

1. Description of the recommendation

The recommendation is to **expand and modernize the California Secretary of State's multilingual communication and digital outreach**, including:

- Establishing an official California Secretary of State presence on LINE and WeChat to reach Mandarin-, Cantonese-, Taiwanese-, Japanese-, Thai-, and Indonesian-speaking communities who rely heavily on these platforms for daily information.
- Improving statewide communication by collecting standardized data from counties on their communication practices, languages used, and tools through the LAAC Social Media & Communication Survey to share best practices.
- Enhancing SOS social media platforms through multilingual messaging, increased educational video content, year-round voter engagement strategies, and Create an Evergreen Video Highlighting Language Accessibility Services

These efforts collectively strengthen multilingual accessibility, voter education, and trusted election communication in California.

2. Reason for this recommendation

This recommendation is needed because:

- Large segments of California’s Asian-language communities do not regularly use government websites, email, or SMS, but instead rely on LINE and WeChat for official information. Creating an SOS presence on these apps ensures election information reaches them where they already communicate.
- Counties currently vary widely in communication practices. A statewide survey helps identify gaps, understand multilingual needs, and develop best practices for language-mandated communities.
- SOS digital channels show opportunities for improvement—such as limited multilingual visibility, education on language accessibility services, and inconsistent posting. Enhanced multilingual content and educational videos would improve voter engagement, accessibility, and public trust.

Overall, the recommendation supports better outreach to multilingual communities, combats misinformation, increases civic participation, and standardizes communication efforts statewide.

3. Where this recommendation should be sent to or updated at (i.e., SOS webpage or sent to counties as a voluntary survey)

- **On the California Secretary of State’s communication platforms**, including:
 - Instagram, Facebook, X/Twitter, YouTube, LinkedIn (for multilingual banners, increased posting, new educational content)
 - SOS Website (updating language accessibility visibility)
- **As a voluntary statewide survey sent to counties**, using the Draft LAAC Survey to gather information on local communication practices and multilingual outreach.
- **On newly created SOS LINE and WeChat official accounts**, which would function as additional communication channels for residents who rely on those platforms.

This ensures statewide consistency, improved multilingual communication, and better coordination with counties.

4. Proposed timeline for this recommendation to be implemented (i.e., before the November 3, 2026, General Election)

Immediately (Summer–Fall 2026):

- a. Launch the LAAC Social Media & Communication Survey to counties to gather baseline data.
- b. Research the setup of the official SOS LINE and WeChat accounts and begin posting English content (Option 1) while preparing multilingual options (Option 2).

5. **Before the November 3, 2026 General Election:**

- a. Implement updated multilingual branding on SOS social media platforms and website translation banner placement.
- b. Release core educational videos on voter registration, vote-by-mail, polling locations, election deadlines, ballot tracking, and FAQs, with multilingual subtitles available.
- c. Ensure LINE and WeChat accounts are actively posting election reminders, deadlines, ballot tracking info, multilingual resources, and Election Day guidance.

This timeline maximizes statewide voter reach and ensures multilingual communities receive accurate election information **before November 3, 2026**.