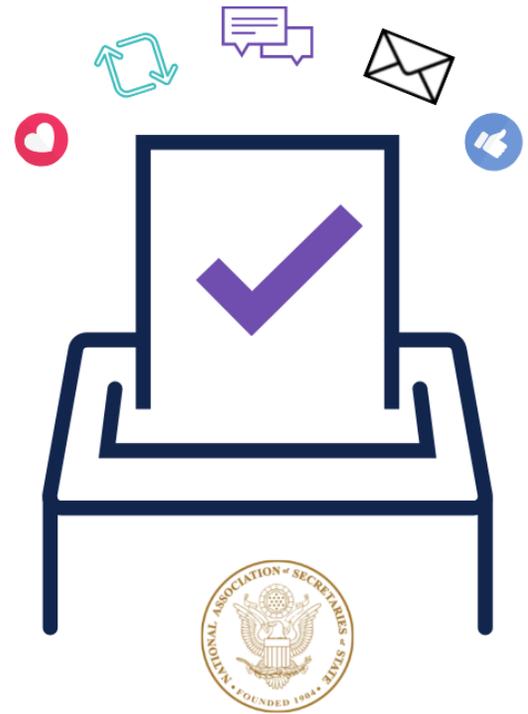


#TrustedInfo2022

Election Officials are your trusted sources for
election information



SUPPORTER TOOLKIT

December 2021

The National Association of Secretaries of
State (NASS)



#TRUSTEDINFO2022 OBJECTIVE

NASS continues our #TrustedInfo 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 state-specific 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 entire elections process from registering, voting, post-election procedures, and everything in between.

"Efforts to educate the public on election misinformation and disinformation is a top priority for election officials. That's why I'm excited to continue this important work through NASS's #TrustedInfo2022 initiative."

**-Kyle Ardoin
NASS President & Louisiana
Secretary of State**



SUPPORTER ROLE

NASS is pleased to have civic-minded nonpartisan and bipartisan organizations supporting this initiative by amplifying #TrustedInfo2022 messaging.

It is our hope this will 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 #TrustedInfo2022 do not hesitate to reach out to NASS Director of Communications, Maria Benson (mbenson@sso.org).

Together we can ensure citizens have accurate information for the 2022 midterm elections.

TOOLKIT CONTENTS

This #TrustedInfo2022 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 #TrustedInfo2022 hashtag on your websites and across your social media accounts. Please keep posts nonpartisan and positive.

Website

Our #TrustedInfo2022 webpage can be found at: <https://www.nass.org/initiatives/trustedinfo>. NASS also promotes canivote.org, a nonpartisan website created by state election officials to help voters find their state and local election officials, become a poll worker, find out how to register and where to go vote.

Twitter

The NASS Twitter handle (@NASSorg) engages NASS members and supporters about #TrustedInfo2022. Please amplify our messaging by retweeting. Updates about the effort will also be tweeted out on a regular basis.

Facebook

The NASS Facebook page (facebook.com/NASSorg1904) will feature #TrustedInfo2022 posts from us, our members and partners.

TIMELINE

#TrustedInfo2022 will run throughout the year. Remember educating voters is a marathon, not a sprint. This timeline offers you a few participation timing suggestions.

• Jan. 11, 2022

- Issue a press release announcing your support (**Note: HOLD until NASS issues announcement release!**)
- Do a blog post giving more personalized organizational examples of why #TrustedInfo2022 is important
- Share on social media

• Feb.-Oct. 2022

- Point your network in the direction of their election officials by linking to NASS's nonpartisan site canivote.org on your website.
- Amplify NASS and our members on social media when the hashtag is used. Each state will be posting about their state-specific information.
- In Sept. tie in #TrustedInfo2022 into your organization's National Voter Registration Month and Day celebrations.
- Oct. is Cybersecurity Awareness Month. If your organization does something for this you can make the connection to #TrustedInfo2022 helping to cut down on mis/disinformation.
- Connect with NASS if you'd like a NASS member to join you for a virtual event.



November 2022

- 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 #TrustedInfo2022.
- 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 2022

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



SAMPLE PRESS RELEASE

HOLD UNTIL NASS ISSUES ANNOUNCEMENT RELEASE!

ORGANIZATION NAME SUPPORTS NASS's
#TRUSTEDINFO2022

For Immediate Release

Jan. 11, 2022

MEDIA CONTACT INFO

CITY OF RELEASE--Ahead of the 2022 elections, ORGANIZATION NAME is amplifying the National Association of Secretaries of State (NASS)'s nonpartisan #TrustedInfo2022 initiative.



The goal of #TrustedInfo2022 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 appreciate ORGANIZATION for their efforts to support #TrustedInfo2022. This will further our goal of getting trusted election information to Americans," Kyle Ardoin, NASS President and Louisiana Secretary of State.

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

To find your election official or learn about voter registration in a particular state, visit NASS's nonpartisan website canivote.org.

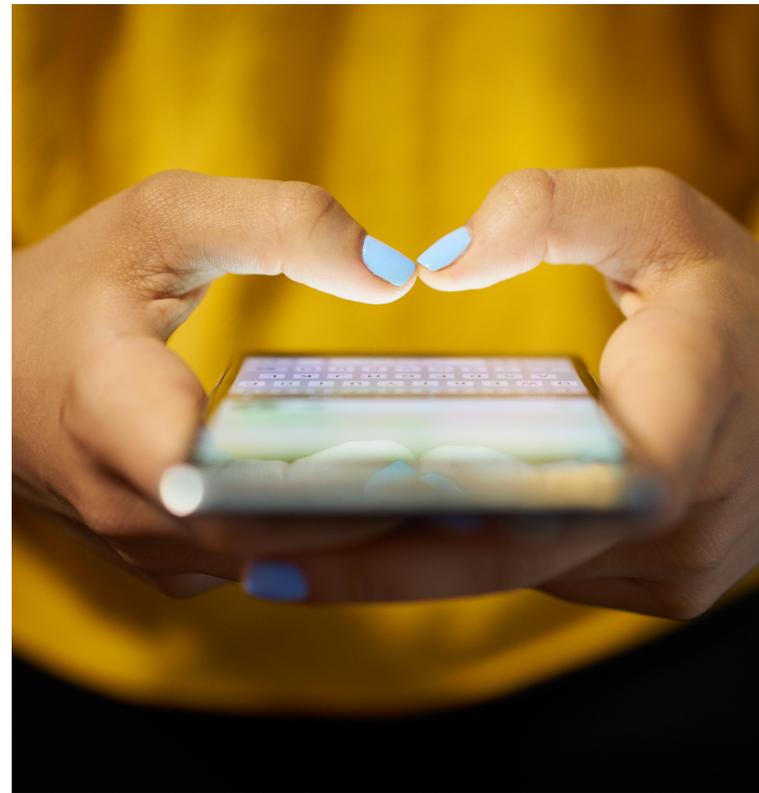
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SAMPLE SOCIAL MEDIA POSTS

The following are #TrustedInfo2022 sample social media posts to share. Posts can be modified and customized to fit your organization's style. Please keep the #TrustedInfo2022 hashtag throughout and tag NASS so we can amplify.

Facebook

- Your election officials are your trusted sources for election information. We've joined @NASSorg to help promote that fact! #TrustedInfo2022
- 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! #TrustedInfo2022
- #TrustedInfo2022 is more than a hashtag! We're ensuring you get the most up-to-date voting information from the experts. Learn more at <https://www.nass.org/initiatives/trustedinfo>.
- LIKE and SHARE if you've gone to your election official's website to check if you're registered to vote!
#TrustedInfo2022



Twitter

- Set yourself up for voting success! Get all of your #TrustedInfo2022 from your election official. Visit [canivote.org](https://www.canivote.org) to find yours!
- #ICYMI we joined @NASSorg in their #TrustedInfo2022 voter education effort. Learn more: <https://www.nass.org/initiatives/trustedinfo>
- Election Day is Tuesday, Nov. 8, 2022! Don't know where to start? Reach out to your election official with questions ➡ [canivote.org](https://www.canivote.org) #TrustedInfo2022
- 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 Supports NASS's #TrustedInfo2022 Initiative

Dear NAME,

We are excited to inform you that we're supporting the National Association of Secretaries of State (NASS) in their #TrustedInfo2022 education effort! #TrustedInfo2022 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 #TrustedInfo2022 initiative, we can drive voters directly to election officials' websites and verified 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 maintained by NASS.

You can learn more about #TrustedInfo2022 by visiting their page (hyperlink to <https://www.nass.org/initiatives/trustedinfo>).

Sincerely,

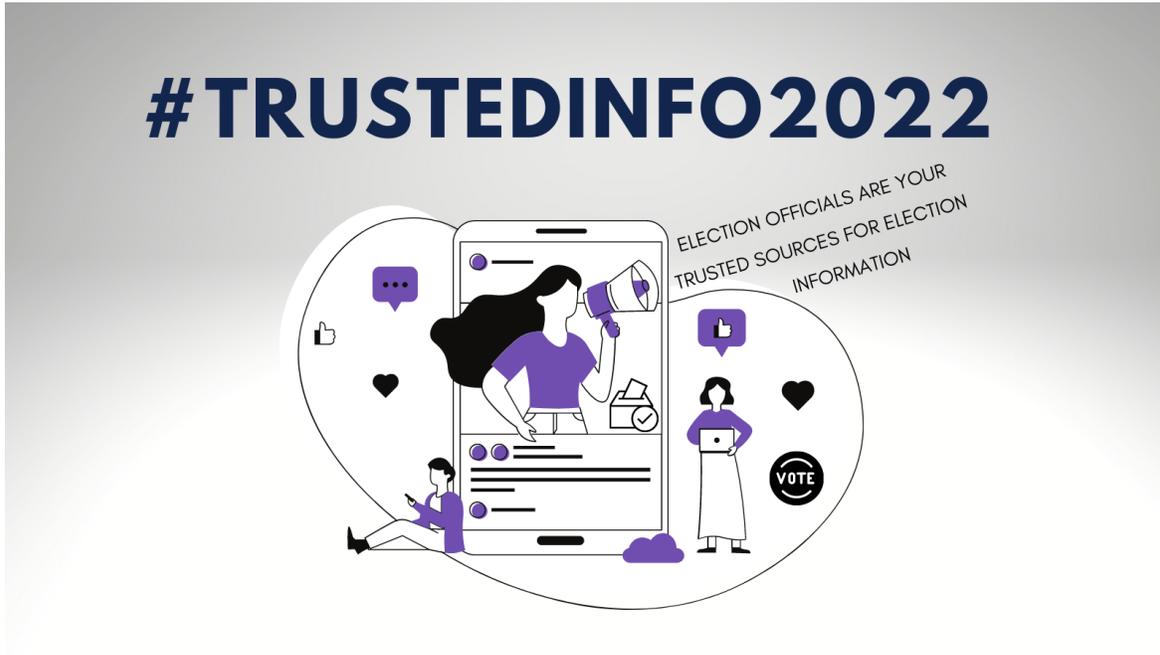
NAME
ORGANIZATION



SAMPLE SOCIAL MEDIA GRAPHICS

The only limit on your #TrustedInfo2022 graphics is your own creativity! Don't forget to tag NASS social accounts so we can share them!

Twitter

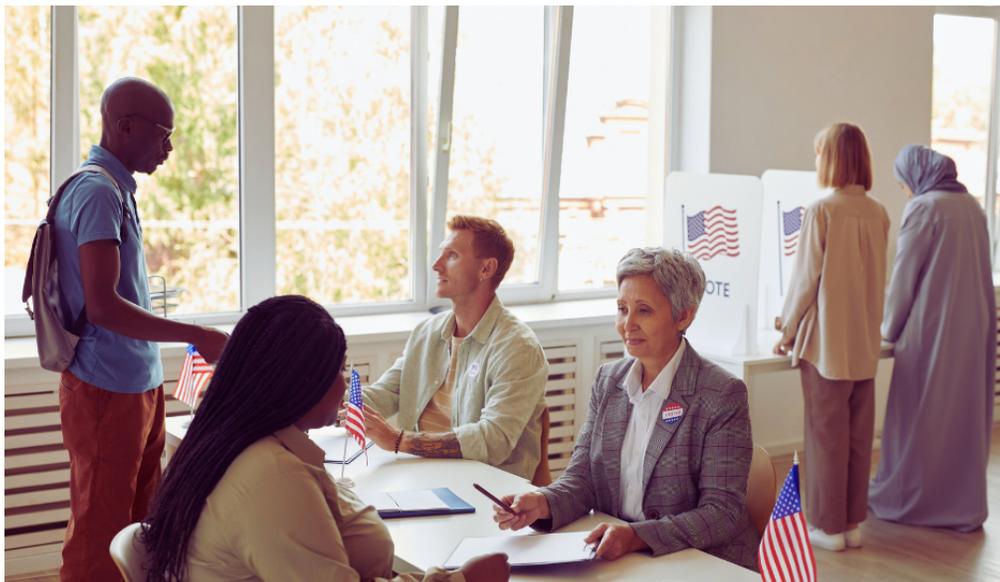
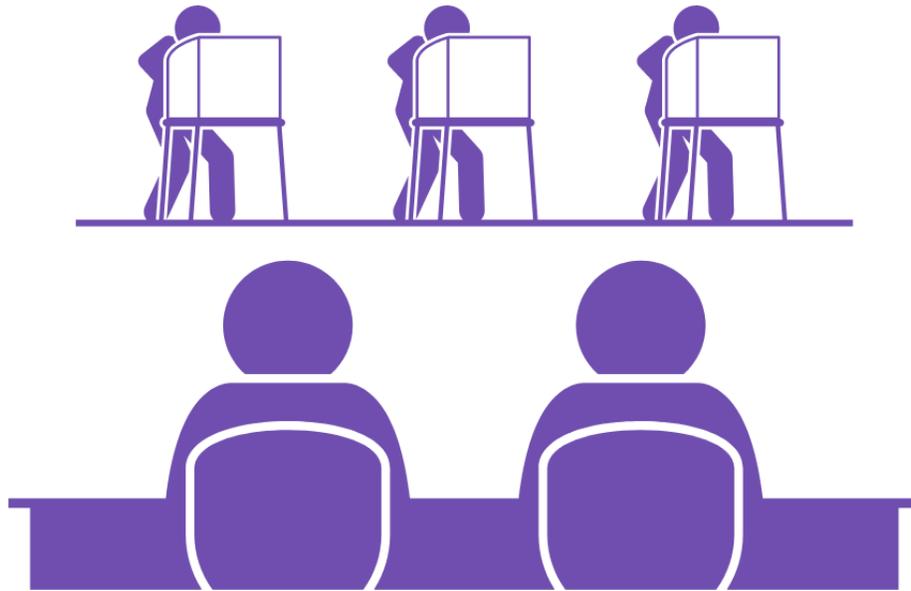




Facebook

#TRUSTEDINFO2022

Election officials are your trusted sources for election information



#TRUSTEDINFO2022



#TrustedInfo2022



CONTACT NASS

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Twitter: [@NASSorg](https://twitter.com/NASSorg)
Facebook: facebook.com/NASSorg1904