Boosting Voter Confidence
Public Concerns

- Voting machine hacking
- Threats to voter registration systems
- Misinformation campaigns
Reports of how vulnerable machines are to tampering

Unrealistic circumstances
- Voters are not given unlimited access to machines
- Stored in secure facilities
- Machines not connected to the Internet

How you can help
- When discussing voting equipment, educate the public and media about the safeguards in place to prevent tampering
Voter Registration Systems

- In 2016, Illinois and Arizona systems were breached
- Lessons learned
  - Two-factor authentication
  - Phishing email training
- How you can help
  - Learn about the safeguards in place to protect your state’s voter registration system
  - If there is another breach, be prepared to discuss the systems limited purpose and that it is not used for casting ballots or counting votes
Misinformation Campaigns

- Using social media to influence public opinion
- How you can help
  - Make the distinction between influence and actual tampering
  - Remind voters that their vote is secure and not everything on social media is true
Solutions

- 2016 vulnerabilities
  - Statewide voter registration systems
  - Social media influence campaigns
- Immediate solutions for the most pressing issues
  - Intrusion detection systems
  - Two-factor authentication
  - Information sharing
  - Security protocol
Popular Solutions in the Media

- Popular solutions in the media
  - Voter-verifiable paper ballots
  - Risk-limiting audits
  - Voting machine certification requirements
  - Voting machine testing

- How you can help
  - Learn about the solutions already in place in your state and help educate the public about steps your state is taking to secure elections
Indiana’s Voter Confidence Strategy

- Paid and earned media campaign
  - Paid
    - TV, radio, print, digital and outdoor
  - Earned
    - Press releases and op-eds from SOS
    - Press releases and op-eds from county election officials
DIFFERENT WORLDS.
SAME VOTING POWER.

REGISTER TO VOTE
BY OCT. 9 BY TEXTING
INDIANA TO 28683

INDIANA VOTERS.COM

SAFE AND SECURE

PAID FOR BY THE INDIANA SECRETARY OF STATE
Closing and Questions?

- Speak with your election officials before drafting legislation.
- Questions