



Image Generated by DALL-E, June 2023

AI Toolkit for Election Officials



U.S. Election Assistance Commission
633 3rd Street NW, Suite 200 | Washington, DC 20001
www.eac.gov

Contents

Introduction..... 2
What is Artificial Intelligence (AI)?..... 2
About this Document..... 2
Technology and Election Administration 2
Strengths, Weaknesses, Opportunities, and Threats (SWOT) Analysis of Emerging AI Tools and Technologies..... 4
AI-Generated Text..... 4
AI-Generated Images, Audio, and Video..... 7
Communications Best Practices..... 9
Research-Based Strategies for Improving Communications..... 9
Clearinghouse Award-Winning Best Practices 11
Seminole County Supervisor of Elections Office, Florida..... 11
Hamilton County Board of Elections, Ohio 11
St. Louis County Board of Elections, Missouri..... 12
Handout Template 12
Handout Template, Front 13
Handout Template, Back..... 14
Resources..... 15
Information about AI 15
EAC Toolkits and Resources 15

Introduction

What is Artificial Intelligence (AI)?

According to IBM, “...artificial intelligence is a field, which combines computer science and robust datasets, to enable problem-solving.”¹ Based on large enough datasets, personal assistants like Siri and Alexa can understand voice commands and respond appropriately (most of the time). Other tools, from thermostats to robotic vacuums, use artificial intelligence to know when to run household appliances.

The use of AI is not new, and household AI tools are continually improving. However, the current conversation about AI largely started at the end of 2022 with the release of ChatGPT. ChatGPT is a tool that can generate text on virtually any subject. Users input a prompt and receive a response.



For example, a user could ask ChatGPT, “How do I make a cake?” ChatGPT would then provide a recipe.

About this Document

Like any technology, AI tools are used for a variety of purposes—good, bad, and neutral. The purpose of this document is to provide election officials with a general understanding of AI tools, and the opportunities and threats that they create for effective election administration.

The following sections include:

- An overview of existing AI tools.
- A Strengths, Weaknesses, Opportunities, and Threats (SWOT) analysis of these tools in the field of election administration.
- Communications Tips and Best Practices for Navigating AI-generated Content.
- A handout template that election officials can use to direct voters and constituents to verifiable sources of accurate information.

Technology and Election Administration

While the full scale of how mass media has influenced election administration is outside this document’s scope, this section is intended to place AI tools in the context of other mass media technologies. Every era of American politics has been influenced by the tools of the day. Even the Revolutionary Period was marked by the widespread use of the printing press to produce influential works, like Thomas Paine’s *Common Sense* (Figure 1).²

During the Civil War, “the telegraph allowed Lincoln to both communicate directly to his generals in the field and also to quickly transmit information to the people of the United States as no other President had before.”³ The pace of technological

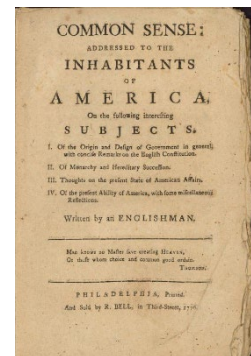


Figure 1

¹ *What is artificial intelligence (AI)?* IBM, <https://www.ibm.com/topics/artificial-intelligence>. Accessed 24 July 2023.

² Rare Book Division, The New York Public Library. "Common sense: addressed to the inhabitants of America" *The New York Public Library Digital Collections*. 1776. <https://digitalcollections.nypl.org/items/b208a75c-f942-2506-e040-e00a180615c3>. Accessed 24 July 2023.

³ *The Telegraph and the Civil War*. PBS LearningMedia, <https://wgvu.pbslearningmedia.org/resource/2eba6642-5565-4397-a38c-c50ba1a75abc/telegraph-and-the-civil-war/>. Accessed 24 July 2023.



change continued to pick up speed during the 20th Century, with the widescale adoption of first radio, then television, and eventually the early internet.

During most of the 20th Century, election officials communicated with voters through newspapers, local media, or in person at offices and events. This began to change as more information became available online. In the 21st Century, elections offices communicate with constituents directly



through state and local websites. One example of this is the spread of online voter information portals and online voter registration. Of the 56 states, territories, and the District of Columbia, 51 allow individuals to check their voter registration status online, and 44 allow voters the option of registering to vote online.⁴ State and local government websites are increasingly an essential source of election information, from voter registration information to election results reporting.

While most elections offices do not have an active social media presence, many offices provide information using Facebook, Twitter (newly rebranded as “X”), or other platforms (Figure 2).⁵ As illustrated in Figure 2, social media’s role in election administration is still evolving. However, election officials will need to become familiar with the new ways their constituents receive information, even as they are still adapting to earlier technologies.

AI tools are poised to change how voters receive important election information from campaigns, the media, and official government sources. Today, many voters use online search engines to find official voting and election information. Often, these searches direct voters to official websites or social media accounts for their state or local election officials. AI allows future search engines to bypass this step and provide the information voters are

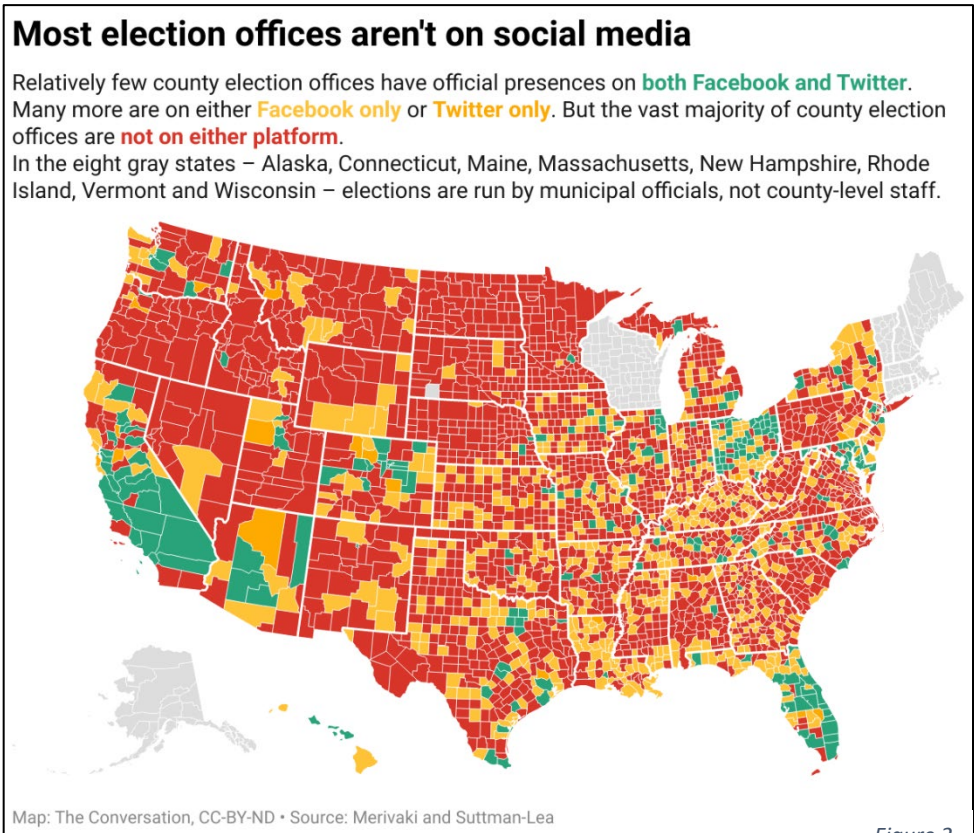


Figure 2

⁴ *Election Administration and Voting Survey (EAVS) Datasets, Codebooks, and Survey Instruments*. U.S. Election Assistance Commission, <https://www.eac.gov/research-and-data/datasets-codebooks-and-surveys>. Accessed 24 July 2023. (Online voter registration data found in the 2022 Policy Survey dataset.)

⁵ *Local election offices often are missing on social media – and the information they do post often gets ignored*. The Conversation, <https://theconversation.com/local-election-offices-often-are-missing-on-social-media-and-the-information-they-do-post-often-gets-ignored-184359>. Accessed 24 July 2023.

looking for directly through an AI chat feature. Additionally, social media users may further the spread of this information by sharing it online. AI tools that can generate images, audio, and video can also produce messages that are shared through social media platforms, potentially increasing the amount of election-related content voters will encounter.

Strengths, Weaknesses, Opportunities, and Threats (SWOT) Analysis of Emerging AI Tools and Technologies

The scope and number of AI tools continue to grow. These technologies are still emerging, and the full impact of AI tools will not be understood until well into the future. However, there are many potential benefits and risks associated with these new technologies. The list below provides a broad overview of the types of technologies currently available for generating text, image, audio, and video content through artificial intelligence. This list also includes a brief analysis of the possible strengths, weaknesses, opportunities, and threats (SWOT) for each category.

AI-Generated Text

There are several tools, like ChatGPT, that allow users to input a prompt, and an automated chatbot provides a response. These responses can be answers to questions, the outline of an essay, or a finished piece of writing. Based on the prompt that a user enters, AI chatbots can write content that varies in length, tone, and style.

How does it work?

AI chatbots like ChatGPT are Large Language Models (LLM). An LLM collects huge quantities of data from the internet and uses that information to predict the next word that should appear in a string of text. These models require some form of training, often in the form of user feedback, that improves the quality of the text over time.

Strengths

Large Language Models like ChatGPT are exceptionally good at producing large quantities of text. LLMs are flexible based on the prompts that are entered into the system, and can be effective at automatically generating lists, outlines, or first drafts of longer pieces of writing.

Weaknesses

One key weakness of AI chatbots is that these systems create false information, sometimes called “hallucinations.” These tools can produce inaccurate or misleading content, even when they provide sources for their responses. Any text generated with an AI chatbot should be thoroughly reviewed for accuracy. (More information about hallucinations is included in the **Threats** section, below.)

Opportunities

Text-based AI tools will likely become more widely used in the workplace to make work easier. Some future applications could be drafting emails, populating spreadsheets, or making first drafts of presentations and reports.



Example

AI tools can quickly generate a significant amount of text. The example below asks ChatGPT to generate a list of five interview questions for an entry-level office job. Even though this system only predicted the next word in the string below, it created a list of five questions that make sense to ask during an interview.

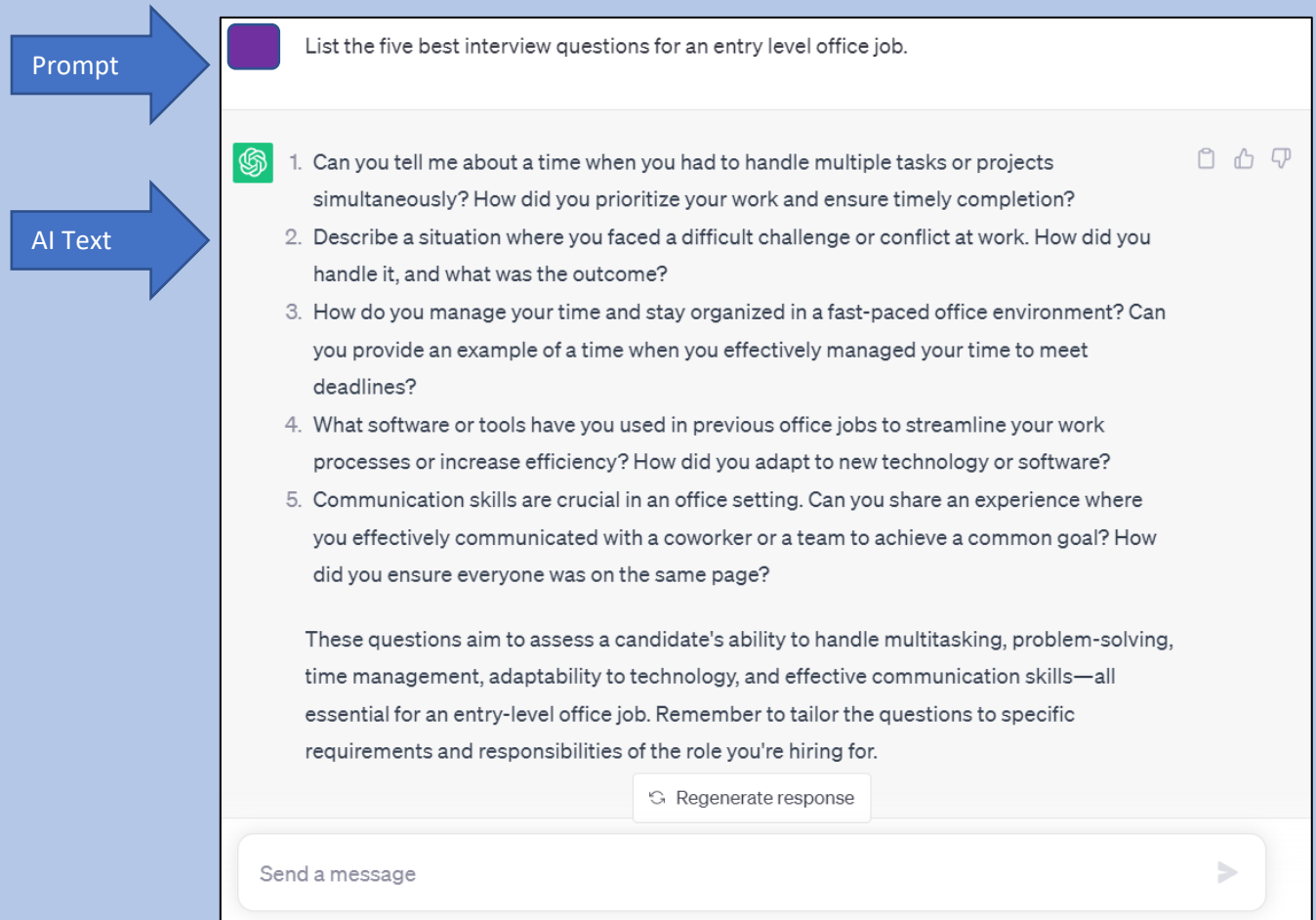


Figure 3 - Prompt and response using ChatGPT, June 2023.

Threats

According to OpenAI, the company that produced ChatGPT, there are significant threats associated with the use of this technology. These include: ⁶

- Hallucinations, or the generation of false or misleading text.
- Generating harmful content.
- Providing materials for disinformation and influence operations.
- Privacy issues.
- Cybersecurity risks, such as sophisticated phishing emails.
- Other emerging risks.

⁶ GPT-4 System Card. OpenAI, 23 March 2023, <https://cdn.openai.com/papers/gpt-4-system-card.pdf>, p. 4. Accessed 24 July 2023.

Example

The threats associated with AI-generated text go beyond election administration. However, here are a few key threats that may affect election officials as these technologies continue to evolve:



False or Misleading Statements: The prompt below illustrates the threat of AI hallucinations to voters during an election cycle. The question below asks the chatbot when the next election is. This response correctly states that the next presidential election in the United States will be on November 5, 2024. However, the second paragraph states that midterm elections will be held on November 8, 2024. This is false and has the potential to disenfranchise voters who may not want to participate in the presidential election, but who do want to vote for their members of Congress.

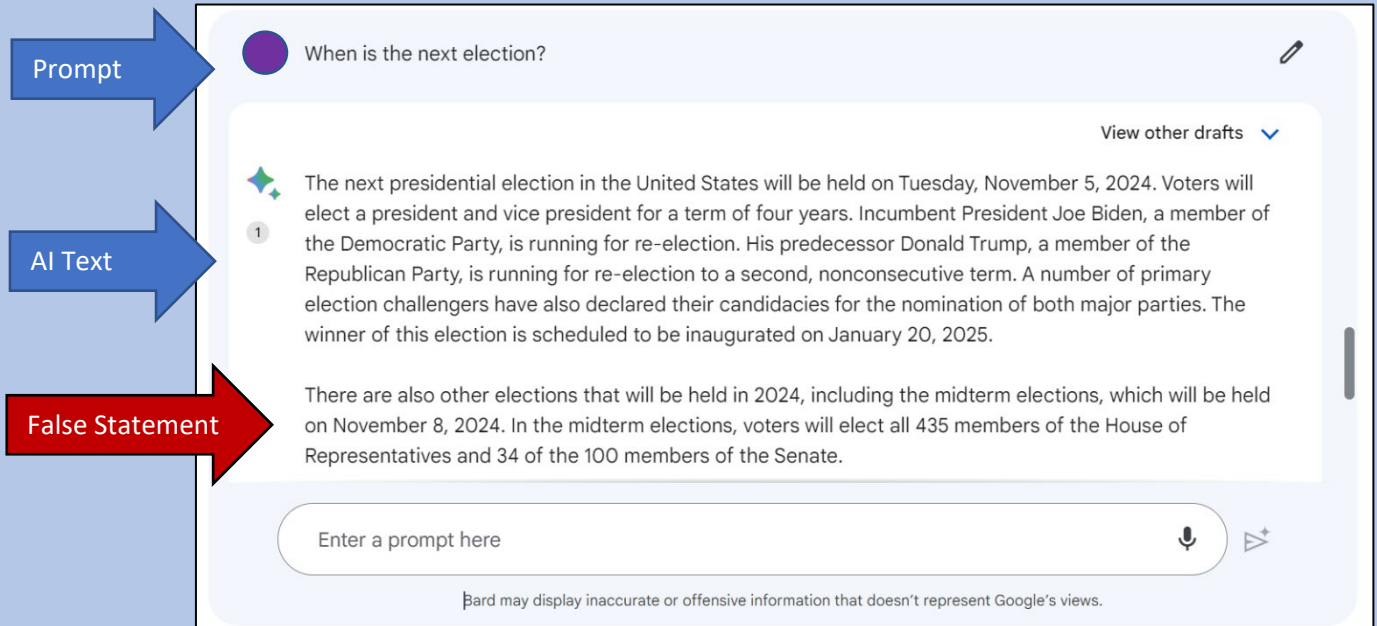


Figure 4 – Prompt and response using Google’s Bard chatbot, June 2023.



Cybersecurity Risks: During its testing of GPT-4, OpenAI found that ChatGPT was effective at drafting targeted phishing emails. According to OpenAI, “with the appropriate background knowledge about a target, GPT-4 was effective in drafting realistic social engineering content. For example, one expert... used GPT-4 as part of a typical phishing workflow to draft targeted emails for employees of a company.”⁷ These sorts of emails could be more difficult to detect than traditional phishing emails, possibly leading to the email recipient clicking on a malicious link that could harm critical data.

⁷ GPT-4 System Card. OpenAI, 23 March 2023, <https://cdn.openai.com/papers/gpt-4-system-card.pdf>, p. 14. Accessed 24 July 2023.

AI-Generated Images, Audio, and Video

Just as tools like ChatGPT allow users to input a prompt and generate text, AI image generators allow users to generate images, audio, and video based on simple text prompts.

How does it work?

Just as LLMs use large quantities of data to make predictions, other AI-generated content can similarly use a prompt to make predictions about what content should be created. Users can refine their prompts with different artistic styles, image qualities, or other descriptions to further refine the types of images that are produced. These tools can also be trained to recreate a person's voice and likeness.

Example

AI image generators can quickly produce images based on user prompts. For example, the image on the cover of this toolkit was created using DALL-E. The prompt below generated four images:

Prompt

“futuristic robot using a voting machine to cast a ballot, white background, high definition image”

AI Images



Figure 5 – Images generated by DALL-E, June 2023

Example, continued

Finding the right prompt for a specific image may require some trial and error. A similar, but slightly different prompt will result in a very different set of images being created.

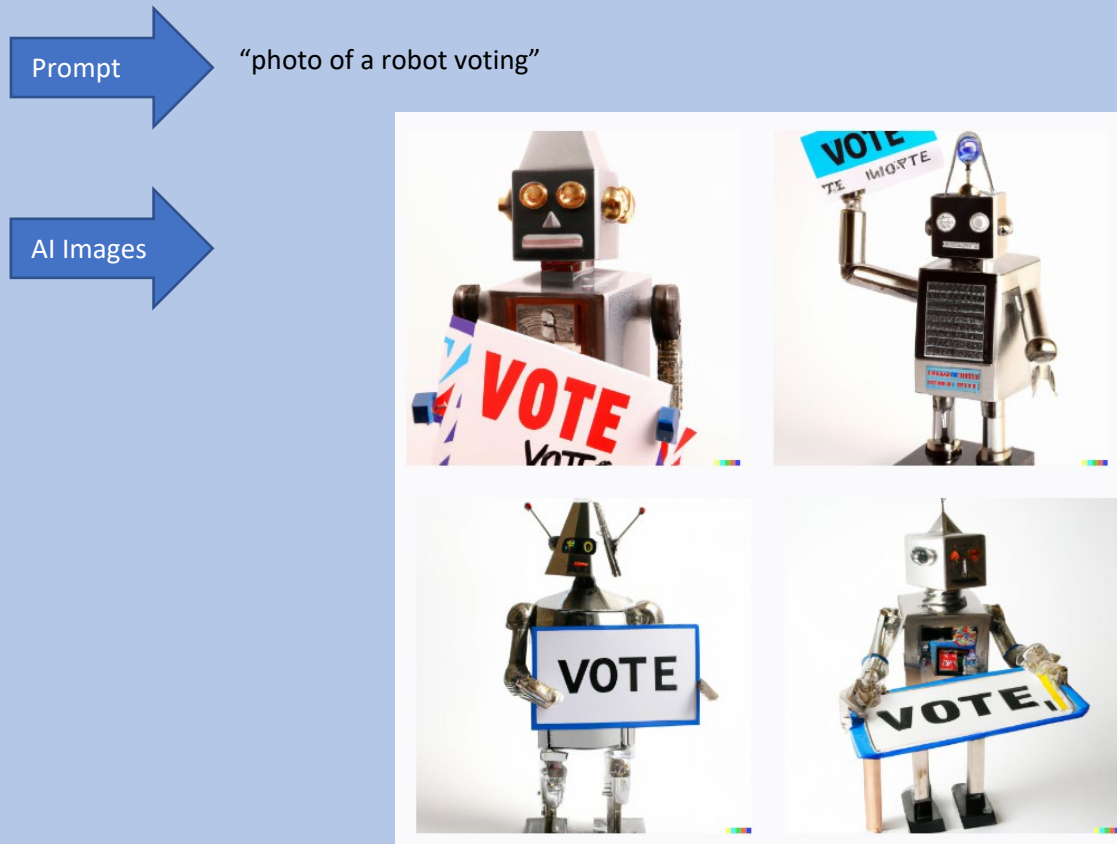


Figure 6 – Images generated by DALL-E, June 2023

Strengths

AI-generated images and videos can be created quickly and easily using simple prompts. Audio files can be created that mimic real voices, or that create completely original music compositions.

Weaknesses

Images that are generated with AI may have flaws, including strange or uncanny photo elements. These images also have difficulty displaying text within an AI-generated image. Generating high-quality images can take some trial and error and may require highly specific prompts to produce a usable image. Similarly, AI-generated audio and video may have a stilted or slightly robotic quality; however, the quality of the tools available is improving rapidly.

Opportunities

Just as AI-generated text is likely to make some work tasks easier, audio/visual AI tools will also make it easier to produce content. It may become possible to easily translate audio files into other languages or produce training videos that can be updated with new information without having to be redone.

Threats

Many of the risks that OpenAI outlined as relating to ChatGPT also apply to AI-generated audio/visual content. Additionally, these new technologies will likely increase the amount of misinformation shared on social media platforms. As this content becomes more engaging and easier to produce, fact-checking misleading content online will likely become ever more challenging.

The potential disruptive nature of AI-generated content has already been seen in [AI-generated images of the Pope](#)⁸ and [faked images of an explosion at the Pentagon](#) that briefly caused a dip in the stock market.⁹ Additionally, as more and more political campaigns use AI-generated images, it could become harder for voters to spot the difference between real and fabricated information.¹⁰ This could be particularly problematic during an election. For example, an AI-generated image of excessively long lines at a polling location may be used to try to affect voter behavior on Election Day.

AI has also been used to create songs with the voices of real musicians without their consent.¹¹ Election officials are often interviewed by local television and radio stations, and their voices and images may be available online, opening a new avenue of possible misinformation that uses AI-generated content to impersonate an election official.

Communications Best Practices

Many of the threats posed by AI to election administration involve communications. Fortunately, election officials have found many innovative ways to share information. Using these strategies, election officials have found ways to communicate proactively and effectively with their communities. Consistent and proactive messaging gives voters the election information they need when they need it, as well as providing a track record of trustworthy information.

Research-Based Strategies for Improving Communications

1. Communicate Clearly and Concisely

Many voters rely on election officials for accurate information. According to a study of Supervisors of Elections in Florida, this information can lead to improved outcomes for both voters and election officials. Supervisors of Elections who used social media to post information about registering to vote did not see their overall rate of new registrations increase, but they did see both new and existing voters using the official Florida Online Voter Registration system to register to vote and

⁸ *Why Pope Francis is the Star of AI-Generated Photos*. The New York Times, 8 April 2023, <https://www.nytimes.com/2023/04/08/technology/ai-photos-pope-francis.html>. Accessed 24 July 2023.

⁹ *Fake viral images of an explosion at the Pentagon were probably created by AI*. NPR, 22 May 2023, <https://www.npr.org/2023/05/22/1177590231/fake-viral-images-of-an-explosion-at-the-pentagon-were-probably-created-by-ai>. Accessed 24 July 2023.

¹⁰ *AI's Use in Elections Sets Off a Scramble for Guardrails*. The New York Times, 25 June 2023, <https://www.nytimes.com/2023/06/25/technology/ai-elections-disinformation-guardrails.html>. Accessed 24 July 2023.

¹¹ *When you realize your favorite new song was written and performed by ... AI*. NPR, 21 April 2023, <https://www.npr.org/2023/04/21/1171032649/ai-music-heart-on-my-sleeve-drake-the-weeknd>. Access 24 July 2023.



update their information.¹² Additional research has shown that when election officials focus their messaging on mail voting requirements and processes, voters are more likely to cast mail ballots without errors.¹³ Election officials who communicate clearly and concisely on social media can affect voter behavior in ways that decreases errors and improves outcomes for voters and election officials.

2. Meet Your Voters Where They Are

During the 2020 election cycle, only 33% of elections offices had Facebook accounts.¹⁴ This number decreased to 9% for Twitter, and only 2% for Instagram and TikTok. However, according to Professors Thessalia Merivaki and Mara Suttman-Lea, “when local election officials not only have social media accounts but use them to distribute information about voting, voters of all ages – but particularly young voters – are more likely to register to vote, to cast ballots and to have their ballots counted.”¹⁵

While social media may be beneficial for certain communities, it may be more effective to consider other methods of engaging with voters. For example, Paulding County, Georgia, created a voter education guide that was mailed to every household in the county with registered voters.¹⁶ In addition to direct mail, election officials often attend local events and collaborate with community partners to provide information on voting and elections. Regardless of the method, election officials’ efforts to reach their voters do make an impact and can increase the likelihood of voters finding official sources of accurate information.

3. Provide High-Quality Customer Service

All voters will have an interaction with their local elections office at some point. When voters cast a ballot in person, the quality of the customer service they receive from poll workers can directly affect their overall confidence in the voting process.¹⁷ Poll worker training and support can improve the quality of voting customers interactions, leading to greater overall voter confidence. Similarly,

¹² Suttman-Lea, Mara, and Lia Merivaki. “Can Local Election Officials Expand the Pool of Registered Voters? Face-to-Face, Traditional, and Social Media Outreach And Voter Registration.” July 2021, pp. 15-19, https://electionlab.mit.edu/sites/default/files/2021-07/suttmanlea-merivaki_esra2021-florida_voter_registration_outreach.pdf. Accessed 24 July 2023.

¹³ Suttman-Lea, Mara, and Thessalia Merivaki. “Don’t Drown the Message: The Effects of Voter Education on Mail Ballot Acceptance in North Carolina.” *The Journal of Election Administration Research and Practice*, vol. 1, no. 2, 2022, 69-95.

¹⁴ *Local election offices often are missing on social media – and the information they do post often gets ignored.* The Conversation, <https://theconversation.com/local-election-offices-often-are-missing-on-social-media-and-the-information-they-do-post-often-gets-ignored-184359>. Accessed 24 July 2023.

¹⁵ *Local election offices often are missing on social media – and the information they do post often gets ignored.* The Conversation, <https://theconversation.com/local-election-offices-often-are-missing-on-social-media-and-the-information-they-do-post-often-gets-ignored-184359>. Accessed 24 July 2023.

¹⁶ *Paulding County Board of Elections and Voter Registration, Georgia, Voter Education Guide.* U.S. Election Assistance Commission. <https://www.eac.gov/election-officials/eac-clearinghouse-award-winners-2022> Accessed 1 August 2023.

¹⁷ Stein, Robert M., and Greg Vonnahme. “Polling Place Practices and the Voting Experience.” *The Measure of American Elections*, edited by Barry C. Burden and Charles Stewart, III, Cambridge University Press, Cambridge, 2014, pp. 166–187. Cambridge Studies in Election Law and Democracy.



the design of mail ballot instructions or other materials that are provided to voters can also affect voters' confidence that their ballots were accurately counted.

Clearinghouse Award-Winning Best Practices

Since 2016, the EAC has recognized the hard work and dedication of election officials through the Clearinghouse Awards (or Clearies). The programs below highlight some recent Clearies winners whose projects help provide accurate and trustworthy information to their communities. For more information about the Clearies, including lists of past winners, go to www.eac.gov/clearies.

Seminole County Supervisor of Elections Office, Florida

Title: [Informing Voters with Facebook Voting Alerts](#)

Summary: Kyndle Cobb, Community Services Coordinator for Seminole County Elections, spearheaded a joint effort with the Florida Secretary of State's Office and the Florida Supervisor of Elections Association to allow all 67 counties to be able to utilize the Voting Alert feature within Facebook. This permitted counties to post a free alert to the top of every user's Facebook page in their local county/city providing each office with the ability to reach thousands of voters instantly and provide them with the trusted information needed to vote. This effort in Seminole County alone allowed for tens of thousands of voters to be informed about vote-by-mail deadlines, election worker applications, election day information, and more. Combined, voting alerts in Seminole County had over 270,000 impressions across 9 posts.



Hamilton County Board of Elections, Ohio

Title: [Behind the Ballot Tours](#)

Summary: In response to public discourse and anxiety about election integrity, the Hamilton County Board of Elections developed its "Behind the Ballot" program to give voters a behind-the-scenes tour of the Board of Elections office and warehouse. Tour participants see processes like the recruiting and training of over 2,000 poll workers, running the early vote center, logic and accuracy testing of the voting equipment and tabulation system, conducting audits, and maintaining an accurate voter registration database with almost 600,000 voters. Hamilton County has put on tours for civic groups, school groups, candidates, and the local media. The tours resulted in several news stories about election integrity and several participants have signed up to be poll workers. Even voters with significant concerns about election integrity reported increased confidence in election systems after completing the tour. The Hamilton County Board of Elections makes the tours available to any interested group. They are a part of the Board's strategy to dispel election misinformation and enhance voters' trust in the outcome of elections.



St. Louis County Board of Elections, Missouri

Title: [Love Your Ballot Educational Campaign](#)

Summary: Every vote matters. Yet every vote cannot always be counted when ballots are torn, marred, improperly marked, or a voter's intent is unknown. With nearly 335,000 cast absentee ballots mailed to St. Louis County's Board of Elections since June 2020, ballot envelope openers witnessed repeated problems that can cause ballots to be rejected or require time-consuming duplication. Wanting every vote to count, the Board of Elections launched "Love Your Ballot," an educational campaign through social media to address common mistakes made by voters. Taking a humorous approach to a serious subject, the Elections Board produced a series of eight videos featuring employees showing common mistakes, with voiceover scripts explaining how these actions can affect accurately counting the votes cast. The successful campaign ran prior to the primary and mid-term elections in 2022 and was shared on the agency's Facebook, Twitter, Instagram, and TikTok platforms. The Love Your Ballot campaign, along with other strategies, significantly improved ballot quality before the 2022 primary and mid-term elections, with a duplication rate that decreased from 13.7% to 3.5%.



Handout Template

Misleading information and images about election administration can create confusion among voters about what information is accurate. One way to address this issue is to proactively direct voters to official sources of accurate information. Election officials can use the template below to create a printed handout that can be distributed at offices, libraries, and events to direct voters to official sources of important election information. This template can be edited in [Canva](#).¹⁸ For assistance with this template, election officials can contact the Clearinghouse Division of the EAC at clearinghouse@eac.gov.

¹⁸https://www.canva.com/design/DAFnIpr_j1k/a-Yb9bZDVsluLasOOynAFQ/view?utm_content=DAFnIpr_j1k&utm_campaign=designshare&utm_medium=link&utm_source=publishsharelink&mode=preview

Handout Template, Front

Background Color: The background color is a linear gradient. The colors go from navy blue (#12255a) to white (#ffffff). The gradient and colors can be edited to fit your office's branding.

Circular Logo: This blue circle can be removed and replaced with your office's official seal.

Text: You can change the office title here, as well as the official office title, address, and contact information below.

Official Election Resources

[Insert Logo]

2024
Edition

Sample County Elections Division

Official Office Title
1234 Main Street | City, State, Zip
website
email | phone



Handout Template, Back

Background Color: The background color is a linear gradient. The colors go from navy blue (#12255a) to white (#ffffff).

Text: Edit this text with your office’s official title and contact information.

QR Codes: Canva includes a QR code generator app. To use the app, search for “QR codes” or scroll down in the app menu on the left hand side of the screen. Once you generate your new QR code, replace the QR codes in the template. The QR codes in this document link to the EAC’s website and social media accounts.

Social Media Accounts: Edit this page to include your office’s most active social media accounts.

Official Contact Information: Replace the blue circle with your office’s official logo and update your contact information here.

The **Sample County Elections Division** will provide official voting and elections information at the links below. Scan the QR code for each link, or type the website address into your browser, to access these links.

For additional information about voting and elections in **Sample County**, please contact our office at [phone number] or [email address].

 **Official Website**

For official information about registering to vote, polling locations, mail ballot information, and election results reporting, go to:

www.samplecounty.gov/elections



 **Official Facebook Page**

Follow our official account on Facebook for up-to-date information about our office hours, polling location information, and upcoming events:

www.facebook.com/samplecountyelections




 **Official YouTube Channel**

Subscribe to our YouTube channel to see election information, live-streams of official activities, and previous meetings of the election commission.

www.youtube.com/@samplecountyelections



 [Insert Logo]

Official Office Title
 1234 Main Street | City, State, Zip
 website
 email | phone

Resources

Information about AI

- [GPT-4 System Card](#)¹⁹
 - This document was written by OpenAI to document the potential risks and safety challenges associated with the most recent version of their AI chatbot, ChatGPT-4. Some of these safety challenges include:
 - The AI model making up false or inaccurate information, referred to in this document as “hallucinations.”
 - The potential use of ChatGPT to spread false, misleading, or harmful information.
 - The potential for risks to emerge from AI models acting in unexpected ways in response to a user’s prompt.
- [May 16, 2023, Senate Judiciary Hearing on AI](#)²⁰
 - The Senate Judiciary Committee held a hearing on May 16, 2023, with several experts on Artificial Intelligence: Gary Marcus, Professor Emeritus, NYU; Christina Montgomery, Chief Privacy & Trust Officer, IBM; and Samuel Altman, CEO, OpenAI. During the hearing, members of the committee asked several questions related the risks associated with AI-generated content, including risks related to elections.

EAC Toolkits and Resources

- [Communications 101](#)²¹
 - Election officials often have a wide range of responsibilities in addition to managing elections, such as communications or public relations manager. Although its application will differ among offices, the EAC created this booklet to help elections offices successfully communicate with the public, and plan for challenges that may arise throughout their work.
- [Communicating Election and Post-Election Processes Toolkit](#)²²
 - This toolkit can be used to create educational materials about pre- and post-election processes that observers and the public can understand. Election officials in any size jurisdiction can adapt this toolkit to fit their observer and voter education needs.

¹⁹ *GPT-4 System Card*. OpenAI, 23 March 2023, <https://cdn.openai.com/papers/gpt-4-system-card.pdf>, p. 14. Accessed 24 July 2023.

²⁰ *Oversight of A.I.: Rules for Artificial Intelligence*. U.S. Senate Committee on the Judiciary: Subcommittee on Privacy, Technology, and the Law, 16 May 2023, <https://www.judiciary.senate.gov/committee-activity/hearings/oversight-of-ai-rules-for-artificial-intelligence>. Accessed 24 July 2023.

²¹ *Communications 101*. U.S. Election Assistance Commission, <https://www.eac.gov/election-officials/communications-101>. Accessed 24 July 2023.

²² *Communicating Election and Post-Election Processes Toolkit*. U.S. Election Assistance Commission, <https://www.eac.gov/election-officials/communicating-election-and-post-election-processes-toolkit>. Accessed 24 July 2023.



- [Best Practices: FAQs for Election Officials](#)²³
 - One of the best ways to educate the public is for election officials to proactively and consistently provide accurate and timely information to voters. The purpose of this toolkit is to provide election officials with messaging guidance, infographic facts sheets, social media graphics, social media text, and example FAQs, that can easily be shared on websites and social media platforms to inform voters about important election procedures.
- [National Poll Worker Recruitment Day and Help America Vote Day Toolkits](#)²⁴
 - The EAC has compiled a variety of resources election officials can use as they recruit poll workers and plan for Election Day including social media graphics, videos, and more.
- [Voting 101: Election Information for New Voters](#)²⁵
 - This is a customizable printable resource intended to cover the basic questions new voters have and to share resources to find out more information. The logo and contact information section can be edited on either the front or back cover to be specific to your elections office. These resources are also available in 20 languages.
- [Election Management Guidelines](#)²⁶
 - The Election Management Guidelines (EMG) was created to assist state and local election officials in effectively managing and administering elections. Chapters include Contingency Planning, Building Community Partnerships, Communicating with the Public, and more.

²³ *Best Practices: FAQs for Election Officials*. U.S. Election Assistance Commission, <https://www.eac.gov/best-practices-fags-election-officials>. Accessed 24 July 2023.

²⁴ *Resources for Election Officials*. U.S. Election Assistance Commission, <https://www.eac.gov/help-america-vote#section-resources>. Accessed 24 July 2023.

²⁵ *Voting 101 – Election Information for New Voters*. U.S. Election Assistance Commission, <https://www.eac.gov/voters/voting-101-election-information-new-voters>. Accessed 24 July 2023.

²⁶ *Election Management Guidelines*. U.S. Election Assistance Commission, <https://www.eac.gov/election-officials/election-management-guidelines>. Accessed 24 July 2023.

