# COMMUNICATIONS TOOL KIT

SEPTEMBER 2024

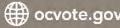
**Resources for Sharing Voting Information** 

Presented by: Orange County Registrar of Voters



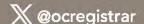
# STAY CONNECTED











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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 November 5, 2024 Presidential General 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 clicking on the images 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 General Election. Here is a list of the messages we have identified as critical for the 2024 Presidential General 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.
- You Have Voting Options While Vote-by-Mail ballots are being delivered to all registered voters, there are four ways to vote.
- You Have More Days to Vote Vote-by-Mail ballots can be cast starting 29 days before the traditional Election Day; Select Vote Centers are open for 11 days for in-person voting.
- 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, September 26: Voter Information Guides begin to be delivered to the U.S. Postal Service
- Monday, October 7: Vote-by-Mail Ballots begin to be delivered to U.S. Postal Service
- Monday, October 7: Early Voting Begins Registrar of Voters' office and all Ballot Drop Boxes open
- Monday, October 21: Last day to register to vote
- Saturday, October 26: SELECT Vote Centers open across the county / Vote In-Person
- Saturday, November 2: All Vote Centers open / Vote In-Person
- Tuesday, November 5: Voting ends at 8 p.m.



#### TOOL KIT CONTENTS

The following materials have been created for distribution.

- Voter education infographics
- Series of "explainer" videos
- Voter education presentation
- Social media posts and graphics
- Newsletter articles
- Frequently Asked Questions (FAQs)

### **VOTER EDUCATION INFOGRAPHICS – VOTE EASY**

OC ROV's voter education infographics visually demonstrate all the important information about voting methods, important dates, ballot tracking, security, and more.

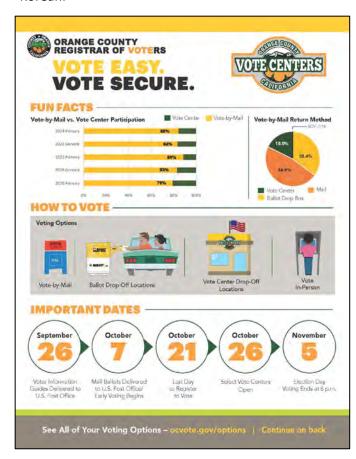
Click <u>here</u> to view the Vote Easy infographic in English.

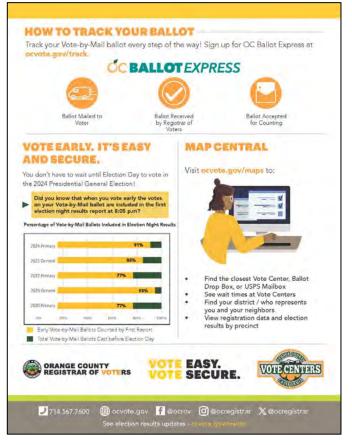
Click <u>here</u> to view the Vote Easy infographic in Chinese.

Click <u>here</u> to view the Vote Easy infographic in Korean.

Click <u>here</u> to view the Vote Easy infographic in Spanish.

Click <u>here</u> to view the Vote Easy infographic in Vietnamese.





## **VOTER EDUCATION INFOGRAPHICS – VOTE SECURE**

OC ROV's voter education infographics visually demonstrate all the important information about voting methods, important dates, ballot tracking and security, and more.

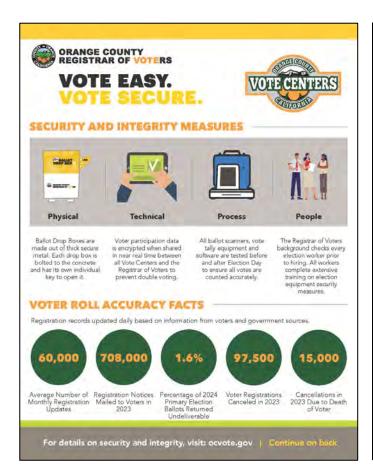
Click <u>here</u> to view the Vote Secure infographic in English.

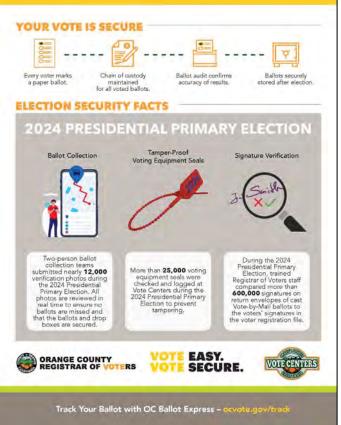
Click <u>here</u> to view the Vote Secure infographic in Chinese.

Click <u>here</u> to view the Vote Secure infographic in Korean.

Click <u>here</u> to view the Vote Secure infographic in Spanish.

Click <u>here</u> to view the Vote Secure infographic in Vietnamese.





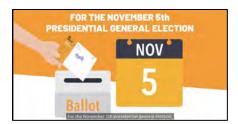


## **VIDEOS**

A series of short "explainer" videos is available for download by clicking on the images below.

#### Topics include:

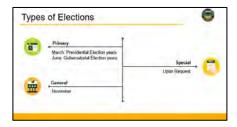
- Ways to Vote
- Completing Your Ballot
- Election Security
  - o How Ballots are Securely Printed and Distributed
  - o How Ballots are Securely Collected and Processed
  - o Observable Election Processes
- Accessibility and Language Services
- Community Champions Vote Easy Vote Secure Messages





#### **VOTER EDUCATION PRESENTATION**

A comprehensive "Voter Education" presentation is available for <u>download</u> by clicking on the image below. This resource covers essential topics such as the upcoming election and voting options, making it perfect to help ensure every voter is informed and ready to participate in the democratic process.





#### **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 (September through November).

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 information by including our social media handles within the post.
  - o OC ROV Facebook @ocrov
  - o OC ROV Instagram @ocregistrar
  - o OC ROV X @ocregistrar
- Use hashtags Enhance post visibility by incorporating key election hashtags.
  - #VoteEasyVoteSecure
  - o #OCVote
  - #OrangeCountyCounts
  - o #VoteCalifornia
  - #VoteEarly
  - #BallotSecurity
  - o #YourVoiceYourChoice
  - #OCBallotExpress
  - #VoteReady (for posts about voter registration)

# **GRAPHICS – ADVERTISEMENT CAMPAIGN**

• Click here to view and download graphics used in OCROV'S voter education advertisement campaign.



### **SOCIAL MEDIA AND GRAPHICS**

**TOPIC: REGISTRATION & KEY DATES** 

Post #1: Timing – September 16-October 21

Facebook, Instagram and X

October 21 is the deadline to register to vote for the 2024 Presidential General Election. Register to vote or update your registration today at <a href="https://ocvote.gov/registration">ocvote.gov/registration</a>. #OCVote #VoteReady #VoterRegistration



**Post #2:** *Timing – September 16-October 21* 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 <a href="mailto:ocvote.gov/verify">ocvote.gov/verify</a> today.

#OCVote #VoteReady #VoterRegistration



Post #3: Timing – September 16-October 21

Facebook, Instagram and X

Not sure if you're registered to vote? Go to <u>ocvote.gov/verify</u> to check your status and make any necessary updates before October 21.

#OCVote #VoteReady #VoterRegistration



#### **TOPIC: REGISTRATION & KEY DATES**

Post #4: Timing – September 16-October 21

Facebook, Instagram and X

Voting in the Presidential General Election opens on October 7 and closes on November 5 at 8 p.m. Check your registration status at <a href="https://october.gov/verify">ocvote.gov/verify</a> and make any necessary updates before October 21.

#OCVote #VoteReady #VoterRegistration



#### **TOPIC: HOW TO VOTE**

**Post #5:** Timing – October 7-November 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. <a href="https://ocvote.gov/options">ocvote.gov/options</a>.

#OCVote #VoteEasyVoteSecure #OrangeCounty #VoteCenter



**Post #6:** Timing – October 7-November 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





#### **TOPIC: HOW TO VOTE**

**Post #7:** Timing – October 7-November 5

Facebook, Instagram and X

Save time and avoid the lines! You can check Vote Center wait times in #OrangeCounty at <a href="https://ocvote.gov/time">ocvote.gov/time</a> and pick a location near you.

#OCVote #VoteEasyVoteSecure #OrangeCounty #VoteCenter #VoteEarly



**Post #8:** *Timing – October 7-November 5* 

Facebook, Instagram and X

It's easy to find a Vote Center in Orange County near you! Go to <a href="https://ocenter.gov/time">ocvote.gov/time</a> to search your nearest Vote Center and check live wait times.

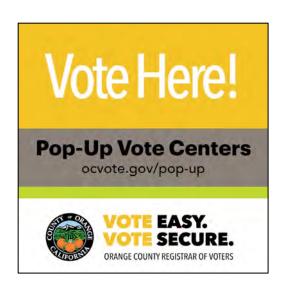
#OCVote #VoteEasyVoteSecure #OrangeCounty #VoteCenter

**Post #9:** *Timing – October 7-November 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 Center schedule at <a href="https://ocenter.ncbe/ocenters.nc

#OCVote #VoteEasyVoteSecure #OrangeCounty #Voting



#### **TOPIC: HOW TO VOTE**

Post #10: Timing – October 7-November 2

Facebook, Instagram and X

You don't have to wait until November 5 to cast your ballot in the 2024 Presidential General Election. Ballot Drop Boxes are available 24/7 beginning on October 7, and Vote Centers open beginning October 26. Check <a href="https://october.gov/voting">ocvote.gov/voting</a> for a list of locations. #OCVote #VoteEasyVoteSecure #OrangeCounty #VoteEarly



**Post #11:** *Timing – October 7-November 5* Facebook, Instagram and X

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

- 1. Use 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 November 5, so submit your ballot on or before that date.

For more information on completing your ballot, visit <a href="https://ocvote.gov/voting">ocvote.gov/voting</a>.

#OCVote #VoteEasyVoteSecure #OrangeCounty #Voting



**Post #12:** Timing – October 7-November 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 <a href="mailto:ocvote.gov/replacement">ocvote.gov/replacement</a>. #OCVote #VoteEasyVoteSecure #OrangeCounty #Voting





**TOPIC: HOW TO VOTE** 

**Post #13:** *Timing – October 7-November 5* Facebook, Instagram and X

Return your ballot early! Ballot Drop Boxes are open today and will remain open 24/7 through November 5 at 8 p.m. You can find your nearest Ballot Drop Box at ocvote.gov/locate.

#OCVote #VoteEasyVoteSecure #OrangeCounty #Election



**Post #14:** *Timing – October 22- November 5* Facebook, Instagram and X

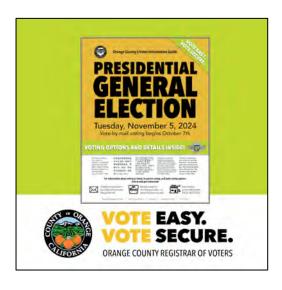
Missed the registration deadline and want to vote in the upcoming 2024 Presidential General Election? You can still vote provisionally by completing the Conditional Voter Registration process at our office or any Vote Center. For more information, visit <a href="mailto:ocvote.gov/cvr">ocvote.gov/cvr</a>. #OCVote #VoteEasyVoteSecure #OrangeCounty #Elections





**Post #15:** *Timing – September 26-October 26* Facebook, Instagram and X

Voter Information Guide mailouts started on September 26 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 <a href="https://ocvote.gov/vig.">ocvote.gov/vig.</a> #OCVote #VoteEasyVoteSecure #VoterInformationGuide



**Post #16:** *Timing – September 26-November 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 at <a href="https://occupa.com/sags/">occupa.com/sags/</a>.

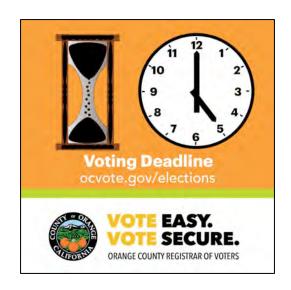
#OCVote #VoteEasyVoteSecure #VoterInformation



**Post #17:** *Timing – September 26-November 5* Facebook, Instagram and X

The last day to vote in the 2024 Presidential General Election is Tuesday, November 5. Get a head start on learning more about the candidates and measures on the ballot at ocvote.gov/elections.

#OCVote #VoteEasyVoteSecure #OrangeCounty #VoteEarly



**Post #18:** *Timing – September 26-November 5* Facebook, Instagram and X

The Registrar of Voters' Voter Lookup Tool has everything you need to prepare for the 2024 Presidential General 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 #19:** *Timing – September 26-November 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 2024 Presidential General Election: <a href="mailto:ocvote.gov/elections.">ocvote.gov/elections.</a> #OCVote #VoteEasyVoteSecure #OrangeCounty #2024 GeneralElection

November

Ocvote.gov/elections

VOTE EASY.

VOTE SECURE.

ORANGE COUNTY REGISTRAR OF VOTERS

Post #20: Timing – September 26-November 5
Facebook, Instagram and X
#Orange County has yet as recovered in English

#OrangeCounty has voter resources in English, Chinese, Korean, Spanish, and Vietnamese. When visiting <a href="https://ocvote.gov">ocvote.gov</a>, click on the appropriate language in the upper right of the screen.

#OCVote #VoteEasyVoteSecure





Post #21: Timing – September 26-November 5
Facebook, Instagram and X
Do you have questions about the upcoming 2024
Presidential General Election? Contact the Orange County
Registrar of Voters at 714-567-7600 or
ocvoter@ocvote.gov.
#OCVote #VoteEasyVoteSecure



Post #22: Timing – September 26-November 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



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

Post #23: Timing – October 26-November 5



**Post #24:** *Timing – October 7-November 5* Facebook, Instagram and X

At Vote Centers, Ballot Marking Devices help voters vote privately and independently.

Accessible features include:

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

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

#OCVote #VoteEasyVoteSecure #OrangeCounty



**Post #25:** *Timing – October 7-November 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 Vote-by-Mail ballot.

For more information, visit <u>ocvote.gov/ravbm</u>. #OCVote #VoteEasyVoteSecure #OrangeCounty





#### **TOPIC: ELECTION SECURITY AND THE ELECTION PROCESS**

**Post #26:** *Timing – September 26-November 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.

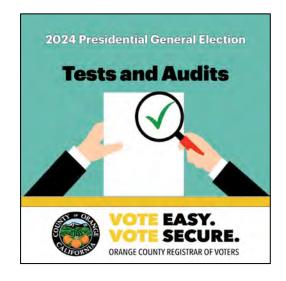
<u>ocvote.gov/faqs/trusted-election-official-information.</u> #OCVote #VoteEasyVoteSecure #ElectionInformation



**Post #27:** *Timing – September 26-November 5* Facebook, Instagram and X

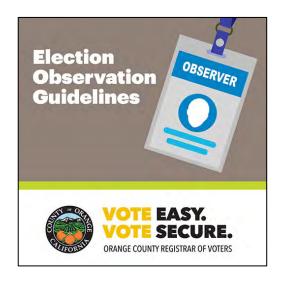
Election security is a top priority for the Orange County Registrar of Voters. Security measures for the 2024 Presidential General Election include pre and post-election testing and audits to ensure the integrity of the election process.

#VoteEasyVoteSecure #BallotSecurity #OCVote



**Post #28:** *Timing* – *September 26-November 5* <u>Facebook, Instagram and X</u>

Interested in observing the election process? Election observation guidelines and other election observation resources are available at <a href="https://ocea.gov/observe">ocvote.gov/observe</a>. #OCVote #VoteEasyVoteSecure #OrangeCounty #ElectionObservation





#### **TOPIC: ELECTION SECURITY AND THE ELECTION PROCESS**

**Post #29:** *Timing – September 26-November 5* Facebook, Instagram and X

#Elections

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. Visit <a href="https://ocvote.gov/community.">ocvote.gov/community.</a> #OCVote #VoteEasyVoteSecure #OrangeCounty







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 General Election

Recommended timing for use: September 25-November 5

For the upcoming 2024 Presidential General Election, Vote-by-Mail ballots will be delivered to the U.S. Post Office on October 7. Early voting begins and Ballot Drop Boxes will be unlocked on this day as well.

Registered voters in Orange County have several voting options they can use to cast their ballot for the Presidential General 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 <a href="https://example.com/oct/nc/abs/ballot/">ocvote.gov/voting</a>.

Thirty-eight Vote Centers open on October 26. An additional 146 Vote Centers will open on November 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/votecenter.

To find a Ballot Drop Box near you, click ocvote.gov/dropbox.

The deadline to register to vote for the 2024 Presidential General Election is October 21. Register to vote at <a href="https://ocvote.gov/registration">ocvote.gov/registration</a>.

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



#### Article #2

#### The Voter Registration Deadline is October 21

Recommended timing for use: September 25-October 21

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 November 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 <a href="https://ocenter.org/nc/asstration">ocvote.gov/registration</a> 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 October 26**

Recommended timing for use: October 7-November 5

Vote Centers are your one-stop shop for voting and registration needs for the 2024 Presidential General 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 October 26, and all Vote Centers will be open on November 2 through November 5. You can locate a Vote Center, view hours of operations, and see live wait times at <a href="https://octobe.gov/time">ocvote.gov/time</a>.

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 starting October 7 and do not require postage. Your Vote-by-Mail ballot return envelope must be postmarked by November 5. You can locate a secure Ballot Drop Box near you at <a href="https://ocvote.gov/dropbox">ocvote.gov/dropbox</a>.

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

#### Article #4

#### Important Dates for the 2024 Presidential General Election

Recommended timing for use: September 25-October 21

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

- Thursday, September 26: Voter Information Guides begin to be delivered to the U.S. Postal Service
- Monday, October 7: Mail Ballots begin to be delivered to U.S. Postal ServiceMonday, October 7: Vote-by-Mail Ballots begin to be delivered to U.S. Postal Service
- Monday, October 7: Early Voting Begins Registrar of Voters Office and all Ballot Drop Boxes open for ballot drop-offs
- Monday, October 21: Last Day to register to vote
- Saturday, October 26: SELECT Vote Centers open across the county / Vote in-person
- Saturday, November 2: All Vote Centers Open / Vote in-person
- Tuesday, November 5: Voting ends at 8 p.m.

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

#### Article #5

#### **Election Security in Orange County**

Recommended timing for use: September 25-November 5

Election security is a top priority for the Orange County Registrar of Voters. Security measures for the 2024 Presidential General 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. <a href="https://ocvote.gov/track">ocvote.gov/track</a>

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



#### Article #6

#### **Resources for Voters with Disabilities and Overseas Voters**

Recommended timing for use: September 16-November 5

The Orange County Registrar of Voters has resources available for voters with disabilities and overseas voters. For the 2024 Presidential General 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 ballot marking devices
- American Sign Language interpreter via video conferencing
- Curbside voting with a paper ballot
- Magnaviewers and Signature Guides
- Assistance from trained Vote Center staff upon request
- Voters may bring up to two individuals of their choosing to assist in casting their ballot

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.

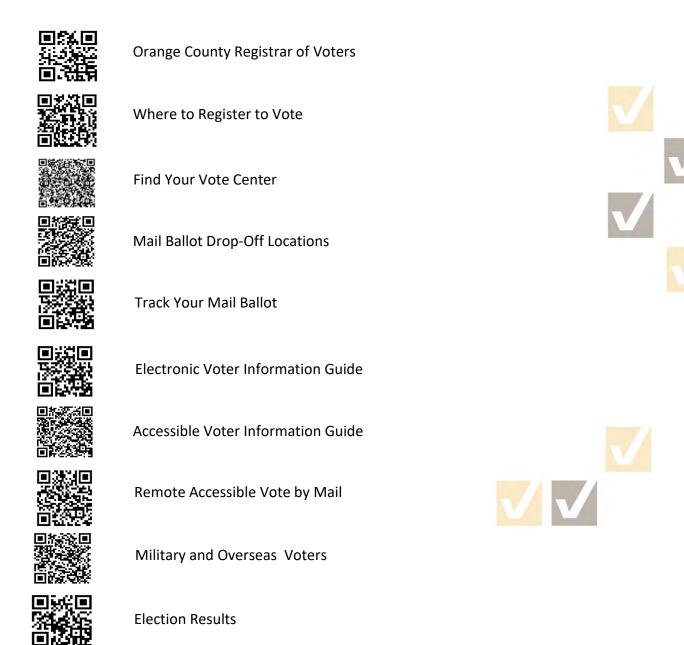
ocvote.gov/accessibility



# 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.



# **COMMUNICATIONS TOOL KIT**

**SEPTEMBER 2024** 

Thank you for your support!

Presented by: Orange County Registrar of Voters



### STAY CONNECTED

