

**#WATCH THE  
VOTE ATL**

# SOCIAL MEDIA TOOLKIT



**ELECTION 2024**

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# #WATCH THE VOTE ATL

**#WatchTheVoteATL** is a community-academic partnership led by The BLK+Cross/Alive and in Color and Georgia Tech Institute for People & Technology, to track and disrupt election mis/disinformation in Fulton County — OUR community.

**The BLK+Cross** brings over 20 years experience leveraging ethnographic and digital technologies to better understand and engage BIPOC, youth, and socially vulnerable populations through culture.

**Georgia Tech** offers world-leading expertise in mis/disinformation and election security, along with 15 years of frontline experience helping coalitions around the world address election integrity threats.



# ***WHY WE HAVE TO WATCH THE VOTE***

The 2020 U.S. General Election revealed just how damaging mis/disinformation can be — not only at the national level, but at local election offices too.

Fulton County has been at the center of election integrity challenges, with widespread false accusations, such as claims that poll workers engaged in voter fraud.

These types of claims weaken trust in the system and even lead to voter disenfranchisement.

In 2024, we face the added challenge of AI-driven mis/disinformation, and we need to be prepared to counter it.

# ***MIS/DISINFORMATION***

## A FORM OF VOTER SUPPRESSION

Online voting mis/disinformation is designed to quietly stop people from voting— spreading false dates, fake reports of long lines, or casting doubt by claiming elections are “rigged.”

When trust in the process breaks down, so does voter participation.

**Misinformation** – false information shared by mistake, without the intent to deceive or cause harm.

**Disinformation** – False information spread intentionally to mislead or cause harm.

Regardless of intent, these instances chip away at democracy. Voters need clear facts to cast their ballots with confidence.

# ***DISRUPT DISINFO***

- Monitor social media for posts about voting
- Flag false information about voting rules and procedures
- Identify common keywords and phrases used to spread mis/disinformation
- Investigate posts to confirm if they're true or false
- Report confirmed cases to election officials, media, and community organizations
- Share accurate updates with your network
- Join us in strengthening election protections

# ***DEFEND DEMOCRACY***

# ***BEST PRACTICES***

## **TAG US AND USE #WatchTheVoteATL**

Be sure to tag us in all your posts to amplify the message! Use these handles:



@WatchTheVoteATL  
@aliveandincolor  
@lpatgt  
@GeorgiaTech



@WatchTheVoteATL  
@aliveandincolor  
@lpatgt  
@GeorgiaTech  
@GTliberalarts



@WatchTheVoteATL  
@aliveandincolor  
@ipatfan  
@GeorgiaTech  
@GTliberalarts

**#WatchTheVoteATL**

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*Please use camel case (capitalize the letter of each word) in hashtags to ensure accessibility and inclusion for our readers.*

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## **CHARACTER LIMITS**

On X (Twitter), keep posts under 280 characters for clarity.

## **AUDIO**

Use trending audio on Instagram posts and Reels to boost visibility and engagement.

## **TEMPLATE ELEMENTS**

Please do not change any locked elements in the templates provided. This ensures our campaign's branding stays consistent. Duplicate the visuals, make your edits, and then download the final version to your computer before posting.

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**NEED MORE INFO?** Visit [WatchTheVoteATL.org](https://WatchTheVoteATL.org) for additional resources and information.

# DO'S + DON'TS

## DO

### **Always look for sources.**

Anonymous sources, or stories coming from only a single source are more suspect than stories with multiple sources of confirmation. This doesn't mean that they are false; many important stories have come from single anonymous sources! But *don't assume until there is confirmation.*

### **Consider the story's agenda.**

Whether it's a news organization or a political party, stories are colored by the agendas of their writers.

## DON'T

### **Never share a post on social media without fact checking first.**

Having a trusted source of news is important.

### **Don't discount stories that play into emotions.**

...But *do* view them with caution. Injustices make any ethical person upset or angry. A story that promotes emotion is not automatically false, but should be verified before shared.

## REFERENCE MIS/DISINFORMATION CORRECTLY

### **When addressing false information, always refer to it as mis/disinformation.**

Misinformation is unintentional but still harmful, while disinformation is deliberately misleading. Both can damage public trust and interfere with the election process, so it's crucial to name them accurately.

***Following these best practices will help maximize the reach and impact of our campaign to protect the vote in Atlanta. Let's make a difference together!***



# PLATFORM + CONTENT TIPS

## INSTAGRAM

### Content types:

- Video, memes, infographics
- 15 second intro on stories - swipe up to go to main content
- 30-60 second previews/clips
- 2 to 5 minute clips from episode for Instagram TV
- Link tree for external linking
- Go Live with followers on IG Live

### Use Instagram for:

- Promotion
- Community building
- Informational topics

### Most Used feature:

- IG stories 15 second videos that last for 24 hours

## TIK TOK

### *Short-Form Entertainment*

Has the **youngest demographic**: 62% of TikTok users in the US are between 10 and 29

It is the **easiest platform to go viral on**. When it comes to the daily time spent on TikTok, users spend an average of 52 minutes per day on the app

### TikTok Can be Used For

- Discussion
- News
- Community building

**Keep track of the trending sounds and use them in your content creation**. You can play the sound faintly in the background and still have others find you by it if it is completely irrelevant

Most users on TikTok scroll for delight and surprise. Lure them in with **cues that speak to their lifestyles, interests, and surprise them with facts** centered around what you're trying to convey.

TikTok has **strong lifestyle and sub-culture communities** - figure out which community you are targeting and learn about how they typically format their videos (dancers, educators, travelers, artists)

## CONTENT CREATION TIPS

### Use Instagram Reels as much as possible

They typically have a circulation span of two weeks

### Use popular sounds and songs

Help boost your message and get more attention

### Use relevant hashtags

Design posts similar to the preferred content of your target audience - what are they into?

# TEMPLATES

#WATCH<sup>THE</sup>  
VOTE<sup>ATL</sup>

False claims rocked the 2020 election in Fulton County, and disinfo is coming for 2024.

Our mission? Monitor, expose, and counter false information targeting our communities. Join us—let's protect the vote!

We're recruiting 40 Peer Ambassadors + at least 20 paid Community Ambassadors.

Sign up at [WatchTheVoteATL.org](https://WatchTheVoteATL.org).



DISRUPT DISINFO  
DEFEND DEMOCRACY

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DISRUPT DISINFO  
DEFEND DEMOCRACY

#WATCHTHEVOTEATL is here to track and disrupt digital content that could mislead voters or interfere with the election process.

We're recruiting 40 Peer Ambassadors + at least 20 paid Community Ambassadors to join the movement.

Learn more: [WatchTheVoteATL.org](https://WatchTheVoteATL.org)



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ATL!

It's time to rise up, cut through the noise, and protect our vote.

Y'all ready?

Sign up:  
[WatchTheVoteATL.org](https://WatchTheVoteATL.org)

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# RUMOR vs REALITY

Q WAS THE GEORGIA ELECTION STOLEN IN 2020?

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! WAS THE GEORGIA ELECTION STOLEN IN 2020?

Claims that electronic voting machines flipped votes became a central focus of voter fraud allegations in Georgia after the 2020 election.

Despite little evidence to support the claims, allies of former President Donald J. Trump flooded news networks and courthouses, insisting that machines, including those made by Dominion Voting Systems, had altered votes.

THE RUMOR

#

✓ WAS THE GEORGIA ELECTION STOLEN IN 2020?

Exhaustive fact checks found little evidence of voter fraud in Georgia, with fewer than 475 potential cases out of over 25 million votes cast—far too few to affect the outcome.

Even Ken Block, hired by the Trump campaign to investigate voter fraud, concluded that the 2020 election was not stolen. Despite the facts, 2020's big CAP continues to live on.

THE REALITY

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False claims disrupted the 2020 election in Fulton County—and now, AI-powered lies are gearing up for 2024.


Our mission: monitor, expose, and counter disinformation meant to confuse voters in our communities.

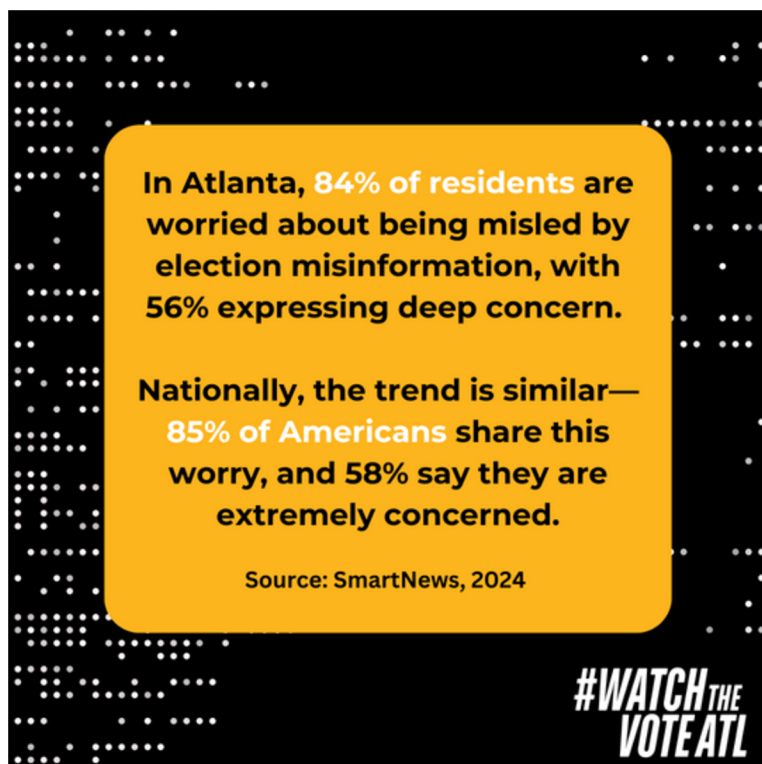
Let's protect the vote together. Join us!

WatchTheVoteATL.org

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## SUGGESTED CAPTIONS



ATL, talk to us: y'all alright? 🙄

Election dis/misinfo is a global issue, but the impact on our city is real. Let's shut it down and protect our vote! Join the fight to track and stop false info in real-time! 🗳️💻

We're recruiting 40 Peer Ambassadors + at least 20 paid Community Ambassadors (non Georgia Tech students)—spots are open now! WatchTheVoteATL.org. 🔗 in bio.

@aliveandincolor @IPaTGT @GeorgiaTech @ivanallencollege  
#WatchTheVoteATL #FULTON #FultonCounty #Election2024 #misinformation  
#Disinformation



Election dis/misinfo is global, but it's hitting our city hard. Let's shut it down and protect our #vote! Join the fight to track & stop false info in real-time!

We're recruiting 40 Peer Ambassadors + 20 paid Community Ambassadors!  
WatchTheVoteATL.org

@aliveandincolor @IPaTGT

**DISRUPT DISINFO  
DEFEND DEMOCRACY**

**Atlantans trust traditional media way more (55%) than social media (27%), but guess where they're still spending 43 minutes a day? Yep, scrolling through social media for their news fix!**

**Source: SmartNews, 2024**

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WatchTheVoteATL@theblkcross.co



WatchTheVoteATL.org



@WatchTheVoteATL

