, Zach, Darron - review and oversight of daily email, ensuring buy-in from electeds

Zach or Chelsea- sending the daily email on behalf of Chairman Gates

OTHER NOTES

- A significant portion of the content we use in the daily emails will come from what the Elections Department/Command Center has already produced and approved that day. We will just be tying it up in a nice bow.
- In some instances, may want to pull or cut clips from our press conferences or previous communications to help enhance a message or demonstrate our transparency on an issue.
- While some county social posts may end up taking a more pointed approach in combating misinformation, what we share and encourage our ambassadors to share should be as neutral/non-defensive as possible. This is not about advocating for or against any candidates or results, but trying to get accurate information more widely seen.