

Host your Own Action!

Lead Your Community in the
Fight for Digital Democracy!

**Hello!
I'm Raelyn, the Media and Democracy
Campaigner at Common Cause :)**

**I created these slides to make leading
your community in fighting for Digital
Democracy as easy as possible!**

**Use these slides at your powerpoint
party, at your club/ organization
meeting, etc to lead your community to**

**Reach out on Slack with questions and
updates!**

Talking To Your Friends and Family

Fighting Cyber Suppression One Conversation at a Time!

ELECTION PROTECTION 454 OUR 2024



**Have Election
Conversations**



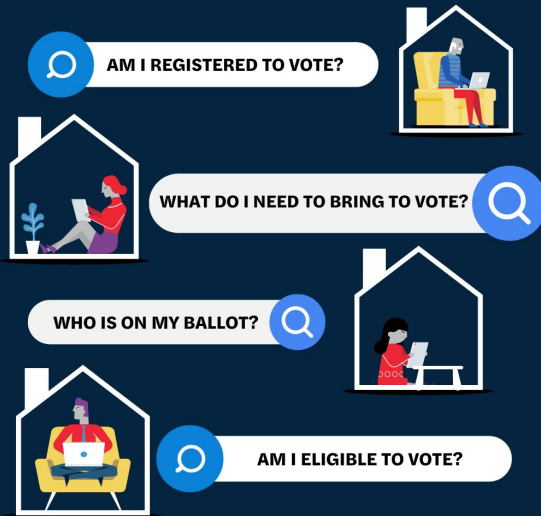
Low Tech Action

Social Media not required
Web browser required



The Election Information Landscape 2024

Information Gaps Leave Marginalized Voters Vulnerable to Disinformation



- **Over 50%** of Americans get their news on Social Media
- **20%** of Americans do not have access to home Internet
- **20%** of Americans exist in news deserts
- Major Social Media Platforms have moved away from enforcing their civic integrity policies



Practice Lateral Searching



Insert election claim **“True”**



Insert election claim **“False”**



Insert election claim **“Debunked”**

Decide together which results seem the most reliable



Resource Available:
Lateral Reading Guide



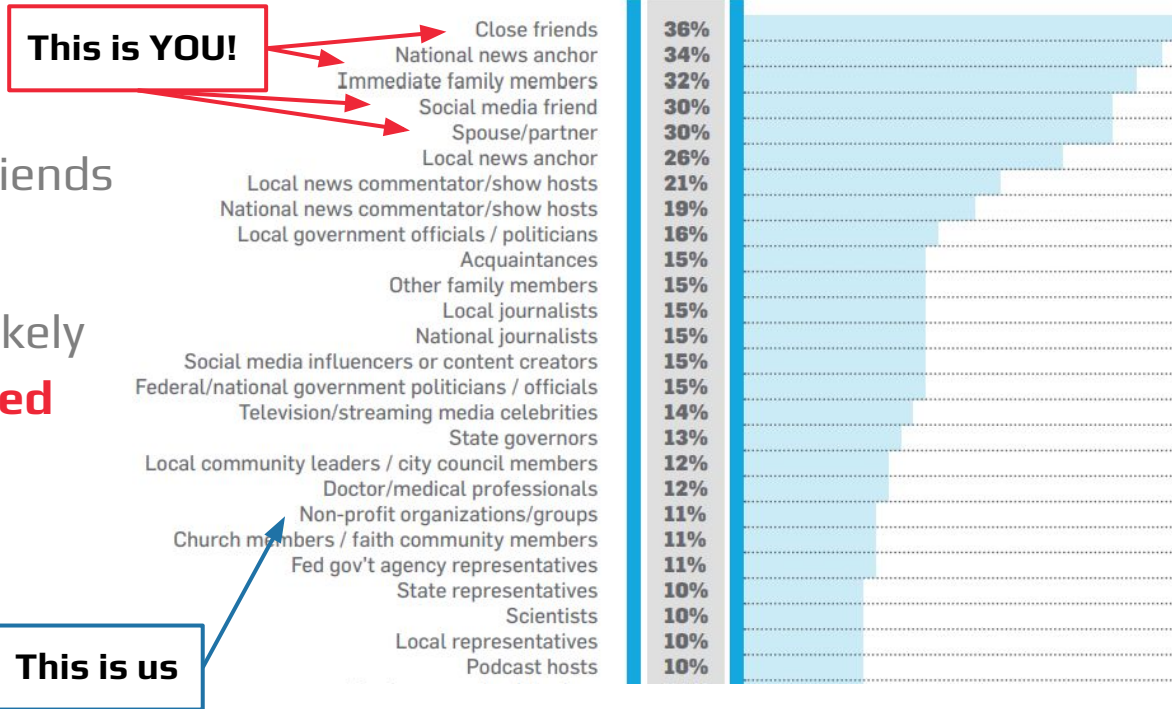


Why You Should Talk To Your Friends and Family

Why these conversations are impactful and necessary.

You are a Trusted Messenger

Messengers Who Help Spread Awareness



This is YOU!

This is us

- You are more likely to make friends and family **aware of a topic.**
- Friends and Family are more likely to turn to YOU to **stay informed about a topic.**

What is Election **Disinformation**?

Disinformation: intentional attempts to cause harm, by using false information to affect the participation of voters in elections.

- **Conspiracy Theories**
- **Use of intimidation**

Misinformation: when someone accidentally shares inaccurate information.

- **do not have all of the facts**
- **have fallen victim to Disinformation**

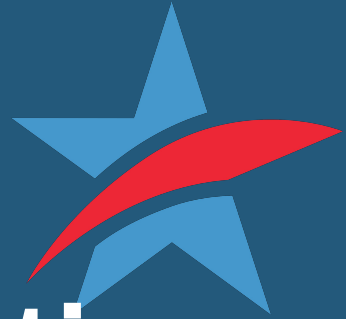
Do Not Engage with Disinformation



Do not amplify disinformation content

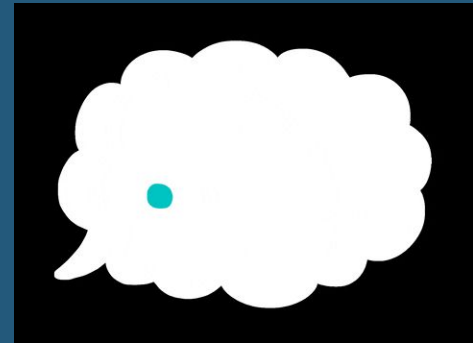
- Do not comment
- Do not react
- Do not share and debunk

Send us a link at reportdisinfo.org



Tips For Having a Productive Conversation

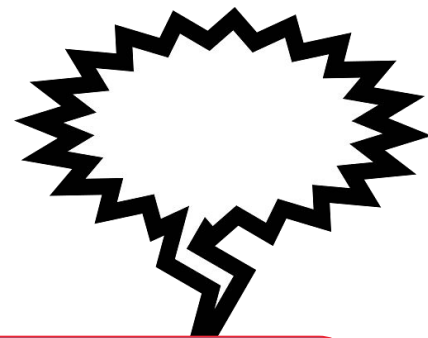
T- Trust
E- Empathy
S- Share Sources



Disengage From Unproductive Conversations

Conversations may escalate and become unproductive and that is okay! Stay calm and respectfully disengage from the conversation using these tips.

1. Be empathetic and Unjudging
2. Focus on Feelings
3. Excuse yourself from the conversation



I didn't mean to upset you!
I can tell that you care a lot about this issue.

Sorry to cut you off, I have to go take care of something.
Can we talk some other time?

How about we finish talking about this later.

T- Establish, Build, and Maintain Trust

Listen to understand not to respond!

Do not interrupt and do not form a response until they are finished speaking

Repeat their concern back to them

Repeating back shows that you are making an effort to listen. This lessens the chance of a simple misunderstanding

Ask questions to get to the source of the concern!

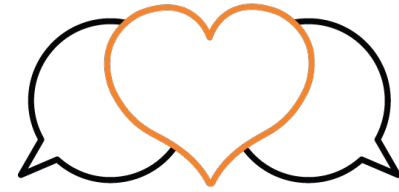
This is how we demonstrate that we are interested in their perspective. This is where we find common values!



**"I see, what I hear
you saying is
[repeat concern]**

did I get that right?"

E- Express Empathy



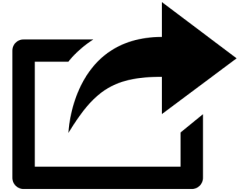
**Validate their emotions and understand where they are coming from
Acknowledge and relate to what the person is sharing. Respond
without judgement and avoid making assumptions.**

Connect on shared values

- **Secure Elections**
- **Fair elections**
- **People choosing their
Government = Democracy**

**“I see where you’re coming
from.
It can be hard to know what
information on social media is
real when there is so much
misinformation and clickbait.**

S- Share correct information and Trusted sources



Guide them to trusted sources of information
Don't tell them what to do or think!

Ask for Permission before sharing!

- **Correct information**
- **Trusted sources of information**
 - **Your own experiences**

“I've seen that too! Want to know what I heard?”

“Do you mind if I show you how I verify election news?”

Ending the Conversation

Always end a productive conversation by **offering to share more**. Solidify your status as a **Trusted Messenger**!

- Share your tips for finding trusted sources
- Offer to talk more about election disinformation later
- Send them election facts
- Connect them to other trusted messengers



Thank You for Watching

Report Election Lies to Reportdisinfo.org

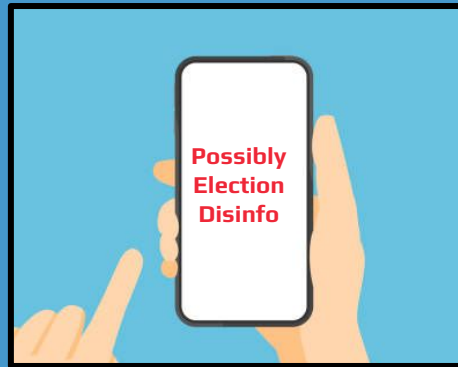
Call the non-partisan [866-OUR-VOTE](tel:866-OUR-VOTE) hotline for help at the polls



Practice Your New Conversation Skills!

Conversation Simulation Quiz Game: You are talking to loved ones about election lies

Your Mother shows you an outrageous post on Facebook



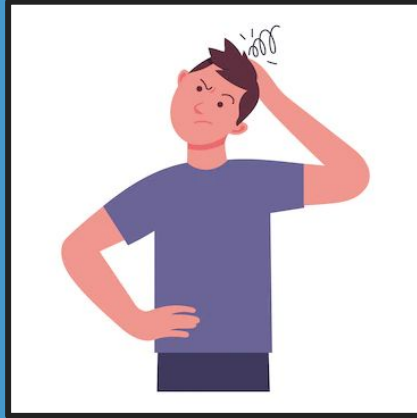
"Are you kidding me? This is obviously fake!"

"Wow did this happen? Do you mind if we look into this together?"

"You should just stay off of Facebook"

"This is not true, do not share this with anyone!"

Your Cousin says: “I heard that the election is rigged!”



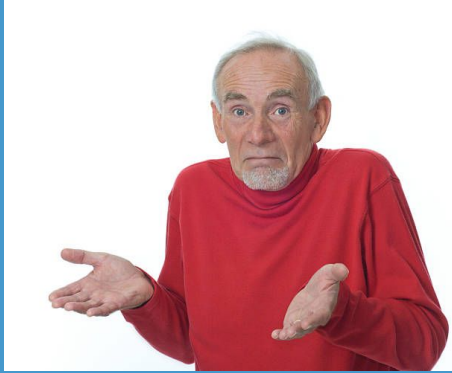
“No it was not! ”

“Whatever you say!”

“That would be horrible! Where did you hear that?”

“I bet you also believe in [insert disinfo topic] huh?”

Your Neighbor says: “There is too much fake news out there, I don’t trust [insert news source]!”



“ I know what you mean, it is hard to know who to trust when there is so much clickbait!”

“You should listen to [other credible source] instead!”

Avoid the conversation

“What! Why not!?”

A good conversation with **Your Brother** has escalated and become unproductive.



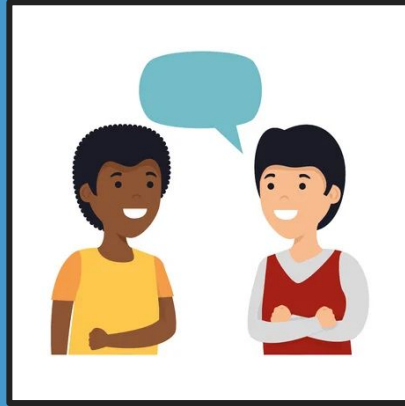
“ Why are you upset? Calm down!”

“You were so close to understanding!”

“ I can see that you care a lot about secure elections, let’s talk more another time!”

“I have to go in the other room, let me know if you want to talk about this later.”

You are finishing a conversation about election disinformation with Your Friend.



“ Do you mind if share what I look for in a source of information? ”

“Feel free to reach out anytime you want to talk more about this!”

“I think you would like [insert trusted source] do you mind if I send you a link to their site?”

“Would you like for me to share the election protection hotline with you?”

Election Information Resources and Tools To Share as a Trusted Messenger

[Politifact.com](https://www.politifact.com) - Fact Check Claims Made About Our Elections

[Secretary of State's Website](#) - *Make sure the url ends in .gov*

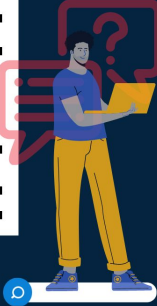
[Verifiedvoting.org](https://www.verifiedvoting.org) - Verify How voting works in your county

[Reportdisinfo.org](https://www.reportdisinfo.org) Non-partisan Election Disinformation Tipline

[866-OUR-VOTE](https://www.ourvote.org) Non-partisan Election Protection Hotline



**Verify Election
Claims**



**ELECTION
PROTECTION** 

Take Action

Review Resources for Having Election Conversations

1. Scan the QR code *Or click on the link in chat*

Practice Conversation Skills

2. Add a conversation scenario in the chat *(real or hypothetical)*
 - a. EX: “My cousin sent this problematic post to the group chat, how do I reply?”
3. Take turns responding using conversation skills
4. Practice lateral searching to verify the claim

Share success stories/ ask for conversation advice

5. Have you had successful election conversations? **share your story!**
6. Do you need support and advice for navigating a conversation? **Ask for support in #digital-activists-chatroom**

ELECTION PROTECTION FOR OUR VOTE



Have Election Conversations



Stories Request

Have you or a loved one experienced Cyber Suppression?

- Have you been targeted by robocalls or ads with false election information?
 - Has your social media been banned/ suppressed/ suspended due to engagement?
 - Do you suspect that your personal information (party membership, location) was used to target content to you?
 - Have you ever felt alienated from family members or friends due to election conspiracy theories?
 - Do you think cable news, local TV stations, and newspapers are doing their job to accurately inform the public this election?
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