

AN ELECTION OFFICIAL'S CHECKLIST FOR COMBATING INFLUENCE OPERATIONS

For use with the participant guide accompanying CTCL's Combating Election Misinformation course. Questions? Email courses@techandcivicliflife.org.

GETTING AHEAD OF INFLUENCE OPERATIONS

See "Getting Ahead" section of the participant guide for details on each of these best practices.:

- Be vocal about the problem of election misinformation and drive people to trusted sources
- Show that your election office is an official source of information about where and how to vote
- Publish accurate and useful information about voting processes regularly
- Create a rapid response program or telephone help line for voters' questions
- Secure your communication channels (website and social media)
- Build relationships with social media companies and your website publisher
- Learn how to report false content on social media
- Establish media monitoring to spot mentions or false info
- Strengthen relationships with local media and journalists
- Work with fact checking organizations
- Prepare your communications plans and procedures

RESPONDING TO INFLUENCE OPERATIONS

See "Responding" section of the participant guide for details on this four-step framework



1. Acknowledge

- Acknowledge the emotions and norms behind the falsehood you're responding to
- Emphasize shared feelings and goals



- Focus on visions shared across the political spectrum: civic participation, democracy, accountability, having your voice heard, security, integrity
- Ex: "As County Clerk, my top priority is to ensure every eligible voter is able to participate as they intend"



2. Inform

- Provide correct (or additional) information to counter the original falsehood
- For mis- and disinformation (false information), provide correct information
- For malinformation (true but disruptive information), provide additional information to reframe the misleading information
- Avoid repeating the falsehood. If you must mention it, include it in the text but not the headline.



3. Explain

- Offer an alternative explanation of narrative to fill the gap left by the original falsehood
- Explain why or how the original falsehood came about, suggest why the people who promoted it may not be credible, offer additional information to support your facts.
- Make sure your explanation isn't more complicated than the myth
- Ex.: "As recently as April, she updated her address and kept her registration as a Democrat"



4. Empower

- Give people a way to gain further information and resolve any concerns that may linger
- Provide pathways to help voters take an action relevant to the topic at hand
- Ex.: "To double check which party you're registered with, verify your registration at countyelections.org"

