VOTER CONFIDENCE

How Information and Misinformation Play a Role

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OVERVIEW

• Case Study
• Role of State - Communication with Press
• Crisis Communication
• Misinformation
• Effective Messaging
• Tools
VOTER CONFIDENCE: Case Study

- Illinois, July 2016
  - State Elections Board discovered they were hacked by Russians.
  - About 75,000 voter registrations were viewed.
  - No records were actually changed.
  - Had the potential to create **confusion, chaos and instability**.
VOTER CONFIDENCE: Case Study

- **Misinformation/Misconceptions**
  - Voting is done on the Internet, and it's very easy to hack into the voting results.
  - The voter registration database and voter history is tied into the tabulation of votes and election results.
VOTER CONFIDENCE: Case Study

• What Actually Happened
  • Hackers could view voter registration.

  • There is no proof they copied that information, changed it or did anything with it.

  • State officials took new steps to safeguard voter information.
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 COMMUNICATION: The Plan

• Creating a Crisis Communications Plan
CRISIS COMMUNICATIONS: Planning Process

**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 be contacted when.
- Draft background information for media and FAQs.
- Create a Social Media checklist
CRISIS COMMUNICATIONS: Planning Process

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: Crisis Mode!

During the Crisis

• Put team into action.

• Determine the correct message

• Put social media plan into action.

• Reassure voters and press that we are working to find the best possible solution as quickly as we can.
CRISIS COMMUNICATIONS: Best Practices

• Be transparent
• Coordinate
• Address the issue
• Explain and provide context
• Use social media
• Learn

Source: Election Cyber Incident Communications Plan Template
CRISIS COMMUNICATIONS: Best Practices

• Building Relationships
  • Know your audience.
  • Who is your most important stakeholder?

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

• Increase Engagement
  • By increasing engagement on a regular basis, you can increase trust.
CRISIS COMMUNICATIONS: Misinformation

• You establish the facts. Don’t let social media establish them.

• Your message should be short and to the point.

• Respond quickly and be transparent.
CRISIS COMMUNICATIONS: Misinformation

• Send out press releases. 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.
CRISIS COMMUNICATIONS: Effective Messaging

- Crisis Communications Team
- Media
- Constituents
- Social Media
- Other Stakeholders
- Local Gov. and Law Enforcement
CRISIS COMMUNICATIONS: Tools

Are Press Releases Still Valid?

- 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 COMMUNICATIONS: Tools

- 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.

SOURCES:
https://www.statista.com/chart/7951/snapchat-user-growth/
CRISIS COMMUNICATIONS: Tools

- Facebook Live
- Facebook Tool Kit
  - Politics.fb.com
  - Facebook.com/blueprint
  - Facebook.com/safety
  - Facebook.com/govtpolitics

Ryan Silvey shared a live video.
May 12, 2017

Here is my session wrap up FB Live:
https://www.facebook.com/SilveyForMissouri/videos/1827234443970050/
CRISIS COMMUNICATIONS: Tools

Make Your Message Go Viral

• Link your press release to Facebook.

• Link your press release to Twitter.
Crisis Communications Planning

CHECKLIST

Planning Stage:
☐ 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 a line of communication with media outlets.

☐ Create timeline of who should be contacted when.

☐ Draft background information for media and FAQs.

☐ Create a Social Media checklist.

Messaging Stage:
☐ Have you established the facts?

☐ Is your message short and to the point?

☐ Are you responding quickly, yet keeping your message transparent?
  ○ Remove all negative words: probe not hack.

☐ Send out press release. Engage on social media.

☐ Don’t repeat misinformation.

☐ Can you convey your message in three minutes?
QUESTIONS

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