

# Voter Communications

For each Standard you are seeking certification in, you'll be given a questionnaire specific to that Standard to fill out. Most questionnaires will also request that you upload nonconfidential materials, such as examples of reports you have published or your standard operating procedures documents. This guide has tips to keep in mind when preparing for and filling out the Voter Communications questionnaire so that your office has a more seamless experience.

## The Standard

Your election office effectively distributes information through a variety of mediums that best reach your voters. To achieve this standard:

- You understand the demographics, communication preferences, and digital connectivity needs of your voters.
- You use a blend of communication mediums relevant to your local context – such as print, digital, audio, in-person, etc. – to reach your voters.
- You have information on an accessible, secure, and mobile-friendly government website to answer voters' top questions and offer transparency into the election process. It is accessible for voters with disabilities.
- You address incorrect information by consistently stating factual and transparent information about the election process.

## Glossary

We've tried to keep jargon to a minimum, but some is unavoidable. Since many offices use different terminology, here are some terms used in the standard or questionnaire that may be unfamiliar or you may use in a different way:

- **Communication medium:** Any format that communication from an office can take, such as print, digital, audio, and in person.

## Who to include

You will get more out of the certification process and be able to complete the questionnaire more quickly if you involve the right staff in the process. Here are some suggestions for who to include for this standard:

- Staff who decide communications strategy for your office
- Staff who produce and review communications materials for any medium: direct mail, social media, radio and TV, newspaper, flyers, etc.

## Materials requested

The questionnaire will request the following materials:

- Data or informal observations that show who engages with your various communication methods.

You may not have documents with these titles or you may have reasons that you don't use some of these types of materials. In those cases, you can provide other documents that you use in these processes, or provide explanations for what you do instead.

Please provide only the versions or portions of these (or similar) documents that would be subject to public records requests in your jurisdiction. Do not provide any confidential documents or information. We encourage you to consult with your local counsel if you have questions about whether a document can be shared.

## Example questions

Here are some examples of questions found in the certification questionnaire, to give you an idea of what you will be asked about:

Please describe how your office tailors your choice of communication mediums to your local context. For example, have you found that the best way to reach your voters and provide information is in-person? Through social media? Or a different communication medium?

How might your office approach communicating with a voter who is elderly and disabled? With these specific demographics in mind, please describe the following:

- How often you might communicate with them
- What mediums you would use
- What information your office would focus on sharing
- How you might incorporate feedback and questions
- How you would combat incorrect information

Please describe how your website does the following:

- Identifies and answers voters' most frequent questions
- Offers voters transparency into the election process
- Provides a mobile-friendly experience
- Ensures accessibility

## Resources addressing this standard

If you are looking for ways to improve your processes in this area before applying for certification or to implement feedback you received about how to meet the standard, these publicly available, nonpartisan resources may help.

- [VoterCast](#): Evidence-based, professionally designed, ready-to-use voter communication materials that can be easily adapted.
- [Communicating Trusted Election Information](#): A six course series on voter communications, covering topics like improving election websites, accessible communication, social media best practices, and combating misleading and false election information.
- [Designing Election Websites](#): A guide with actionable strategies to make election websites more accessible, trustworthy, and easy to maintain.

Using or reviewing these resources is not required for your office to be certified: certification is based on achieving the standard, not on using specific materials. These nonpartisan resources are provided for informational and educational purposes only.

## Certification program information

For information on the certification program as a whole, as well as general advice on how to get the most out of the certification process, consult these resources:

- Our [guide](#) to the certification process
- [FAQs](#) about the Alliance certification program
- Go to [CertifyExcellence.org](https://certifyexcellence.org) to apply