

Recommendations from the Best Practices Subcommittee

1. Multi-language Election Posts & Interactive Content

- **Description of the recommendation:** Create election-related civic content in multiple languages, focusing on voter registration, key deadlines, and important dates, such as when to request language materials and when to expect ballots. Utilize videos, graphics, and translations of complex topics, such as the "life cycle of a ballot," to combat misinformation and clarify processes like top-two elections.
- **Reason for this recommendation:** Ensuring voters understand key processes and deadlines in their native language combats misinformation and helps improve voter participation.
- **Where this recommendation should be sent to or updated at:** SOS webpage and social media platforms, as well as counties for voluntary adoption.
- **Proposed timeline for this recommendation to be implemented:** Before the November 2024 General Election.

2. Consistent Translations

- **Description of the recommendation:** Ensure all content is translated into every language that the Secretary of State (SOS) supports.
- **Reason for this recommendation:** Consistency in language support across all platforms creates reliability for voters seeking translations.
- **Where this recommendation should be sent to or updated at:** SOS translation services, all election materials distributed by counties.
- **Proposed timeline for this recommendation to be implemented:** By end of September 2024 or sooner to allow enough time before the November 2024 General Election.

3. Regular Updates

- **Description of the recommendation:** Provide regular updates to voters to build trust and reinforce reliability of information regarding elections.
- **Reason for this recommendation:** Consistent and timely updates build voter confidence and help mitigate misinformation.
- **Where this recommendation should be sent to or updated at:** SOS social media platforms, county election webpages.
- **Proposed timeline for this recommendation to be implemented:** Immediately and continuously through the November 2024 General Election.

4. Instagram Stories/Testimonials

- **Description of the recommendation:** Feature native language stories from voters about positive interactions with the SOS and registration agencies (e.g., successful voter registration). Track engagement on these posts.
- **Reason for this recommendation:** Personal testimonials in native languages can increase voter confidence and engagement, while also humanizing the election process.
- **Where this recommendation should be sent to or updated at:** SOS Instagram and other social media platforms.
- **Proposed timeline for this recommendation to be implemented:** Start by summer 2024 to allow adequate time for engagement before the General Election.