VOTER CONFIDENCE
HOW INFORMATION AND MISINFORMATION PLAY A ROLE
FRIDAY, NOV. 30, 2018
MICK BULLOCK, NCSL PUBLIC AFFAIRS DIRECTOR
COMMUNICATION TRENDS
In the U.S., roughly nine-in-ten adults (93%) get at least some news online (either via mobile or desktop)
In 2017, two-thirds of U.S. adults get news on social media.
About four-in-ten Americans now often get news online.
COMMUNICATION TRENDS

Obama had more Facebook supporters by more than a 5-to-1 margin, twice as many videos posted to his official YouTube channel, and had more YouTube channel subscribers, by an 11-to-1 margin.

We just made history. All of this happened because you gave your time, talent and passion. All of this happened because of you. Thanks.
1:34 PM - 5 Nov 2008
COMMUNICATION TRENDS

(Almost) Everybody’s Doing It

- Average state legislature has 58 percent of all members on Facebook and 65 percent of all members on Twitter.
SOCIAL MEDIA: QUICK LOOK

- 1.45 billion daily active users worldwide on average.

- 800 million monthly active users and 500 million daily active users.

- 191 million daily active users.

- 336 million monthly active users worldwide.
### SOCIAL MEDIA: QUICK LOOK

#### 79% of online adults (68% of all Americans) use Facebook

<table>
<thead>
<tr>
<th>% of online adults who use Facebook</th>
<th>79%</th>
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<tr>
<td>All online adults</td>
<td>79%</td>
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<tr>
<td>Men</td>
<td>75</td>
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<td>83</td>
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<td>College+</td>
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<td>Less than $30K/year</td>
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<td>$75,000+</td>
<td>77</td>
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<td>Urban</td>
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<td>Suburban</td>
<td>77</td>
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<tr>
<td>Rural</td>
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Note: Race/ethnicity breaks not shown due to sample size.

### 32% of online adults (28% of all Americans) use Instagram

<table>
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<tbody>
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### 24% of online adults (21% of all Americans) use Twitter

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Among the users of each social media site, the % who use that site with the following frequencies:

- **Facebook**:
  - Daily: 76%
  - Weekly: 15%
  - Less often: 7%

- **Instagram**:
  - Daily: 51%
  - Weekly: 26%
  - Less often: 22%

- **Twitter**:
  - Daily: 42%
  - Weekly: 24%
  - Less often: 33%

- **Pinterest**:
  - Daily: 25%
  - Weekly: 31%
  - Less often: 43%

- **LinkedIn**:
  - Daily: 18%
  - Weekly: 31%
  - Less often: 51%
ROLE OF THE STATE: COMMUNICATIONS

Legislator

Press  Constituents
ROLE OF THE STATE: COMMUNICATIONS

Responsibilities to the Press:

• Build Relationships

• Build Rapport

• Establish Point of Contact
ROLE OF THE STATE: COMMUNICATIONS

Responsibilities to Constituents:

• Inform

• Build Relationships

• Gain Trust
CRISIS COMMUNICATIONS: THE PLAN

• Creating a Crisis Communications Plan
CRISIS COMMUNICATIONS: THE PLAN

Establish Team
• Who will be your main point of contact externally?
• Press
• Constituents
• Law Enforcement
• Who internally will be your main point of contact?
• Identify clear roles for each team member.

Establish Media Plan
• Establish a line of communication.
• Create timeline of who should
• Create timeline of who should be contacted when.
• Draft background information for media and FAQs.
• Create a Social Media checklist.
Anticipate Scenarios
✓ Develop and draft possible responses.
✓ Develop and draft “what to do next” materials.
✓ Monitor what is happening across the country.
✓ Identify any possible issues.
✓ Conduct crisis simulations.
CRISIS COMMUNICATIONS: BEST PRACTICES

- Someone has to be in charge.
- It is critical in a crisis for the leader to be visible, present and active. People need you and know they can trust you.
- Make decisions, and know you will make bad ones; when you recognize bad decisions, change them.
- Use social media.
- A crisis requires leadership that creates followers among those who do not work for or report to the leader.
CRISIS COMMUNICATIONS: BEST PRACTICES

Gain Trust
• Actively consider the needs of your constituents
• Speak to your constituents

Building Relationships
• Know your audience
• Who is your most important stakeholder?
CRISIS COMMUNICATIONS: BEST PRACTICES

Tuesday, Jan. 18th

Twitter
- What does RAREAD mean for you? https://youtu.be/FalseHaWk9Pw
- Quick video explains what RAREAD means for you. https://youtu.be/FalseHaWk9Pw
- How to: there are more about the Every Child Succeeds Act (EESA) education. https://youtu.be/FalseHaWk9Pw
- What does RAREAD mean for you? https://youtu.be/FalseHaWk9Pw
- What are the implications for states and RAREAD https://youtu.be/FalseHaWk9Pw
- Quick video explains what RAREAD means for you https://youtu.be/FalseHaWk9Pw
- What exactly did the Department of Homeland Security (DHS) announce with RAREAD https://youtu.be/FalseHaWk9Pw

Facebook/LinkedIn
- Tennessee appropriated close to $1 million specifically for diabetes, a chronic disease which affects over 29 million Americans. Other states, like New York, Illinois, and New Mexico have appropriated hundreds of thousands of dollars as a result of this crisis. The United States spends an estimated $245 billion annually to address the growing problem of diabetes. New
- On Jan. 8, the U.S. Department of Homeland Security (DHS) released an updated timeline for the implementation of the final phase of NCSL (Q), which pertains to enforcement by the Transportation Security Administration (TSA) at airports regarding domestic air travel. What does NCSL mean for you? What are the implications for states and RAREAD? https://youtu.be/FalseHaWk9Pw

Tuesday, Jan. 18th

Twitter
- What does RAREAD mean for you? https://youtu.be/FalseHaWk9Pw
- What is important for state legislators to know about Every Student Succeeds Act https://youtu.be/FalseHaWk9Pw
- What are the implications for states and NCSL https://youtu.be/FalseHaWk9Pw
- What are the implications for states and NCSL https://youtu.be/FalseHaWk9Pw
- Quick video explains what RAREAD means for you https://youtu.be/FalseHaWk9Pw
- What exactly did the Department of Homeland Security (DHS) announce with RAREAD https://youtu.be/FalseHaWk9Pw

Facebook/LinkedIn
- Approximately 2,080 women serve in the 50 state legislatures at the beginning of the 2016 legislative session. Women make up 24.5 percent of all state legislators nationwide. This represents little change from the 2015 session’s rate of 24.4 percent. NCSL breaks it down for you: https://www.ncsl.org/perspace-room/exec-releases/report-addressing-the-costs-of-diabetes-to-states.aspx
You establish the facts. Don’t let facts. Don’t let social media establish them.

Your message should be short and to the point.

Respond quickly and be transparent.
• Send out press release. Engage on social media.
• Avoid repeating misinformation.
The public must be ensured:

• We are continuing to work at all levels to counter that malicious activity.
• We are working to ensure it does not escalate to a major cyber incident.
• Although malicious cyber activity happens regularly, we take all threats seriously and actively work to counter them.
75 – 85% of news that makes it into mainstream and niche media is originally from press releases.

But, they don’t always have to be distributed by traditional means.

– Twitter
– Facebook
CRISIS COMMUNICATION: TOOLS

Twitter: Best Practices

• Think instant information
• Twitter is a social media tool used to impart short (140 or fewer characters) bits of news, items of interest, and links to websites.
  • 17% higher engagement when 110 character or less
• Tweet during daytime hours
  • Twittersphere is active during the 11-12 hours of daytime in your audience’s time zone.
  • Between 8am and 7pm, your tweets will have 30% higher interaction.
• Tweet on Saturday and Sunday
  • According to the data, engagement is 17% higher on the weekends than it is on weekdays.
• Share Images
  • 150% increase in retweets just by including images
• Become an expert resource for your cause
  • Tweets with links receive 86% higher retweet rates
• Tweet or retweet
  • Data shows every 1-2 hours is most effective
• Tweets that include properly sized photos (800 X 400 pixels) receive up to 3X more retweets than those cropped photos.
## Twitter: Best Practices

### Best Time to Post on Twitter

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<th>Su</th>
<th>Mo</th>
<th>Tu</th>
<th>We</th>
<th>Th</th>
<th>Fr</th>
<th>Sa</th>
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</table>

### Overall Best Days

- **Best times**
- **Worst times**

### Chart:

- Your Tweets earned 538.4K impressions over this 28 day period.
Facebook: Best Practices

- Alternate sharing links and uploading photos on Facebook and then monitor the results in Insights.
- Limit posts to 80 character or less.
  - Posts with 40 characters or less receive 80% more engagement than posts with a higher character count.
- Photos can get up to 4X more engagement on Facebook than links.
- Experiment with only posting 4-5X weekly or less.
- The number one reason why supporters unlike a Facebook page is because the admin posts too often.
- Post at least once on the weekend through the “Scheduled Post” function.
Facebook: Best Practices

Best Time to Post on Facebook

[Chart showing the best times to post on Facebook]
CRISIS COMMUNICATION: INTERVIEW

Interview Tips

- Keep Jacket, Tie, Make-up, Jewelry at work
  ✓ Dark = Thin
  ✓ No tight patterns

- Don't 'Mick Jagger' the mic
Interview Tips: Blocking and Bridging

• Don’t ignore or evade the question
• Address the topic of question
• Asked about a problem, talk about a solution
• Never say “no comment,” but explain why you can’t
Interview Tips: Blocking and Bridging

• "I think what you're really asking is..."
• "That speaks to a bigger point..."
• “Let me put that in perspective...”
• “What’s important to remember, however...”
• “The real issue here is...”
• “I don’t know about that...But what I do know is...”
• “What you’re asking is...”
• “Just the opposite is true...”
• “That’s false...”
Interview Tips: "Anything Else You Want to Add?"

• “The most important thing to remember is…”
• “The real issue is…”
• “I’ve talked about a lot of things. It boils down to these three things…”
• “Let me make one thing perfectly clear”
WHAT HAS BEEN SEEN...
Cannot be un-seen.
CRISIS COMMUNICATION: TOOLS

Check, Check and Double Check!

Advisers should:

- Check the story.
- Check the source.
- Check the context.
- Check the timeline.
- Check the evidence.
- Check the experts.
- Check the impact.

The Hill: @thehill - 10m
"Ted Cruz's official Twitter account "likes" porn: hill.cm/PaM9jW"

Maya looks in trouble as cablegoes up in flames in Google Fiber, City Talking, 2017

Mayor Greg Fischer: @GregFischer Louisville: Innovative graphic in @courierjournal today announcing googlefiber partnership. 5:44 AM - 11 Sep 2015

Damned, now I’ll probably get a visit from the secret service. smdh. Yesterday at 11:42 PM • Like • Reply

No. I will. I hope Trump is assassinated! 0.50 PM • Like • Reply