

COMMUNICATIONS TOOL KIT

JANUARY 2024

Resources for Sharing Voting Information





Presented by: **Orange County Registrar of Voters**



VOTE EASY.
VOTE SECURE.

ORANGE COUNTY REGISTRAR OF VOTERS

STAY CONNECTED

 714.567.7600  ocvote.gov  @ocrov  @ocregistrar  @ocregistrar

Track Your Ballot with OC Ballot Express – ocvote.gov/track

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INTRODUCTION

The Orange County Registrar of Voters is committed to protecting each registered voter's right to cast a ballot safely and securely. To help voters better understand how the State of California and Orange County are preparing for the March 5, 2024 Presidential Primary Election, this Communications Tool Kit provides a variety of tools to enable people and organizations to ensure local voters are well informed about how, when and where to cast a ballot. From social media posts, infographics, videos and more, this tool kit covers all the need-to-know information.

- Voting options – How to vote
- Voting locations – Where to vote
- Voting period – When to vote
- Safety – Creating a safe environment for election workers and voters
- Security – Protecting the election process and votes

Our hope is that you will share this information with your own networks of people.

The following sections will provide you with a description of the tool kit items we'd like you to share. Graphics can be accessed by visiting ocvote.gov where you can then download and save the materials for your own use.

IMPORTANT TOPICS

There are many important topics to address as we ramp up for the 2024 Presidential Primary Election. Here is a list of the messages we have identified as critical for the 2024 Presidential Primary Election. You'll notice these themes throughout the materials provided in the tool kit below.

- Our voter education campaign tagline is "Vote Easy. Vote Secure." It is reflected in all of our communication materials.
- Presidential Primary Elections are Different
 - 1) Voting takes place in February and March (versus May and June during Gubernatorial Primary Elections)
 - 2) Candidates seeking the office of President of the United States appear on a voter's ballot based on the voter's political party preference
- You Have Voting Options – While vote-by-mail ballots are being delivered to all registered voters, there are four ways to vote.
- Updating Your Voter Registration is Key – We're encouraging people to register (if they haven't) and voters to make sure the information they have on file is up to date and correct!
- We Need the Community's Help – The Registrar of Voters team is currently scheduling voter education presentations to community organizations, and we're encouraging people to contact us about presenting to their group!

IMPORTANT DATES

- Thursday, January 25: Voter Information Guides begin to be delivered to the U.S. Postal Service
- Monday, February 5: Vote-By-Mail Ballots begin to be delivered to U.S. Postal Service
- Monday, February 5: Early Voting Begins – Registrar of Voters office and all Ballot Drop Boxes open
- Tuesday, February 20: Last day to register to vote
- Saturday, February 24: *SELECT* Vote Centers open across the county / Vote In-Person
- Saturday, March 2: All Vote Centers open / Vote In-Person
- Tuesday, March 5: Voting ends at 8 p.m.



TOOL KIT CONTENTS

The following materials have been created for distribution.

- Voter education infographic
- Series of “explainer” videos
- Social media posts and graphics
- Newsletter articles
- Frequently Asked Questions (FAQs)

VOTER EDUCATION INFOGRAPHIC

OC ROV’s voter education infographic visually demonstrates all the important information about voting methods, important dates, ballot tracking and security, and more.

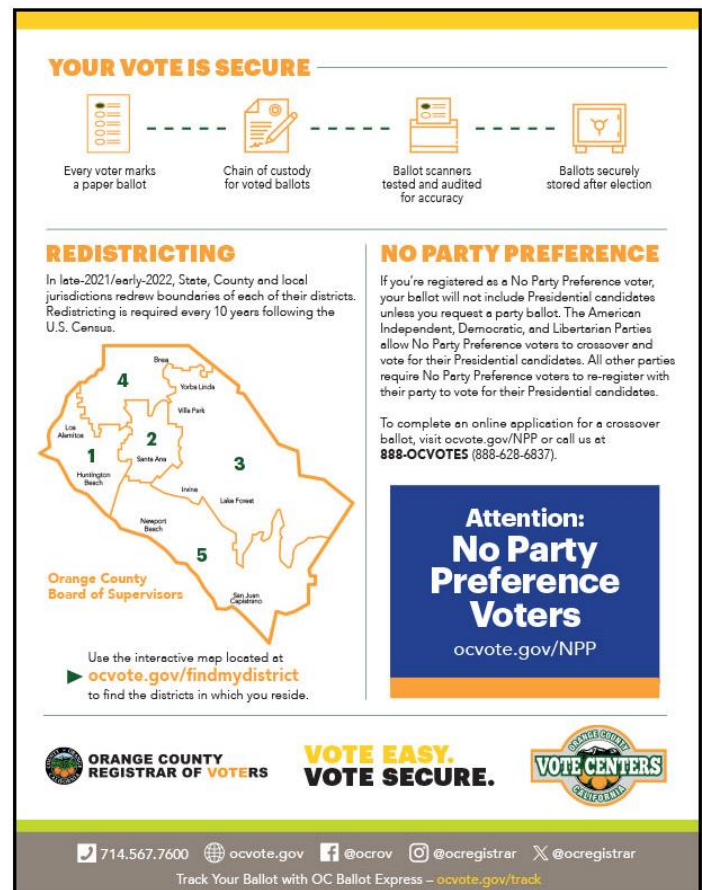
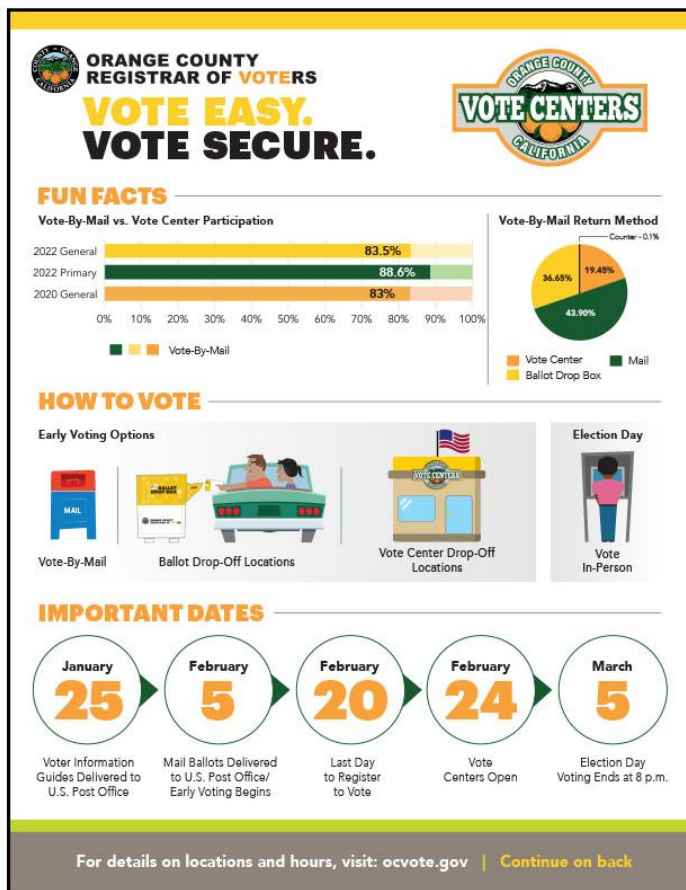
Click [here](#) to view the infographic in Chinese.

Click [here](#) to view the infographic in Spanish.

Click [here](#) to view the infographic in English.

Click [here](#) to view the infographic in Vietnamese.

Click [here](#) to view the infographic in Korean.

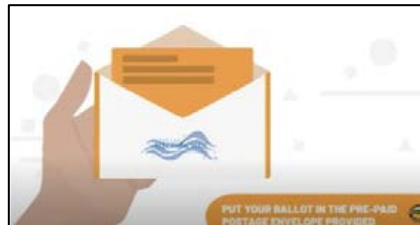




VIDEOS

A series of short “explainer” videos is available for download by clicking on the images below. Topics include:

- Customer Service Representative Recruitment for Vote Centers
- Ways to Vote
- Completing Your Ballot
- Crossover Voting
- Election Security





SOCIAL MEDIA AND GRAPHICS

The following social media content has been created so that you have a variety of posts to share with your network during election season (January through April).

Before getting started with posting, please consider these helpful tips.

- Feel free to personalize – While it is important key information remains unchanged, we know that your audience wants to hear from you! We encourage you to adapt the posts, so they are authentic to your organization.
- Tag the Registrar of Voters – Let us know you are sharing our info by including our social media handles within the post.
 - OC ROV Facebook - @OrangeCountyRegistrarOfVoters
 - OC ROV Instagram - @ocregistrar
 - OC ROV X - @OCRegistrar
- Use hashtags – Enhance post visibility by incorporating key election hashtags.
 - #VoteEasyVoteSecure
 - #OCVote
 - #OrangeCountyCounts
 - #VoteCalifornia
 - #VoteEarly
 - #BallotSecurity
 - #YourVoiceYourChoice
 - #OCBallotExpress
 - #VoteReady (for posts about voter registration)



SOCIAL MEDIA AND GRAPHICS

TOPIC: REGISTRATION & KEY DATES

Post #1: Timing – January 15-February 20

Facebook, Instagram and X

February 20 is the deadline to register to vote for the 2024 Presidential Primary Election. Register to vote or update your registration today at ocvote.gov/registration.
#OCVote #OrangeCounty #VoterRegistration



Post #2: Timing – January 15-February 20

Facebook, Instagram and X

#DYK you can check if you're registered to vote, check your ballot status or review your voter history online? Visit ocvote.gov/verify today.
#OCVote #OrangeCounty #VoterRegistration



Post #3: Timing – January 15-February 20

Facebook, Instagram and X

Not sure if you're registered to vote? Go to ocvote.gov/verify to check your status and make any necessary updates before February 20.
#OCVote #OrangeCounty #VoterRegistration





Post #4: *Timing – January 15-February 29*

[Facebook](#), [Instagram](#) and [X](#)

#DYK that the State Legislature last updated the election calendar in 2020? That means the Presidential Primary Election is scheduled in March and the Gubernatorial Primary Elections for June. Check your registration status at ocvote.gov/registration and make any necessary updates before February 20.

#OCVote #OrangeCounty #VoterRegistration



2024 Calendar

Important Dates.



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ORANGE COUNTY REGISTRAR OF VOTERS

TOPIC: HOW TO VOTE

Post #5: *Timing – February 5-March 5*

[Facebook](#), [Instagram](#) and [X](#)

You've got options! Orange County voters can choose to cast their ballot by mail, at a ballot drop box, or at a Vote Center.

ocvote.gov/options

#OCVote #VoteEasyVoteSecure #OrangeCounty #VoteCenter



4 options to Vote.
ocvote.gov/options



**VOTE EASY.
VOTE SECURE.**
ORANGE COUNTY REGISTRAR OF VOTERS

Post #6: *Timing – February 5-March 5*

[Facebook](#), [Instagram](#) and [X](#)

Vote Centers are your one-stop shop for voting in #OrangeCounty. There are more than 180 Vote Centers open 4 or 11 days where you can drop off your ballot, vote in-person, register to vote, get a replacement ballot or receive in-person assistance.

#OCVote #VoteEasyVoteSecure #VoteCenter #VoteEarly



OC Vote Centers



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VOTE SECURE.**
ORANGE COUNTY REGISTRAR OF VOTERS



TOPIC: HOW TO VOTE

Post #7: Timing – February 5-March 5

Facebook, Instagram and X

Save time and avoid the lines! You can check Vote Center wait times in #OrangeCounty at ocvote.gov/time and pick a location near you.

#OCVote #VoteEasyVoteSecure #OrangeCounty #VoteCenter #VoteEarly



Post #8: Timing – February 5-March 5

Facebook, Instagram and X

It's easy to find a Vote Center in Orange County near you! Go to ocvote.gov/time to search your nearest Vote Center and check live wait times.

#OCVote #VoteEasyVoteSecure #OrangeCounty #VoteCenter

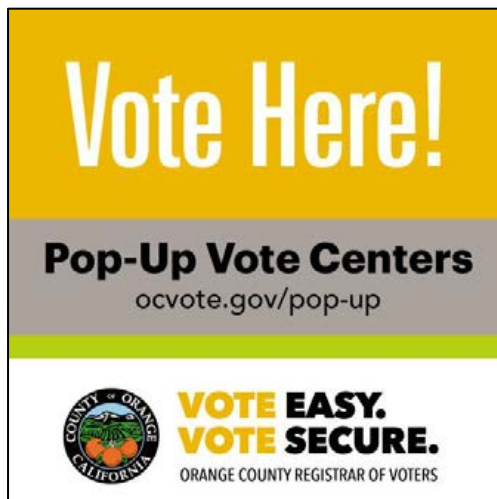


Post #9: Timing – February 5-March 5

Facebook, Instagram and X

Keep an eye out for #OrangeCounty pop-up Vote Center sites! This unique mobile voting unit offers all of the voting services that are available at traditional Vote Centers. View the pop-up vote site schedule at ocvote.gov/pop-up.

#OCVote #VoteEasyVoteSecure #OrangeCounty #Voting



TOPIC: HOW TO VOTE

Post #10: Timing – February 5-March 5

[Facebook](#), [Instagram](#) and [X](#)

You don't have to wait until Election Day to cast your ballot in the 2024 Presidential Primary Election. Ballot drop boxes are available 24/7 beginning on February 5, and Vote Centers are open beginning February 24. Check ocvote.gov/voting for a list of locations.

#OCVote #VoteEasyVoteSecure #OrangeCounty #VoteEarly



Post #11: Timing – February 5-March 5

[Facebook](#), [Instagram](#) and [X](#)

To ensure your mail-in ballot is counted, here are some helpful tips when filling it out:

1. Use blue or black ink when filling out your ballot.
2. Check your ballot for any damage, tears, or unclear marks.
3. Remember to sign the envelope before you mail your ballot or drop it off.
4. Mail ballots must be postmarked by March 5, so submit your ballot on or before that date.

For more information on completing your ballot, visit ocvote.gov/voting.

#OCVote #VoteEasyVoteSecure #OrangeCounty #Voting



Post #12: Timing – February 5-March 5

[Facebook](#), [Instagram](#) and [X](#)

If you make a mistake on your ballot, you can simply make a clear notation correcting your vote. No need to initial or sign your name after the correction. If needed, you can call and ask for a replacement ballot or visit a Vote Center for assistance.

For more information on receiving a replacement ballot, visit ocvote.gov/replacement.

#OCVote #VoteEasyVoteSecure #OrangeCounty #Voting

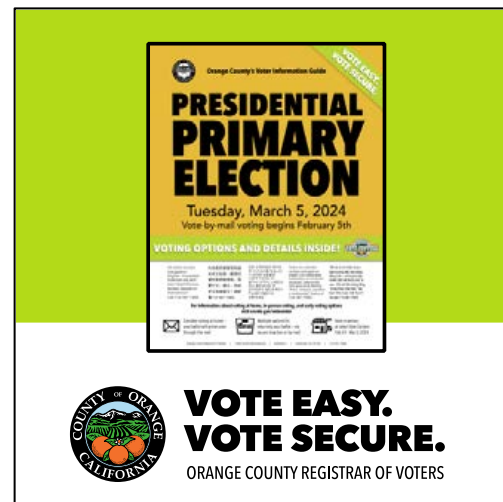


TOPIC: VOTER RESOURCES

Post #13: Timing – January 25-February 24

Facebook, Instagram and X

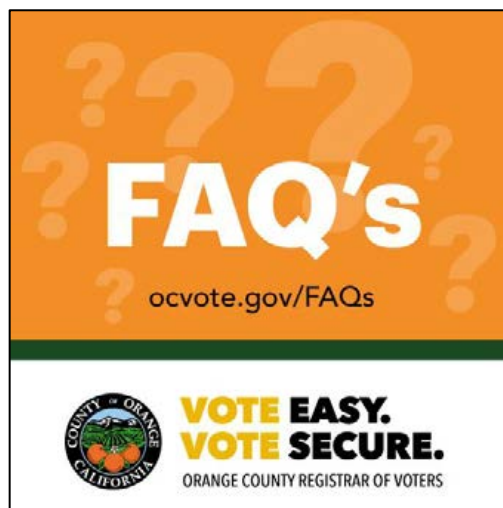
Voter Information Guides mailouts started on January 25 to all registered voters in Orange County. Keep an eye out for yours. This helpful guide covers all the must-know information on the different ways to cast your ballot, the contests and measures that you can vote on, and much more. You can access an online version at ocvote.gov/VIG.
#OCVote #VoteEasyVoteSecure #VoterInformationGuide



Post #14: Timing – January 25-March 5

Facebook, Instagram and X

There's a lot to know about the upcoming election, and #OrangeCounty has made it easy to find answers to your questions. Check out our frequently asked questions page. ocvote.gov/faqs
#OCVote #VoteEasyVoteSecure #VoterInformation



Post #15: Timing – January 25-March 5

Facebook, Instagram and X

The last day to vote in the 2024 Presidential Primary Election is Tuesday, March 5. Get a head start on learning more about the candidates and measures on the ballot at ocvote.gov/elections.
#OCVote #VoteEasyVoteSecure #OrangeCounty #VoteEarly



TOPIC: VOTER RESOURCES

Post #16: *Timing – January 25-March 5*

Facebook, Instagram and X

The Registrar of Voters' Voter Lookup Tool has everything you need to prepare for the March 5 Presidential Primary Election. You can download a sample ballot, request a replacement ballot or track your vote-by-mail ballot.

Access it here: ocvote.gov/vlt

#OCVote #VoteEasyVoteSecure #OrangeCounty
#VoterResources



Post #17: *Timing – January 25-March 5*

Facebook, Instagram and X

Don't miss important deadlines! The Orange County Registrar of Voters has an Election Calendar to help you keep track of important deadlines for the March 5 Presidential Primary Election: ocvote.gov/elections

#OCVote #VoteEasyVoteSecure #OrangeCounty
#2024PrimaryElection



Post #18: *Timing – January 25-March 5*

Facebook, Instagram and X

#OrangeCounty has voter resources in English, Spanish, Vietnamese, Korean, and Chinese. When visiting ocvote.gov, click on the appropriate language in the upper right of the screen.

#OCVote #VoteEasyVoteSecure





TOPIC: VOTER RESOURCES

Post #19: *Timing – January 25-March 5*

Facebook, Instagram and X

Do you have questions about the upcoming 2024 Presidential Primary Election? Contact the Orange County Registrar of Voters at 714-567-7600 or

ocvoter@ocvote.gov.

#OCVote #VoteEasyVoteSecure

Questions?
714-567-7600
ocvoter@ocvote.gov

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Post #20: *Timing – January 25-March 5*

Facebook, Instagram and X

Track your vote-by-mail ballot every step of the way with the Voter Lookup Tool. ocvote.gov/track

#OCVote #VoteEasyVoteSecure #OrangeCounty #Ballot

Track your ballot
ocvote.gov/track

**VOTE EASY.
VOTE SECURE.**
ORANGE COUNTY REGISTRAR OF VOTERS

Post #21: *Timing – January 25-March 5*

Facebook, Instagram and X

Need help marking your ballot? Vote Center staff are trained and ready to provide assistance. Visit any Vote Center to receive virtual ASL assistance, curbside voting, and language support. #VoteEasyVoteSecure #OCVote #YourVoiceYourChoice

**Need
Assistance
at a
Vote Center?**

**VOTE EASY.
VOTE SECURE.**
ORANGE COUNTY REGISTRAR OF VOTERS

TOPIC: VOTER RESOURCES

Post #22: *Timing – February 5-March 5*

Facebook, Instagram and X

At Vote Centers, Ballot Marking Devices help people with differing abilities to vote privately and independently.

Options include:

- Audio, large print, high contrast display, controls for speed and volume
- Access controller or touch screen to operate
- Headset with single-use covers available
- Compatible with sip-and-puff and other assistive technology.

Help with our ballot marking device is available onsite, if requested.

#OCVote #VoteEasyVoteSecure #OrangeCounty



Post #23: *Timing – February 5-March 5*

Facebook, Instagram and X

Remote Accessible Vote-By-Mail ballots provide voters the option to request a Vote-By-Mail ballot to be delivered electronically. The electronic ballot can be downloaded to the voter's computer, marked using the voter's own assistive technology, then printed and returned as a paper ballot.

For more information, visit ocvote.gov/ravbm.

#OCVote #VoteEasyVoteSecure #OrangeCounty



TOPIC: ELECTION SECURITY AND THE ELECTION PROCESS

Post #24: Timing – January 25-March 5

[Facebook, Instagram and X](#)

Looking for trusted election information? The Orange County Registrar of Voters is the official government agency responsible for conducting fair and accurate elections in #OrangeCounty.

ocvote.gov/faqs/trusted-election-official-information
#OCVote #VoteEasyVoteSecure #ElectionInformation



Post #25: Timing – January 25-March 5

[Facebook, Instagram and X](#)

If you did not provide a party preference when you registered to vote, you are a No Party Preference Voter. When you receive your non-partisan ballot in the mail or at a Vote Center, it will not have the presidential contest listed. You can request a “crossover” party ballot or re-register to select a party preference to vote to nominate a presidential candidate for one of the parties. If you have questions about No Party Preference or crossover voting, visit ocvote.gov/NPP or call the Orange County ROV at 888-OCVOTES (888-628-6837) – they are available to help!

#OCVote #VoteEasyVoteSecure #OrangeCounty
#CrossoverVoting #NoPartyPreference

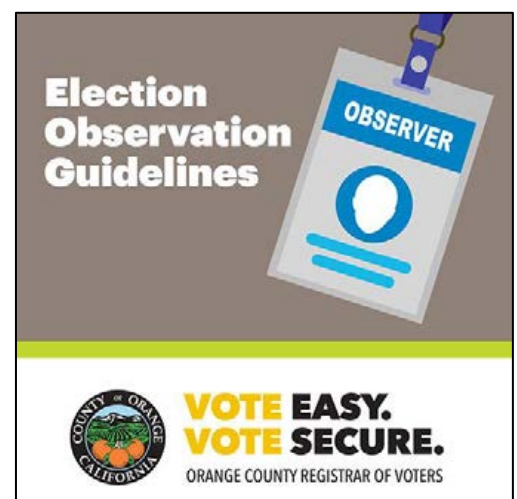


Post #26: Timing – January 25-March 5

[Facebook, Instagram and X](#)

All elections are transparent. You can observe election processes. To learn more, election observation guidelines are available at ocvote.gov/observe.

#OCVote #VoteEasyVoteSecure #OrangeCounty
#ElectionObservation





TOPIC: ELECTION SECURITY AND THE ELECTION PROCESS

Post #27: *Timing – January 25-March 5*

Facebook, Instagram and X

You can request a speaker from the Orange County Registrar of Voters to present to your organization about election operations, voter registration, voter data and more. ocvote.gov/community

#OCVote #VoteEasyVoteSecure #OrangeCounty
#Elections



TOPIC: CUSTOMER SERVICE REPRESENTATIVE (CSR) RECRUITMENT

Post #28: *Timing – Present-January 27*

Facebook, Instagram and X

For the 2024 Presidential Primary Election, Orange County is looking for dependable people to work at one of our Vote Centers. Pay starts at more than \$20 an hour. If you're interested, visit ocgov.com/jobs and search the term "Elections."

#OCVote #VoteEasyVoteSecure #OrangeCounty
#Elections





NEWSLETTER ARTICLES

Do you have an organizational print or electronic newsletter? Or looking for good content to email your members/constituents? If so, we invite you to share the following articles with your network.

Article #1

How to Vote in Orange County in the 2024 Presidential Primary Election

Recommended timing for use: January 24-March 5

For the upcoming 2024 Presidential Primary Election, vote-by-mail ballots will be delivered to the U.S. Post Office on February 5.

Registered voters in Orange County have several voting options they can use to cast their ballot for the Presidential Primary Election. Voters can return their ballot by mail, or at one of the countywide ballot drop boxes, or an Orange County Vote Center. Voters can also cast a ballot in person at a Vote Center. Learn more about your voting options at ocvote.gov/voting.

About 40 Vote Centers open on February 24. About 140 more Vote Centers will open on March 2 for the last four days of voting, including Election Day. At a Vote Center, you can vote, update your registration, register to vote, get a replacement ballot, or receive general assistance. Find a Vote Center near you and view live wait times at ocvote.gov/voting/voting-and-dropoff-locations-by-election.

To find a ballot drop box near you, click ocvote.gov/voting/voting-and-dropoff-locations-by-election.

The deadline to register to vote for the 2024 Presidential Primary Election is February 20. Register to vote at ocvote.gov/registration.

Remember, when filling out and returning your ballot, “Vote Easy. Vote Secure.”





NEWSLETTER ARTICLES

Article #2

The Voter Registration Deadline is February 20

Recommended timing for use: January 24-February 20

The voter registration deadline for the 2024 Presidential Primary Election is February 20. You can register to vote in Orange County online today at ocvote.gov/registration/register-to-vote.

If you want to check your registration status, or if you need to make updates, you can do so online at ocvote.gov/verify.

If you are unable to meet the voter registration deadline, you can still conditionally register to vote through March 5. Conditional voter registration extends the existing 15-day registration deadline in California to eligible voters, allowing them to register and vote provisionally 14 days prior to an election and on Election Day.

You can conditionally register in-person at a Vote Center or at the Registrar of Voters located at 1300 S. Grand Avenue, Bldg. C, Santa Ana, 92705. You may also conditionally register to vote online at ocvote.gov/registration but must then go to a Vote Center or the Registrar of Voters to be issued a provisional ballot.

Remember, when filling out and returning your ballot, “Vote Easy. Vote Secure.”

Article #3

Vote Centers in Orange County Open on February 24

Recommended timing for use: February 5-March 5

Vote Centers are your one-stop shop for voting and registration needs for the 2024 Presidential Primary Election. There are more than 180 Vote Centers throughout Orange County where you can vote, update your registration, register to vote, get a replacement ballot or receive general assistance. Select Vote Centers open on February 24, and all Vote Centers will be open on March 2 through March 5. You can locate a Vote Center, view hours of operations, and see live wait times at ocvote.gov/voting/voting-and-dropoff-locations-by-election.

You still have the option to vote by mail or use a secure ballot drop box to cast your ballot. Vote-by-mail ballots can be returned to the U.S. Post Office and do not require postage but must be postmarked by March 5. You can locate a secure ballot drop box near you at ocvote.gov/voting/voting-and-dropoff-locations-by-election.

Remember, when filling out and returning your ballot, “Vote Easy. Vote Secure.”



NEWSLETTER ARTICLES

Article #4

No Party Preference / “Crossover” Voting for the 2024 Presidential Primary Election

Recommended timing for use: January 24-February 20

One of the key differences in the 2024 Presidential Primary Election concerns the ballot choices of No Party Preference voters. If you did not provide a party preference when you registered to vote, this means that you are a No Party Preference Voter. When you receive your non-partisan ballot in the mail or at a Vote Center, it will not have the names of the presidential candidates listed on it. The good news is that some parties allow you to “crossover” and request a ballot with the names of their presidential candidates on it. They are the American Independent Party, Democratic Party, and Libertarian Party.

The other qualified parties do not allow "No Party Preference" voters to vote their party's ballots. To receive a ballot for the Green Party, Peace and Freedom Party, or Republican Party, you must re-register to vote. If you have questions about No Party Preference or crossover voting, visit ocvote.gov/NPP or call the Orange County ROV at 888-OCVOTES (888-628-6837) – they are available to help!

Remember, when filling out and returning your ballot, “Vote Easy. Vote Secure.”

Article #5

Important Dates for the 2024 Presidential Primary Election

Recommended timing for use: January 24-February 20

The Orange County Registrar of Voters created an Election Calendar to help you keep track of important deadlines for the 2024 Presidential Primary Election. You can access the calendar at ocvote.gov/calendar

- Thursday, January 25: Voter Information Guides begin to be delivered to the U.S. Postal Service
- Monday, February 5: Mail Ballots begin to be delivered to U.S. Postal Service
- Monday, February 5: Early Voting Begins – Registrar of Voters Office and all Ballot Drop Boxes open for ballot drop-offs
- Tuesday, February 20: Last Day to register to vote
- Saturday, February 24: *SELECT* Vote Centers open across the county / Vote in-person
- Saturday, March 2: All Vote Centers Open / Vote in-person
- Tuesday, March 5: Voting ends at 8 p.m.

The Orange County Registrar of Voters has an FAQ page where you can find more information: ocvote.gov/faqs. If you can't find what you're looking for, please contact the Orange County Registrar of Voters at 714-567-7600 or ocvoter@ocvote.gov.



NEWSLETTER ARTICLES

Article #6

Election Security in Orange County

Recommended timing for use: January 24-March 5

Election security is a top priority for the Orange County Registrar of Voters. Security measures for the 2024 Presidential Primary Election include:

- Test the accuracy of all ballot scanners before and after the election.
- Hand count ballots from at least 1% of all precincts – randomly selected – to ensure the voting system tally is accurate.
- Confirm with the Secretary of State before and after the election that the certified voting system software has not been modified.

Additionally, all votes are cast on paper ballots, and the vote tally system is not connected to the internet. The Orange County Registrar of Voters has partnerships with the Department of Homeland Security, State and local law enforcement, and the District Attorney's office.

Registered voters have four safe and secure options to return their ballots in Orange County. You can vote by mail or return your ballot to a ballot drop box or a Vote Center. You can vote in-person at any of the Vote Centers, too. All four ways ensure that your ballot will be received by the Registrar of Voters.

You can track your ballot through all steps of the process with OC Ballot Express. You also have the option to sign up for text and email updates. ocvote.gov/track/

Remember, when filling out and returning your ballot, "Vote Easy. Vote Secure."





NEWSLETTER ARTICLES

Article #7

Resources for Voters with Disabilities and Overseas Voters

Recommended timing for use: January 24-March 5

The Orange County Registrar of Voters has resources available for voters with disabilities and overseas voters. For the 2024 Presidential Primary Election, the Remote Accessible Vote-By-Mail ballot provides voters the option to request a Vote-By-Mail ballot to be delivered to them electronically. The electronic ballot can be downloaded to the voter's computer, marked using the voter's own assistive technology, and then printed and returned as a paper ballot. ocvote.gov/ravbm/

Additionally, all Vote Centers in Orange County will feature:

- Accessible voting machines to mark your ballot
- American Sign Language interpreter via video conferencing
- Curbside voting with a paper ballot
- Additional assistance upon request
- Voters that are unable to mark a ballot may bring up to two individuals to assist in voting

For any additional assistance, call the Registrar of Voters at 714-567-7600 or the toll-free number at 1-888-628-6837 or call the Disability Rights California Voting Hotline at 1-888-569-7955.

ocvote.gov/accessibility





FREQUENTLY ASKED QUESTIONS

The Orange County Registrar of Voters has developed frequently asked questions (FAQs) that address important questions about mail-in ballots and other vote methods, voter and election worker safety, ballot security, and more.

Please [click here](#) for the FAQs.

RESOURCES



Orange County Registrar of Voters



Where to Register to Vote



Find Your Vote Center



Mail Ballot Drop-Off Locations



Track Your Mail Ballot



Electronic Voter Information Guide



Accessible Voter Information Guide



Remote Accessible Vote by Mail



Military and Overseas Voters



Election Results



COMMUNICATIONS TOOL KIT

JANUARY 2024

Thank you for your support!





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